

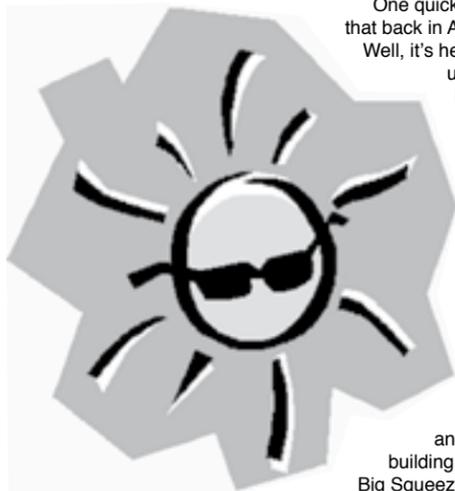
"Opportunity does not knock, it presents itself when you beat down the door."
- Kyle Chandler



5627 University Way NE • Seattle • 206.527.4822 • www.rodcycle.com

R+E CYCLES NEWS • THE NEWSLETTER OF CYCLING VALUES! AUGUST 2007

Things are really Heating Up at R+E Cycles



One quick look over last newsletter and it's easy to tell that back in April, it seemed that summer would never come. Well, it's here, and I think the temperature is over 100° upstairs in our office. Not to worry though, we love the heat. This year is turning out to be another record setting year in our store. It feels a lot different though. Each month for the last 4 months, we've set records for the amount of bikes sold, but a feeling of calm has replaced that anxious feeling of 'rushing to keep up' that was so ever present just a few years ago. I'm constantly amazed at how smooth our new 'product focused' manufacturing method has worked out. Our back-log has remained less than 4 weeks all this year. We've never been able to build, paint and assemble so efficiently as we are doing now. We've also never been able to offer so many different models, options, colors and sizes as we offer now. The machine shop is building eccentrics at a blistering pace, and the Trillium Big Squeeze cantilever brakes are off and running (see page 6). Yes, 'product focused' manufacturing is working out so well that we are even going to offer some new products to focus on. For Fall, we're introducing 4 new bike models:

- The Rainier is a sleek new Randonneur bike that will ride fast, and have clearance for fenders and wide tires. See Page 5 for more info on the Rainier.
- The new Rodriguez Cross bike is just in time for Cyclocross season. See Page 7 for more information on the Cross bike.
- The Rodriguez single speed road bike is another model coming for the mid-2007 season. See Page 8 for more information on it.
- Finally, since we are the main manufacturers of the eccentric most companies use for their single speed mountain bikes, we are producing a high quality single speed mountain bike (page 8). That's a lot of new options, but we've been running so smooth that it all makes sense.

I hope you enjoy our August newsletter for 2007.

More than he Bargained For!

Several years ago (well over a decade now) I managed a bicycle shop on the East side. During that time I worked with hundreds of great customers. One customer, let's call him Gregg, bought a road bike from me way back then. A decade or so later, Gregg walked into R+E Cycles and discovered where I had gone to all those years ago. We talked for quite a bit, and he was glad to hear that I had bought R+E Cycles, and told me that the bike that I had sold him had since been replaced by a high end, custom race bike (not a Rodriguez), but maybe he was in the market for a touring bike. He looked around the shop for a while, and said that he'd be back in the winter to order a touring bike.

Last winter, Gregg did stop in and ordered one of our Willie Weir Ultimate Travel Bikes (UTB). The UTB is a heavy duty, go anywhere touring bike. He figured he would use it for travelling and touring, and use his custom brand X race bike for 'go-fast' rides.

When I ran into Gregg at the Seattle Bike Expo, he stopped and shook my hand and said "I want to thank you for building me such a great bike", he asked "Is it possible that it's lighter than my 'brand X' custom bike?" I told him that the UTB is light for a touring bike, but I didn't think that it could be lighter than his brand X custom race bike. "I don't know why, but I can sure ride faster on the one that you built for me". He said. "That would be in the fitting", I told him. You see, too many people put too much stock in technology and weight savings. That stuff is great for minor improvements in performance, but if your fit is comfortable and correct, you're going to ride faster on any bike.

In Gregg's case, he has a heavier Rodriguez touring bike that fits him great, and a lightweight 'go-fast' brand X bike that he's not as comfortable on. The end result is that he rides his Rodriguez touring bike almost all the time. Since he can ride it faster and farther with more comfort, he even chooses to ride the Rodriguez UTB on his weekend 'go-fast' rides with his buddies. Wouldn't it be sensational if that comfort and fit could be applied to a light-weight 'go-fast' bike as well? Good news.....it can be!

What it all boils down to is that when you buy a bike, you're actually buying a relationship with the bike manufacturer and that shop. Your buying their knowledge of fit, performance, cycling mechanics and technology. You're choosing to buy their experience, their entire staff, and most importantly their ability to listen to you and build something for your needs. Maybe someday Gregg will drop by (as so many others have) and ask us to build him a 'go-fast' Rodriguez or Trillium race bike that he can love like he loves his UTB. Until then, Gregg's friends can take solace in the fact that Gregg may be faster than he was on the other bike, but he could be un-catchable if technology meets the fit and comfort that he has on the UTB.

Thanks for choosing us Gregg, and happy cycling!
- Dan

HOURS
Monday ~ Closed
Tuesday - Friday 12 ~ 6
Saturday - 10 ~ 5
Sunday ~ Closed
by Appointment ~ anytime



R+E Cycles
5627 University Way NE
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The only shop around with a real coffee shop built right in.

A Hand Full

A hand full of gel is what you're going to want when you're riding on Seattle streets! They're going to chip seal the roads by my house soon, and your neighborhood will be next. Better get 'em now while they're on sale. Rodriguez Gel cycling gloves. Reg. \$25

With Coupon Just \$19.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007



Saving for Retirement?

We've got you covered!

Now you can **retire** for less than sixty bucks!

Serfas folding tires are kevlar belted for puncture resistance, and will even fold up small for use as a spare. They're durable enough to last until you really retire..... well, that depends on how old you are.

Serfas Tri folding tires (700c and 650c) Reg. \$35 each

Sale 2 for \$58.88
Limited to 4 tires per customer.

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007



Achey Breaky?

Cool new item! IB-RELIEF Ibuprofen Homeopathic Topical Cream is Ibuprofen that you just rub on where it hurts. Smaller amounts of the active ingredients may be used as they do not have to be absorbed and passed through the kidney, liver, or stomach. Why treat the whole body for pain when you can target the pain with IB-RELIEF?

IB-RELIEF has a clean, non-greasy formula that is odorless and absorbs instantly. It will not stain clothing and leaves no unpleasant residue on the skin. IB Relief cream. 2oz. Reg. \$25

With Coupon Just \$18

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007



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'The Guy With The Shoes'

Once in a while, I used to get described as 'the tall guy' when a customer was describing me to another employee. This month's 'Rare Bird' changed that forever.

When six-foot-six John walked in the store to apply for a job I didn't know what to think. The worn out cowboy hat that he was wearing made him appear more like six-foot-ten or so. You see, I had been the tallest guy in the shop until we hired Scott (six-foot-three). I had come to grips with being the second tallest guy, but could I accept being the 3rd tallest guy in the store? The answer was yes, and I'm glad it was.

John's our head mechanic now, and I thought it was about time for ya'll to learn a little more about him.

John was born and raised in Dallas Texas. He lived in Dallas until he moved here in 2003.

As a boy in Dallas, John enjoyed rugby, skateboarding, and baseball.

His first bike was a Roadmaster that his dad bought for him at a department store called Best (evidently Best wasn't the best as now it's gone).

At 10 years old, John developed a keen interest in the mechanics of the bicycle, and started overhauling his BMX bikes. I know how this goes, as I always had a bike in pieces around my house too. At 16, John started working at a small bike shop in Dallas. After a short stint working in a transmission shop, John decided to move to Seattle and seek work in a bike shop. In 2003, after he had saved enough money, he moved to Seattle and began work in a bike shop in Kent.



This brings back the first paragraph when he interviewed to be the tallest guy working at R+E Cycles. Aside from being tall, and wearing a rotting carcass of a cowboy hat, John was wearing a really cool pair of shoes. I remember remarking on them at the time (and I never notice shoes). I figured I had only noticed them because I looked down to see if he was standing on something. Needless to say, he got the job and began work here in November 2004.

It didn't take long for his ability as a mechanic to shine through. In 2006, we made John responsible for quality control in the repair and assembly areas, and in 2007, he accepted the job as head mechanic.

The secret to learning:

I have a very good friend who is an extremely quiet person. I once asked him why he didn't talk more. He said "I've never learned anything while I was talking". I think this rule is one that John may live by as well. He has been one who was eager to learn by listening to those around him here in the shop. I've never heard him pretend to know something he doesn't know, and he's always been willing to ask for help when an unknown situation rears its head.

The Guy with the shoes:

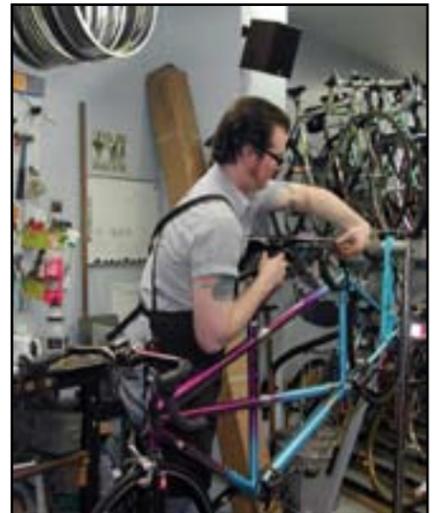
John was deemed 'the guy with the shoes' after a customer once tried to describe a mechanic to me. As it turns out, shortly after we hired John, we hired Dennis (6' 4") and Ross (6' 5"). The customer said "I was talking with 'the tall guy'" and I suddenly realized they weren't talking about me. 'The tall guy' could be Dennis, Ross, John or Scott as far as I was concerned. I asked for a further description and they said "You know, the guy with the shoes". Ah Ha! Nobody could be 'the tall guy' and 'the guy with the shoes' except for John.

Besides being a great mechanic, John is also an accomplished Rock-a-Billy musician. He also moonlights as a part time D.J. on Shake-The-Shack (a radio program on Friday nights on KEXP).

'The not-so-tall guy'

Now we have 4 guys at the shop that are all taller than me, and that makes me the 5th tallest guy in the shop. I really can't be referred to as 'the tall guy' anymore. None of them have hair as long as mine though, so I can always be 'the guy with the hair'.

-Dan



Hey...them ain't cyclin' glasses

That's right, their Serfas wire frame, high quality stylin' sunglasses. My wife wears these and she likes them. I know that you're not always cycling, and when you're not, you want to look like you're not, right? Well, use this coupon to pick from our assortment of wire frame Serfas sunglasses that we have in stock, and we'll make it worth your while.....let's see here.....how about just \$10. They are usually \$30, so you better hurry in 'cause we have a limited supply.

Serfas Sunglasses

With Coupon Just \$10



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Unchained Melody

A beautiful song, but not really a melody you want your bike to sing. Use this coupon to have us inspect and lubricate your chain for FREE. All you have to do is bring your bike by the shop and we'll perform this service on the spot, while you wait. It's fun and it's FREE!!

FREE is a very good price!



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Still the one!

Crank Brothers tire levers are still the easiest way to get your tire on and off the rim in the unlikely event that you get a flat tire. People still ask me if we stock them, so I thought I could do a coupon to remind everyone where to get them. Reg. \$10

With coupon just \$7.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Commuter Computer

The Sigma BC506 computer is perfect for commuting. It has big numbers that are easily read, and gives you just the information that you need. You can get one for just \$17.50 with your purchase of any full service package in the repair shop (service packages start at \$75). What the heck! We'll even install it for free! That's a total savings of \$27. How can you go wrong with this one? Reg. \$25 + \$20 for install.



Save \$27.50

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Got our eyes on you

The sun is blazing and I keep losing my sunglasses! If you do too, stop in at R+E Cycles and load up! We've got UV400 Sunglasses 2 for the price of 1. Reg. \$20 each.

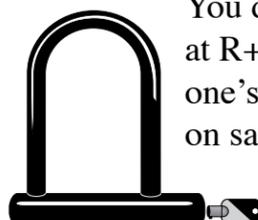
Get 2 for the price of 1



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Locked and Loaded?

You don't have to be loaded to buy a lock at R+E Cycles! U-locks are back and everyone's loving them again. We've got them on sale for you. Reg. \$25



With Coupon Just \$18.88

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Have a nice trip.....

.....or did you stumble around the airport trying to carry your bike in a giant heavy container? Maybe you decided it was too difficult to take your bike on your summer vacation, so you rented a bike at your vacation paradise? We know how that works out.....every year about this time we hear from all of you out there about the fantastic places you visited on a bike that was maybe not so fantastic.



If you're going to travel, and you love to bike, why not get a real road bike that fits you perfectly and is a snap to transport? At R+E Cycles, we offer 2 production models of road bikes, and several configurations of tandems that will pack up easily into suitcases for flying. Never have your dream vacation spoiled by a rental bike that doesn't fit worth a darn.

Experience:

Since 1996, we've been building some of the most versatile travel bikes in the industry. Our evolution of the details was greatly accelerated by the fact that we are the manufacturer as well as the dealer of our own bike line. A few examples of this are:

After building just 2 travel bikes, we discovered that special consideration must be applied to ensure that our bikes are easier to dis-assemble and re-assemble than other travel bikes. Our use of cable splitters allowed the customer to take apart the bike and re-assemble the bike without having to re-adjust the brakes and derailleurs. Unfortunately, cable splitters rub on the frame, scratching the paint and rattling over bumps (very annoying). Because of immediate customer feed back, we were able to develop our exclusive 'out-rigger' braze-ons. These ensure that the cables extend out enough from the frame to make room for the cable splitters. It seems like a minor thing, but most manufacturers even today will just let the cable splitters rattle and rub up and down against your frame.....'ding ding ding'.



I could bore you to tears with all the minutia that we have labored over when it comes to travel bikes, but then you wouldn't read about the bikes. So, rest assured that the minutia is being labored over, and that our 11 years of building travel bikes has resulted in the most convenient, affordable vehicles that you can fit into a suitcase and take on a plane with you.

-Dan

gotta gotta getaway?

Rodriguez Houdini



Same bike as our Sport and SL models except it will fit in a suitcase for easy travel.

More info at www.rodcycle.com

Willie Weir Adventure



Your bike if you want to go anywhere. This bike can ride in any conditions and carry as much weight as you want to.

More info at www.rodcycle.com

Toucan Travel



The same X 2

Smile for a while



Use this coupon to talk to Smiley and work out a deal on something that is in Smiley's bin of bargains! Aero bars, saddles, stems, toe clips... lots of great stuff to offer on.

**With Coupon
\$MAKE OFFER**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Feelin' Like a Fool?

Caught without a tool again? Did you have to borrow from your friends? Oh man....that's just sad. Even the simplest of repairs are impossible without a good mini-tool. It was just a few months ago when you passed up the opportunity to own one of these beauties, but now you're in luck again. The Serfas Mentor Micro folding tool has 9-functions and is still small enough to fit in your pocket. You'll be able to perform just about any on the road repair and can be the hero of all your riding buddies. Reg. \$20

With Coupon \$14.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007



Now them is sum cyclin' glasses!

So you're not impressed with the style sunglasses on special for \$10, or the 2 for 1 on the other page? Well here's your cycling glasses special. Tifosi photosensitive sunglasses are just what the doctor ordered for the sun shine we've been having. They darken when you go outside, and lighten up inside so you won't be so tempted to set them down and loose them. Hey, they pay for themselves....what are you waiting for? reg. \$60 - \$90



Save 10% with coupon.

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Treat Yourself

Craft Master cycling shorts for men and women are as good as it gets! We're closing them out (in preparation for winter believe it or not) for just \$88. Reg. \$100
Hurry, limited to stock on hand



SAVE \$12

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

From Utah to Germany

We love our customers, and they love to bike! It's always a thrill to see pictures and hear the stories of those who venture out on a Rodriguez Travel Bike. Larry and Sharyl are from Utah. They had an old Trek tandem that they wanted to retire, and decided that they would like a Rodriguez travel tandem for their trip to Germany. We communicated via email for several weeks until we finished up with their bike design. Eventually, they made a trip up here to see the shop and have us finalize their tandem design. Larry is quite the carpenter, and actually built his own case from wood (Sharyl is standing on the case in the photo to the right). He then modified the standard canvas case to fit around his wooden creation.

Below is a photo of their Rodriguez Toucan Travel tandem parked along the Danau Radweg in Germany.

Congratulations on the trip guys! And feel free to ask us along with you next time.

-Dan



Read stories, letters and see lots of great pictures that our customers have sent to us over the years in our on-line scrapbook at

www.rodcycle.com

Two Hot to Handle

Tandem bikes have been hot this season. We've had the best tandem season so far since 2004. Nothing goes better with a tandem than a set of comfortable handlebars. When riding a tandem, you really need to keep your hands near the brakes and shifters, and it's harder to take your hands off the bars for a rest. The FSA K-Wing handle bar uses the power of carbon fiber for good results. FSA discovered that they can mold and shape carbon fiber any way they wanted, thus throwing off the limits of just bending a round piece of aluminum into a handle bar. By studying how the human hand rests on the handlebar, FSA was able to mold this bar to fit the hands perfectly, no matter where you ride on the bars. The top of the bars are wide and flat. This fits your hands comfortably, and allows for some 'shock absorbing' flex in the bar. When riding on the hoods, you'll find that the bars are designed to distribute the load much more evenly as well. Our price on this bar set up is \$550 for a single (or captain position) and this includes a carbon/Ti stem, new cables and housing all around, plus full installation. These bars are just as popular with our commuting/touring customers as with our race/performance oriented riders. If you want to lighten up your bike and make it more comfortable to ride, this is the best \$550 you can spend on your bike. (Save 10% if you own a Rodriguez)



Did you know.....

Every Rodriguez and Trillium bicycle is hand-built, one at a time, right here in our shop. It always surprises me when someone asks me "where are these bikes made?" at Seattle Bike Expo.

I'm always proud to say "in Seattle, USA"

It's Alive!!!!

The Rodriguez Rainier

Geologists all around have been studying Mt. Rainier and have determined it's alive. Since I live in Seattle, I've paid special attention to the Discovery Channel specials about this lively volcano. (My mother-in-law in Idaho apparently has too, as she asked me if our house was high enough to avoid tsunami damage).

This winter Scott put together a spec sheet for a new Rodriguez model that he said would be perfect for the RAMROD rider (or any Randonneur cyclist for matter). The bike would also be perfect for the commuter who doesn't need a full rack set up. Not really a touring bike, but a sport bike that would easily accommodate full fenders, and a rear rack. The bike would need to be as light as sport and SL models, but offer a little more versatility.

Enter the Rodriguez Rainier:

Naming the bike was easy. Mt. Rainier is part of everyday life here in Seattle. You can see it from just about everywhere if you live in the Northwest. A ride around Mt. Rainier



in One Day (RAMROD) calls for the rider to be prepared for rain, sun, wind, calm, rain, sun, wind, calm, rain.....you get the idea.

Many of our customers have had us build custom bikes to these specifications, but now we are going to offer the bikes in all of our 15 sizes, 4 colors, 4 decal designs + custom anything you need. Our new product focused manufacturing method makes it all possible (along with an incredibly talented staff).

Prices will start at just \$2,199

The Real Thing Baby!

Get a free set of Campagnolo cables and housings installed on your bike when you purchase a Seasonal Service or Seasonal Overhaul with new bar wrap in our repair shop. Here's how it works: Your cost will be \$200 - \$310 (less 10% for Rodriguez bicycles) depending on the service you chose, and we'll install the Campagnolo cable and housing set for free (\$75 value)

**FREE Campagnolo
Cables and
Housings**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Coming and Going

Let drivers know you're out there. Use a Pyramid front/rear light kit so they can see you Coming and Going. Reg. \$30

**With Coupon Just
\$24.99**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Get Creative

These little mounts are great. You can bolt them down just about anywhere you want a bike to be able to be mounted. I use them in the back of my truck and I have several of the mounted in a trailer I use for transporting tandems. Reg. \$15



**With Coupon Just \$11.99
While they last**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

It's a Yawn

The chain tool to own in the 1970's and 80's was the Ciclo Rivoli. In the 1990's, it was the Park Chain Brute. Now those are names I could have fun with! The one we like now doesn't have a real catchy name unfortunately..... in fact, it's a yawn. It's just called the **Super** chain tool from Topeak. Probably took an all nighter at corporate to come up with a name like "Super". They are a creative company, so why no creative name???. we're not sure.....we won't hold it against them though. Reg. \$20



With Coupon Just \$17.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Dog Days of Summer

Is the heat effecting your memory? You don't want to forget your lock combination while your locked up at the lake though. Resist the urge to go unlocked and pick up an Ongard Doberman cable lock. You can set the combination to any number you can remember. Reg. \$22.99



With Coupon \$19.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Free Fallin'

You don't want your bike to be Free Fallin' at 60mph on I-5 right? Use a Hollywood car rack to securely carry your bike. Reg. \$70



With Coupon Just \$59.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

The end of an era

The Cateye Astrale computer has been the computer that we've carried for over a decade for our customers who want to keep track of their cadence (as well as everything else). Now Cateye is discontinuing the Astrale, and the model that replaces it (the Spectra) is \$10 more. We usually sell the Astrale computers for \$50, but were going to run them on closeout for \$44.99 this month only.



SAVE 10%

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Fender Bending

Can't decide if you're a fender person or not? No problem.... the Mudslide front fenderlike thing from Headland is easy on and easy off. You can honestly say that you ride with a fender or without.

Reg. \$12



SALE
\$9.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

I would go riding but...

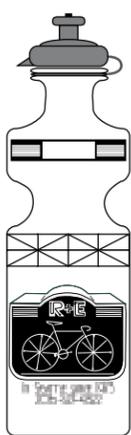
....my tires are low on air. What a lame excuse right? Well I've heard it thousands of times. If you don't want to hear yourself utter this lame excuse, here's what you do. Simply bring this coupon in to R+E Cycles and save \$6 on a quality, Blackburn TPS-2 floor pump. Now if you don't take us up on this offer, we can't help you.



SAVE OVER 20%

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Excuses, excuses, excuses!



OK, so your tires are aired up, but you've got embarrassing stains all over your water bottle. Now this excuse is really lame because you know that all you have to do to avoid those embarrassing stains is use a stainless steel water bottle cage. We'll sweeten the deal and through in a fresh R+E Cycles bottle when you buy a Blackburn stainless cage (\$14.99) using this coupon.

End Embarrassing Stains FOREVER!!

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Treat your feet!

Superfeet insoles will make any shoes more comfortable. Buy a set for your cycling shoes, and then you'll want a set for your work shoes, your running shoes etc.... Reg. \$35



With Coupon Just \$29.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Stop Right There!!

The Big Squeeze

Just in time for Cyclocross season!

You've read all about them, now they are here. Call Ross at 206-527-0360 in the Repair shop to set an appointment to have yours installed today.

Tritium



\$125 pair

Where's the Stellar?

I've had a small run of emails recently asking if we still make the Stellar.



As most of you remember, the Stellar was our women's specific model of bicycle. The Stellar was produced in 4 sizes, and one color (we called it Night Sky Purple). The Stellar was produced from 1996 until 2006, and became an industry standard. If you ride in the Northwest, I'm sure you've seen one or two of them around. We sold thousands of them.

Well, after 10 years of the bikes the same color, we discovered that our customers wanted some options. We also discovered that we could produce more than just 4 sizes around women's geometries. You'll find all of the research and development of those 4 Stellar sizes in our sizes 1S through 4S (in 25 different models), but now we've extended our sizing line-up to 15 sizes. Many of those sizes are women's specific. The paint options have expanded to 4 different designs + custom colors on request. The decal options have grown to 5 different options as well.

Instead of just one model designed to fit women, we now have 25 models with women's specific geometry. That's right....25! Every one of those 25 models comes in any color or any number of different color/decal options. That's more models with more variety than any other manufacturer that we know of.

The same....only much, much better.

Rodriguez Cross Bike



A Rodriguez Cross bike in it's native habitat

Do you guys build Cyclocross bikes?

That's a question we get a lot this time of year. The answer is YES. As a matter of fact, last year one of our customers placed 2nd overall in the series during her first season of Cyclocross racing. Congratulations Lee! This year we've finally caught up enough to do something that we've always said we should do. We're going to offer a Cyclocross production bike. It will be available in all 15 Rodriguez sizes (+ custom), and 2 different component configurations. As all of our bikes, it will be available in 4 different color options (+ custom) and 5 different decal options (+ custom).

Prices will range from \$2,699 ~ \$3,299

A message from Idaho

When I bought my first high end, skinny tire bike back in Idaho as a kid (a sweet Peugeot) I was very disappointed to learn how easily my skinny tires were rendered useless by goat head stickers.

You see, in Southern Idaho, there was a crack in every country road every 20 feet or so. Out of the cracks grew vine like weeds that stretched out like octopus tentacles. Each tentacle contained what seemed like 1,000 stickers shaped like goat heads. The thorns on the stickers were up to 1/4" long, and there were 2 thorns on each sticker. The overall shape of a goat head was designed specifically to puncture road bike tires.

When you hit a goat head, it was like hitting a small rock, except that the impact was immediately followed by the unmistakable tick, tick, tick sound of a goat head hitting the ground with each revolution. Every tick was the sticker being driven further in. At first, I would stop and pull the sticker out. This would result in the tire going flat immediately. I soon found that it was better to leave the thorn in the tire until I was at a convenient stopping place to patch the tube. At certain times of the year, I might pick up 6 or 7 thorns in one ride.

I could've used a flat sealing goo that would be injected into my inner tubes, but this would add rolling weight to my expensive lightweight wheels.

A thorn works it's way through the tire casing with each revolution. Kevlar belts and extra thick tubes simply delay the inevitable. Once a thorn or a piece of glass has become embedded into your tire, it will eventually work it's way through.

One day (about 25 years ago) when the thorn count was high,

I found myself sprinting across the Perrine bridge (before there was a bike path across it) with a completely flat front tire. With no air in my tire, I ended up crushing my rim on one of the perfectly placed expansion joints (this was preferable to being crushed by the semi trucks rushing by at 70mph. I hobbled over to Valley Schwinn (no longer there) and talked with John the owner. He sold me a new front wheel, and showed me a new product that ended my troubles almost completely.

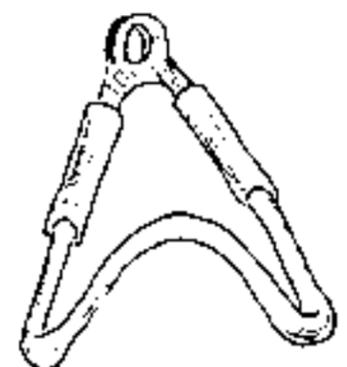


The Tire Saver is a masterpiece of simplicity and concept. The concept: Knock the thorn (or glass) out of the tire before it ever has a chance to penetrate. The simplicity of the Tire Saver design ensured dependability and light, light weight.

The tire saver simply bolts onto your bike where the brakes mount, and it rides just above your tire. When you pick up a thorn or a piece of glass, it simply knocks it out on the first revolution.

When I moved to Seattle, no one seemed to have ever heard of the Tire Saver. People that I have sold them to swear by them. One woman who bought a set from me a few years ago now lives in Utah. Just a few weeks ago, she emailed me to order several sets for all of her friends. Seems like she couldn't find a shop in Utah that had ever heard of them.

Tire Savers are still around, and the maker makes them up as we order them. They sell in the shop for just \$10 a pair. That's about the least expensive option for protecting yourself against flat tires.



If you'd like to see a pair, come on into the repair shop and talk with Ross.

Your Bike's Ready Dave!

Since the Seattle Bike Expo of 2004, Dave (and lots of other guys for that matter) has been visiting our booth and drooling all over the fixed gear and single speed bikes that we've built for our customers. He wanted one so bad that he could taste it, but just didn't want to shell out the money for a custom. Scott finally got tired of wiping the drool from the fixies after the show, and convinced me to offer a less expensive, production model that would be a little more affordable. Well Dave, here's your bike!

The Rodriguez Single Shot comes in all of our stock 15 sizes + custom, 4 color schemes + custom, 4 decal designs + custom for a much lower price than full custom.

We're offering 2 configurations of the bike starting at \$2,100. If you order before the end of September, you'll receive an introductory price from just \$1,999.

Rodriguez Single Shot



Introductory price from \$1,999

Feel like a kid again!

Remember the feeling of riding anywhere on a bike and not having to worry about a missed shift? Well, those days are back for us 30+'s in the form of the single speed mountain bike. We realized the popularity of this bike style when we had to ramp up our machine shop capacity (by a factor of 8) to make the eccentric chain adjusters for several other bike makers.

Since we make the adjusters, why don't we make the bikes? Good question. I think because we haven't made a production mountain bike for several years. We've certainly made several custom mountain bikes.

Well, for this season we're introducing the new Rodriguez Sun Top. A hand built single speed mountain bike with the Bushnell eccentric chain adjustment system.

The Sun Top will be available in 6 production sizes + custom, 4 production paint designs + custom, and 4 decal options + custom.

Prices will range from \$3,000 to \$5,500



Tire Easily?

Maybe your tires are too heavy or worn out. Great news, we've got some excellent Hutchinson Fusion Comp tires on sale in our repair shop. The Fusion Comp is lightweight, high performance, and folds easily to use as a spare if desired. 700X23c size only. Reg. \$60 each

SALE 25% OFF

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Tube and Lube



Use this coupon to save 1/2 off the price of any size inner tube when you purchase a 2oz bottle of Triflow (\$4.99) at Seattle Bike Repair.

1/2 Price inner tube



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

If the shoe fits...

...wear it out of the store and save money in the process.

Buy any pair of clipless pedals that we have in stock (Shimano, Speedplay, etc...) and we'll sell you any pair of shoes we have in stock for \$15 off.



SAVE \$15

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007

Lighten Up!

If you need to carry more than what will fit in your small seat wedge, but you don't like the weight of a rack on your totally sweet new ride, the Detours Hightail bags are for you! We carry 2 different models that sell for \$79 - \$89. Use this coupon to save 15% off on any of the Hightail bags that we have in stock.



SAVE 15%

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Sept. 8, 2007