

You cannot plough
a field by
turning it over in
your mind.

Author Unknown



Rodriguez
Trullium



The Newsletter of cycling values!! Sept. ~ Oct. 2009

The Floor Sample Sale!

So you want a deal on a really sweet new Rodriguez huh? Well, if you act fast you just might score big! We're having a sale on all of our floor samples. We have about 40 bikes in the sample program right now, in varying sizes and colors.

Every winter, we build size runs of different models for the shop floor and paint them custom colors. It gives us bikes for people to try out as well as paint ideas for those who need inspiration on their paint selection. Well, the winter is on the way, and it's time to make room for the 2010 models. Out with the old we say! And we're willing to discount them several hundred \$\$ to make room for the new. SAVE 10% or more on any Floor sample in stock!

Here's the really cool part. Take advantage of our 'Bikes for Buckets' (see article to the right) program to save even more \$\$. That's Crazy right? Better hurry, these bikes will move VERY fast.

Here's a few examples of the savings:

Bike #	Model	Size	Color	Reg.	Sale	Save
1207253	Rainier Mir.	1S	Sil/Grn.	\$2,600	\$1,900	\$800
0608117	Limited	8S	Green	\$2,200	\$1,980	\$220
0109002	Navigator	6S	Black	\$1,600	\$1,440	\$160
047538	Adventure	5S	Silver	\$2,600	\$2,200	\$400
0509072	Navigator	9N	Red	\$1,600	\$1,400	\$200
097220	Cyclocross	5S	Blue/Or.	\$3,200	\$2,400	\$800
0409043	Rainier Mir.	7S	Black	\$2,800	\$2,490	\$310
0609085	W2 Travel	6S	Silver	\$2,500	\$2,120	\$380
0609084	Limited	7.5N	Green	\$2,200	\$1,980	\$220
0509066	Navigator	1N	Pink	\$1,600	\$1,440	\$160
0709104	Rainier Mir.	2S	Light Blue	\$2,800	\$2,490	\$310
0709105	Rainier Vel.	3S	Silver	\$3,100	\$2,640	\$460
0609082	Limited	5N	Black	\$2,200	\$1,980	\$220

BIKES FOR BUCKETS!

Cash for Clunkers? What the heck? Who wants to buy a new car when R+E Cycles will give you \$250 for your old bike??

Come on, we know you're out there, we see you in the repair shop every day. Aren't you tired of that old, heavy bucket of a bike? Tired of the repair bills, the broken spokes, or the old fashioned shifters? Does your neck, back or butt hurt when you go riding? Do all of your friends laugh at your bike? Maybe you just missed out on Cash for Clunkers because you already own a car that gets good mileage. Or, maybe you have a friend in this...unfortunate situation. Well, now's your chance to do something about it!



We'll give you (or them) \$250 credit for that old road or mountain bike, no matter what it is, when you push, pull or drag it in to R+E Cycles and buy a new Rodriguez! That's right! Your old road or mountain bike is worth \$250 in trade, no matter how old, broken, or out dated it is!

SAVE \$250!!

You gotta hurry though....we're offering this special just through the month of October. Better call today for an appointment (206.527.4822)

I Can't Stop the Rain

Oh yes I can! I can stop that rain with a sweet new rain jacket from R+E Cycles! Even other stores send customers here to get our touring model rain jackets. Use this coupon to get an even better deal on our already amazingly low price of just \$165. When you use this coupon, we'll set you up with one for just \$139.99

SAVE 15%



Limited to stock on hand, no cash value, offer expires 10/31/2009

Into The Night

R+E Cycles is still the place to get a flashing tail light that mounts directly to your rear rack. That way you always know where it is when you want to ride 'into the night'.

Reg. \$20

SALE \$17.88



Limited to stock on hand, no cash value, offer expires 10/31/2009

"Gimme The Works!"

So you really wanted a new bike this year, but it's just not in the budget? Besides, that old bike is working pretty well, it's just kind of..... well....ugly. What were you thinking anyway when you bought that thing back in the 1980's? Sure, you can say that it's the only color that it came in, but we know.....we were there too. And now that you think about it, isn't it time to have that thing serviced anyway? Have we got the deal for you! We can make that old bike look and run like new for a fraction of the cost of a new bike!

It's like getting
a new bike for just \$500

It just so happens that we have a full frame and paint shop, so that old steed of yours can live on! Our winter restoration special has become a tradition around these parts, and people email me every September wondering when we're going to run this promotion again. It's your lucky day, now is the time. Usually, an overhaul/paint job for your bike is \$750. If you bring in your bike between September 5th and December 31st, we'll give it the works for just \$499 (Only \$450 for Rodriguez bikes). A \$250

discount is nothing to sneeze at!

We started running this winter special back in 2003 or so, and it turned out to be a win/win situation for the customers as well as the repair and paint shop! That one little coupon keeps us going strong through the winter, and gives those customers who took us up on it a fantastic looking, as well as fantastic performing bicycle! It doesn't matter how old your bike is, a fresh coat of paint and an overhaul will make it seem new. Several women

brought in Stellers from the early years (1996-97) and had them custom painted and overhauled with this coupon. One in particular had the bike painted Sunrise Yellow, and the old brakes were white. She originally thought she should buy some new brakes for it, but I suggested that painting the brakes to match the bike would give her bike a great conversation starter!

"All right already, I'm sold! Now how do I get 'the works' for my bike?" You ask? That's easy. Just roll that old steed into our repair shop and say "Give me the works!"

Any way you Slice it....

....the Serfas Seca tire has flat protection. That's right, a protective belt under the tread gives you great flat protection through the winter, and still rides like a tire..... as opposed to concrete, like some tires. Their reg. \$25 each. Use this coupon to get a pair for just \$38.88. 700c X 23c, 25c, or 28c.



SAVE OVER 20%

Limited to stock on hand, no cash value, offer expires 10/31/2009

Forever

There's only one bottom bracket designed to last forever....the American made Phil Wood. They even come with a 5 year warranty. Use this coupon to get a killer deal on one too. Reg. \$160. With coupon just \$129.99



SAVE \$30
Limited to Stock

Limited to stock on hand, no cash value, offer expires 10/31/2009

Nothin' to Lose

Buy a set of Tire Savers at R+E Cycles and we guarantee you'll like them. If not, let us know and we'll buy them back. They're inexpensive and it's the best way to prevent a flat before it happens. Want to know more? Stop by the repair shop and take a look at them. Reg. \$15



SALE JUST \$9.99

Limited to stock on hand, no cash value, offer expires 10/31/2009

Easy as it Seems

Do you really want mass confusion while riding your bike? Not me. The BC506 computer is as easy as it seems. Just speed, distance and time. The numbers are large so you can actually read them too....what a concept. Reg. \$24.99

SALE JUST \$17.99

Now, if you want mass confusion, we have that too.



Limited to stock on hand, no cash value, offer expires 10/31/2009

A Penny Saved...



You can save a lot of pennies when you buy the KHS Urban X from R+E Cycles. The Urban X from KHS is one of our best sellers every fall. It comes standard with everything you see pictured. Usually, after you buy your bike you've got to spend another \$100 for fenders and a rear rack (essential items for commuting in Seattle). The Urban X is just \$459 and includes fenders, a rear rack, and a professional fitting here at R+E Cycles.

How can you go wrong?

Just \$459

...is a Dollar Earned

It Never Goes Away

Does your bike have a funky sound that never goes away? If your chain wears out, then it takes out the rest of your drive train. Use this coupon to have us check and lubricate your chain while you wait for FREE. Free is a very good price. Just drop by when we're open.

FREE CHAIN CHECK



Limited to stock on hand, no cash value, offer expires 10/31/2009

What Makes the World Go Round?

I don't really know, but I do know this....without good inner tubes, your wheels are NOT going round! So, use this coupon and get 3 inner tubes of any size that we stock for just \$10 (reg. \$5 each)



3 for \$10

Limited to stock on hand, no cash value, offer expires 10/31/2009

A World Without Heros

Gone are the days you could just wait on the side of the road and hope some hero will loan you their pump. If you've had your frame pump a while, try pumping your tires up with it and make sure it still works. I see them all the time missing crucial parts. If you need a frame pump, we'll be your hero and sell you one on sale. Get the Sunlite frame pump for **just \$14.99** (reg. \$20)

SAVE 25%



Limited to stock on hand, no cash value, offer expires 10/31/2009

There's a Theme

There's a theme to the titles of the coupons in this newsletter. Can you figure it out? If you are the first customer to bring in this coupon and correctly identify the theme, we'll give you a FREE coffee drink of your choice from our espresso bar and tell everyone that you're the smartest person we know.

WIN THE PRIZE

Limited to stock on hand, no cash value, offer expires 10/31/2009

Those Who Can....Teach

Now you can learn to repair your bicycle from those who repair thousands of bicycles each year! Spend a little time this winter, and become an expert in repairing your own bicycle.



Bicycle Repair Classes - Call 206.527.0360 to register

All classes are hands-on, and you get to work on your own bike. We work to your schedule.

Instructors:

Seattle Bike Repair mechanics - John Lehman, Beau Hart, Jeremy Whitbred

Road Side Repair - \$100 (max. 4 people per class)- In this 2 ~ 3 hour class you will learn how to fix the things that stop your ride. Flat tires, broken chains, basic adjustments, etc....

Getting Greasy - \$250 (max. 2 people per class) - In this 2 evening course you will learn how to check your frame's alignment, adjust your bearings, remove your drivetrain parts and clean them, adjust your derailleurs, and much more. onto a bicycle frame. Class fee - \$650

The Overhaul Course - \$300 (max. 1 person per class) - In this 6 hour course you will learn how to rebuild your hubs, bottom bracket, headset, and inspect all bearing surfaces for wear. You will learn how to fix a broken spoke, align your dropouts and how to install all new cables on your bike.

We're also offering framebuilding and welding classes this winter too! See page 7 for more details.

It's Never Enough!

You pump and you pump till you're sweating. Pretty soon you don't even need to go for a ride because you've put in a full work out trying to fill your tires, and it's still not up to pressure? Use the new Blackburn Air Tower 2 that we just got in stock (it's a long story) and put on sale for just \$28.99 (reg. \$40)

Just \$28.99

Limited to stock on hand

Limited to stock on hand, no cash value, offer expires 10/31/2009



Get all you can Take

It's big enough to carry all you can take and them some for most. This bag mounts conveniently to any rear rack and comes with 2 side panniers that can pop out as well as a shoulder strap.

Reg. \$50

With Coupon Just \$39.99

Limited to stock on hand, no cash value, offer expires 10/31/2009



We're Not Kidding!!

If I told you that you could own a super sweet, special edition Campagnolo Chorus Carbon 10-sp equipped, OX Platinum, Rodriguez hand-built bike for just \$4,000 you might think....OK, that sounds about right? Well, what if I told you that if you that if you order that bike before October 31, 2009 we would sell it to you for just \$3,199? Not good enough you say? Well, I'll throw in a \$200 custom paint upgrade for free (get it painted any color you want). Think I'm kidding? Try me! Get a \$4,200 bike for just **\$3,199** until the end of October or until we run out of Campagnolo Chorus Carbon groups.



Rodriguez Special Edition Chorus Carbon

Frame	OX Platinum, hand-built
Fork	Profile BSC Carbon
Levers	Campagnolo Chorus Carbon 10-sp
Brakes	Campagnolo Chorus
Cranks	FSA Gossamer Triple
Front Derailleur	Campagnolo Triple
Rear Derailleur	Campagnolo Chorus Carbon
Cogs	Campagnolo Chorus 10-sp 12-25
Chain	Campagnolo Chorus 10-sp
Wheels	Easton EA50
Head Set	FSA Orbit X
Bars	FSA Omega
Seat Post	Carbon 27.2
Saddle	Terry Cro-mo

Just \$3,199 for a limited time. (Reg. \$4,200)

SAVE \$1,000!!

HURRY, Limited number of Chorus kits in stock!!

Get-a-Way

Here you go. We're going to help you out. When you buy any Rodriguez Travel bike between Sept. 10 and October 31st 2009, we'll knock \$50 off of the price of an S&S hard shell travel case when you purchase it along with your bike. Reg. \$350

Just \$299

with Travel bike purchase.

Limited to stock on hand, no cash value, offer expires 10/31/2009



Travel on a Budget!

At Rodriguez, we've become known as the place to get a great travel bike. Our travel bikes offer many details that the others just don't. Not only do our travel bikes come with that extra touch of convenience, but the price is usually several hundred dollars less than the equally spec'd competitor's bikes. Well, we've got more bad news for our competition.....In addition to our regular Travel bike offerings, this season we're introducing

3 new models that are thousands of dollars below the competition!

Meet the new kids on the block:

Rodriguez Navigator Travel Just \$2,299

The Navigator Travel is the lowest priced, high quality, hand-built travel bike you'll find available. Each frame is hand-crafted for the customer right here in our Seattle based frame building facility. Our turn-around time is just 4-weeks or less from time of order.

The frame uses S&S couplings and cable splitters to easily split apart and pack into an airline approved size suitcase (*sold separately).



Rodriguez Adventure Travel (standard edition) Just \$2,499

So you say you want an affordable bike with room for fenders and big wide tires, mounts for rear and front racks, a Rodriguez bomb proof tandem fork, mounts for 3 water bottles and a frame made in the U.S.A., and you want the whole thing to fit in a suitcase for travelling? What I hear you saying is that you want a Rodriguez Adventure Travel Standard. This is a comfortable, American made, steel, classic touring bike with modern day and the old school conveniences plus hand built wheels with a 3-year warranty.

Rodriguez W2 Adventure Travel (standard edition) Just \$2,499

The W2 Adventure is the famous Rodriguez bike that we designed with Adventure Cyclist/Journalist Willie Weir. It is the Ultimate Travel bike. It's the same rugged frame and fork as the Adventure, but we use 26" mountain bike wheels for those cyclists who like to run super wide tires for off road terrain. The 26" wheels also allow you to pack more stuff in the case with your bike if you travel a lot.



More Travel bikes to choose from!

At R+E Cycles, we've been manufacturing travel bikes since 1996. All of the models listed above are new this winter. We have travel bikes ranging from \$2,299 to \$10,000. Our travel bikes are made to look and ride just like our high quality non-travel bikes look and ride. There's no reason to compromise performance for a travel bike. Many of our customers ride their Rodriguez travel bikes as their everyday bike as well as take them on trips. Call today if you'd like to come in and see how a Rodriguez travel bike works or rides. 206.527.4822

Time to Winterize

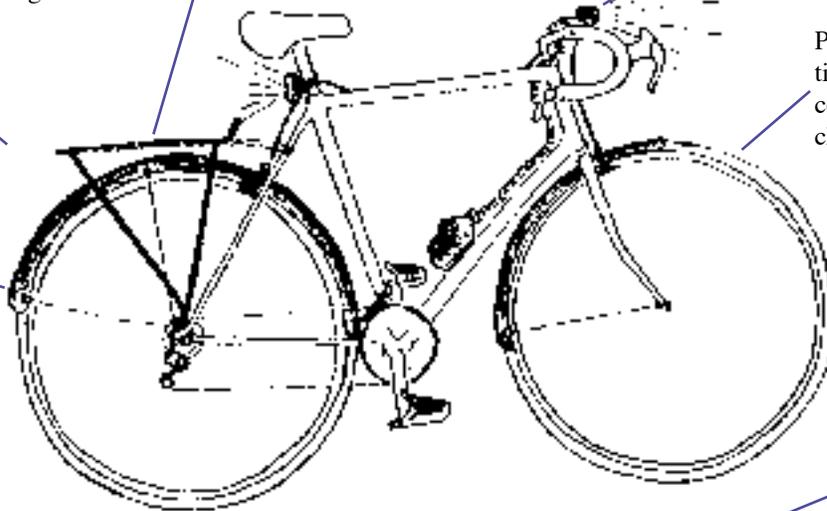
A flashing tail light (especially one that attaches to the rear rack) is great for day and night through the winter.

How about a rear rack?
It's nice to be able to carry some stuff right?

A front light is a must have for winter commuting.

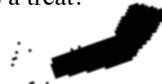
Puncture resistant tires and tire savers make a great combo (unless you like changing tires in the dark).

Full fenders make riding all winter quite tolerable.



You will thank yourself a thousands times if you invest in a good Rain Jacket from R+E Cycles.

Arm warmers and leg warmers any time of day are a treat!



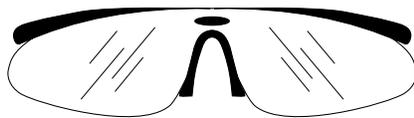
Helmufs.....nuf said! Well, maybe I should say that if you don't have a pair, you're going to want a pair. They're everyone's favorite way to warm your ears.



Tears are Fallin'

Tears are fallin' because you're riding home after work and it's too dark for sunglasses. What can you do? Swing into R+E Cycles and pick up a pair of clear glasses that are perfect for just such an occasion. The amber color works well too for winter. Get 2 pair for the price of one. Reg. \$20

SALE
2 pair for \$20



Limited to stock on hand, no cash value, offer expires 10/31/2009

Fits like a Glove...

....for you foot! The Potenza neoprene bootie stretches around your shoe to keep your feet warm even when it's cold and wet outside.
Reg. \$35

With Coupon Just
\$24.99

Limited to Stock on hand!

Limited to stock on hand, no cash value, offer expires 10/31/2009



Hot and Cold

Be prepared for either! Time to get a set of arm warmers! Use this coupon to save 15% on any pair that we have in stock. Reg. \$30 ~ \$35

SAVE 15%

Hurry, limited stock

Limited to stock on hand, no cash value, offer expires 10/31/2009

The Magic Touch

The Pearl Izumi winter gloves are in stock now. We are carrying 2 models this season....the Zephyr @ \$30 and the Prolite Griplite @ \$25. We also have various leftovers from last season. Use this coupon to save %15 on any winter glove that we have in stock.

SAVE 15% on any winter gloves!

Limited to stock on hand, no cash value, offer expires 10/31/2009



Frame Building Classes

Frame Building Classes - Call 206.527.4822 to register

All classes are taught one-on-one around your schedule.

Instructors: Master frame builders - Dennis Bushnell and Todd Bertram

Intro to Frame Building (Observation only) - In this 6 ~ 8 hour class, you will observe a frame created from start to finish and ask as many questions as you like. Class fee - \$300

Hands-on classes:

Intro to TIG Welding - Two sessions, 2 1/2 hours each with one-on-one instruction. In this class you will learn the basics of TIG welding, and practice welding on straight steel plates. Class fee - \$650

Intermediate TIG Welding - Two sessions, 2 1/2 hours each with one-on-one instruction. In this class you will expand your knowledge of TIG welding, and learn how to weld rounded tubing. Class fee - \$500

Advanced TIG Welding - Two sessions, 2 1/2 hours each with one-on-one instruction. In this class you will expand your knowledge of TIG welding, and learn how to weld thin wall bicycle tubing. Class fee - \$500



Intro to Brazing - Two sessions, 2 1/2 hours each with one-on-one instruction. Learn how to adjust a torch and braze fittings. Class fee - \$500

Advanced Brazing - Three sessions, 2 1/2 hours each with one-on-one

instruction. In this class you will learn how to miter and prep bicycle tubing for fillet brazing or lugs. You will learn how to fillet braze and how to braze lugs. Class fee - \$1,000



Goin' Blind

You might think you're goin' blind, but actually it's just winter in Seattle, so it gets dark at 4:30pm. We can help guide your way home though, with a new set of xlc Bike lights for just \$24.99, and it comes with a computer! Reg. \$39.99



SALE \$24.99

Limited to stock on hand, no cash value, offer expires 10/31/2009

Dirty Livin'

Man! You looked pretty rough the other day with mud striped up your back and your shoes covered in road grime. Arrive clean with a new pair of Cascadia fenders from R+E Cycles for Just \$39.99. Reg. \$45



SAVE \$5

Limited to stock on hand, no cash value, offer expires 10/31/2009

Two Sides of the Coin

You could flip a coin to determine whether to dress for hot or cold... or...you could get a pair of leg warmers on sale at R+E Cycles and be prepared for either. There are 2 sides of the coin, and you can get a leg up on the competition.....dreadfully bad pun intended.\ Reg. \$40 ~ \$45



15% off
any pair in stock

Limited to stock on hand, no cash value, offer expires 10/31/2009

Killer!

This little trunk mounting bag is big enough to handle most commuting loads. It mounts easily to any rear rack and comes with both a carrying handle as well as a padded shoulder strap. The regular price is just \$40, but who wants to pay the regular price? We'll knock \$10 off with this coupon through October! Now that's a Killer Deal!



SAVE \$10

Limited to stock on hand, no cash value, offer expires 10/31/2009

You don't need to spend several hundred dollars for a high quality, re-chargeable light system. The Cygo-lite units that we stock are of excellent quality, and bright enough for any commute.



CYGO-LITE HI FLUX II FRONT LIGHT
 LED 150 lumens of brightness • 1 Mode
 Run time of 3.5 hr • 6 hour overnight charger.
 Weight 344g

Reg. 109.99

CYGO-LITE ROVER II FRONT LIGHT

Crossfire technology
 Low battery indicator
 Has 4 modes
 3.5/10 hour run time
 6 hour charge time
 255 lumens



Reg. \$199.99

CYGO-LITE HI FLUX II XTRA FRONT LIGHT
 LED 150 lumens of brightness • 2 Modes
 Run time of 4.5 hr on high and 50 hr on low
 2.5 hr smart charger • Weight 344g

Reg. \$139.99

Creatures of the Night

Use this coupon to get a \$15 Planet Bike flashing tail light for FREE when you purchase our Cygo-lite Hi-Flux II Light system for just \$109.99.

**FREE
 Tail Light w/Purchase**

Limited to stock on hand, no cash value, offer expires 10/31/2009



While the City Sleeps

If your commute takes place while the city sleeps, then this coupon's for you. The Hi Flux II extra from Cygo-lite is our best selling, high performance light. Perfect for commuting and 50 hour run time!

Reg. \$140

With Coupon just \$119.99

Limited to stock on hand, no cash value, offer expires 10/31/2009



King of the Night Time World

Use this coupon to save \$50 on our best re-chargeable light set! Whether you commute at night or tour, the Rover II from Cygo-lite is your light. Reg. \$200

With Coupon just \$159.99

Limited to stock on hand, no cash value, offer expires 10/31/2009



Rodriguez
 Tritium



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