

R+E Cycles

5627 University Way NE
Seattle, WA 98105

Sales - 206-527-4822
Service - 206-572-0360
www.rodbikes.com



NEWSLETTER OF CYCLING VALUES • FALL 2015

Inside this Issue:

- Paint and Overhaul Special
- Generator Front Hubs
- Proper Chain Maintenance
- Settle in for winter
- Huge Savings!!!

FALL SPECIALS INSIDE

CH-CH-CH-CHANGES

As our city changes, I find myself reminiscing about all of the standard haunts that I enjoyed so much in the 1980's and 90's. When I heard about Mamma's Mexican restaurant on 2nd Ave. closing, I couldn't stop my mind from wandering down memory lane. Remembering all of the great places that we loved that are now gone. Rainier brewery, Pizza and Pipes, Chubby and Tubby, Mae's Phinney Ridge Cafe, Twin Tee-Pees...the list goes on and on. My kids think I'm a crazy old man when we pass a site and I try to describe how it used to be. "You see where that Walgreen's is kids? That's where the Farside Tavern was, and my band used to play there at least once a month." (I was a hair metal musician in a younger life) But, it's still a Walgreen's to them.

Doing it OLD SCHOOL

You haven't seen a newsletter from us in a long time. There are a few reasons for this, but one is the fact that the design software is cumbersome and hard to use. John, the repair manager, thought it was about time for a small newsletter, so I agreed. For this mini-newsletter, I decided to go old school to continue my romance for the past. I fired up an emulated version of Mac OS8 (circa 1997) and a copy of Aldus PageMaker 5.0 (circa 1993) and

went to work (Aldus is another Seattle company that made fantastic products but is now gone). It quickly became obvious to me the efficiency and speed of the old software. I can work in this environment much faster and with less disruption to creativity. I remembered why I used to like writing newsletters. So, I've decided that any newsletters done by me in the future will be created with software from the past.

Still not quite the same

There are a few other reasons that we don't do printed newsletters much anymore. The cost of postage is a good one. The fact that most people don't mind looking us up on the internet is another. In fact, our website may be the oldest custom bicycle specific websites out there. I did some research and couldn't find a competitor of ours

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U.S. Postage
Seattle, WA
Permit #1578

R+E Cycles
5627 University Way NE
Seattle WA 98105

FREE is a very good price!

Bring this coupon with your mailing label on it, and we'll give you a free R+E Cycles pint glass or coffee mug. Limited to stock on hand.

SOMETHING FREE!



5627 University Way NE • Seattle WA • 98105 • Since 1973

HOW MUCH IS A TUNE-UP?

This time of year, we hear that question several times a day. Shopping 'tune-ups' on the phone is common practice in the bike industry. A question arises though, when one shop has a 'tune-up' for \$50 and another shop has a 'tune-up' for \$200, yet another shop has a 'tune-up' for \$100. Are these 'tune-ups' the same service at the different shops? Absolutely not.

You see, 'tune-up' is a very nonspecific term. The prices vary so much because each shop's version of a 'tune-up' varies. Professional bike shops calculate their rates on a 'tune-up' by determining how much time they will spend working on your bicycle. Shops in our area bill out labor at \$70-\$80 per hour. So, a \$50 'tune-up' will include a professional mechanic working on your bike for about 45 minutes. That's about enough time to tighten the cables, wave a rag over the bike, perform a basic check of the bearing adjustments and fill out the paperwork. If your bike needs more work than that, it will cost more than \$50. A more expensive

'tune-up' will be more thorough, and less rushed. This is truly an area of our industry where you 'get what you pay for'.

I think the better question is: "How much of a tune-up does my bike need?" The answer to this question is very difficult to determine without seeing the bike (If you know of a person who can accurately determine the answer to this question over the phone, I would love to hire them). My recommendation is to take your bike to a shop that you trust, and have them look it over.

In our shop, we will look over your bike, and give you a free estimate of the cost before we perform any work. If your bike needs one of our complete service packages, that's what we'll do. Otherwise, we can recommend the work that your bike needs and that's what we'll do and what we'll charge you for.

See you on the road!



SERIOUS TUNING!

Use this coupon to save 20% on a complete Seasonal Service package at R+E cycles. *You can read on the services section of our website all that this service includes if you like.* Reg. \$200

SAVE 20%

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THE COST OF CABLE IS LUDICROUS

Unless you are at R+E Cycles! Use this coupon to get 1/2 price on all new cables and housings with the purchase of any major service package we offer...including the Paint and Overhaul special! Reg. \$40

With coupon JUST \$20

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PAINT AND OVERHAUL SPECIAL!!

Every year this is our most anticipated special. Bring in your old bike and we'll make it like new in so many ways! We'll remove all the parts, paint the frame (and fork if requested) and then reassemble as we perform our complete Seasonal Overhaul on it at the same time. Your bike will leave here as much like new as it can be. In the summer, this full service would run over \$900. Use this coupon to get the full package for **just \$600** on your Rodriguez bike, or \$700 for other brands. Extra charges apply for fancier paint designs. Add 30% more for a tandem bike.

SAVE OVER \$300!!

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DYNAMO HUBS ARE DYNO-MITE!



Dynamo is a term that generically refers to a front bicycle hub that doubles as a power generator. Dynamo generators are not a new thing by any means. Originally pioneered by Sturmey-Archer with their

Dynohub of the 1930s to compete with the bottle generators (which you have probably seen on your parents or grandparents bikes of yesteryear) they worked well, but were quite heavy and had plenty of resistance.

In 1992, Wilfried Schmidt introduced a prototype of a gearless dynamo style hub and revolutionized the industry with his lower friction, higher output hub. These days you can find a wide range of dynamo hubs

to power a slew of L.E.D. head and tail lights. Here at R+E Cycles, we've worked with several brands and have settled on a few that we find the most effective.

If you are a year round commuter/cyclist and are tired of dealing with dead, battery powered lights you can get some peace of mind by switching to a dynamo setup. Now you can even get a USB port and charge your phone, gps unit, or other device as you ride! Ride with confidence and quit worrying about buying or charging batteries. Isn't technology great! Visit R+E Cycles today and feel the power of a Dynohub on your bike.

"I gotta get a whole new front wheel lace up and everything. How much is all this gonna cost?" you're asking, right? Not much. We're going to make it easy for you. Use the coupon below to get the whole front wheel and save some \$\$\$\$ at the same time. *C'mon, you know you want one....just use the coupon.*

SEE THE LIGHT!



Can't afford a generator and a lighting system? Well, you also can't afford to ride without some kind of lights. Use this coupon to get a Planet bike light combo kit for **just \$28.50**. (reg. \$35).

SAVE OVER 20%

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RETIRING THIS FALL?

You might as well because we've got Serfas flat resistant tires on sale for 25% off. Perfect for this winter! Reg. starting at \$29

**25% OFF
Serfas Tires**



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LEND ME YOUR EARS

Helmuffs stay on your helmet straps all winter long and keep your ears toasty. No more hunting all around for the ear warmers that you miss-placed. Reg. \$14,99

With coupon JUST \$12.50



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BATTERIES NOT INCLUDED

Use this coupon to get a new hand-built front wheel for your bicycle that includes a Shimano Alfine Dynamo front hub for just \$198. 26", 700c, and 650c wheels sizes welcome. Reg. \$280 Weinman rim with stainless spokes and 3-year warranty.

JUST \$198



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STRETCH YOUR BUDGET, Not your chain.

Do you change the oil in your car? Most people will change the oil in their car every 3,000 to 4,000 miles as their manufacturer suggests. It's just simply good preventative maintenance. The engine would continue to run on the same oil forever, but it would wear out prematurely running on dirty oil.

The same is true for the chain on your bicycle. The chain is manufactured with exactly 1/2" of space between each pin, and the gears are precisely manufactured to 'mesh' with it. The chain is subject to incredible force and leverage that a cyclist applies. The chain is also subject to road grime that collects and act as an abrasive that wears away the metal.

What's the recommendation? On modern bikes people are getting about 1,000- 1,500 miles before a new chain is recommended. On a tandem it's less. I've seen some people get 3000 - 4000 miles with minimal stretch, but that's the exception. I recommend that you start having your chain checked at 1,000 miles, and then every 500 miles after that. If you don't replace your chain in time, then your cogs and eventually your chain rings will wear out, costing possibly hundreds of dollars.

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who's website dated back to 1994 like ours. For that reason, there is a ton of information up there. A lot of the old newsletters are archived on the site, as well as thousands of pictures, letters, and tech articles that we've written through the years. Our website averages over a million hits per month. Compared to that kind of exposure, a monthly newsletter is one of those things that will probably remain part of Old Seattle. But, it sure is fun to walk down memory lane maybe once a year or so. What do you think?

THANK YOU

Here at R+E Cycles, we would like to take a minute to thank all of you for choosing us as your shop. We realize that we wouldn't have survived 42 years in Seattle without great customers who tell their friends about us. As a small business, we rely on word of mouth to survive.

Well, you've been telling your friends, and they've been coming in. We're having a record year in new bike sales! So, thanks again for choosing us and sending your friends here and to our website. You keep sending them, and we'll do our best to exceed their expectations when they visit.

Enough of the mushy stuff, let's get down to business. We'd like to offer you something to show our gratitude. Make sure to visit the shop with the coupon on the front of this flyer and get a free R+E Cycles coffee mug or pint glass.

CHAIN OF FOOLS

Don't be foolish and let your drivetrain get worn out! Stop by the shop for a FREE chain stretch check & lube. Now c'mon, you'd have to be a fool to pass up a FREE offer like that, right?

**FREE is a very
good price!**

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BLINDED BY THE LIGHT!



The Cygolite Streak 350 is a "WOW! That's a bright light" kind of light, and it's USB rechargeable. Use this coupon to get one for **just \$50**. Reg. \$60

SAVE \$10

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BE A GOOD FRIEND

...or at least a dry one. You (as well as everyone behind you) will sing your praises when you have a set of Planet Bike Cascadia Full Fenders. We'll even help you out. Buy a set from us, and we'll install them for you! Reg. price with install - \$100

SALE \$65 installed

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WATCH YOUR BACK!



See what is behind you! The Third eye bar end mirror is my favorite for its durability and simple design. Reg. \$20

SALE JUST \$14.88

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