

Information's pretty thin stuff unless mixed with experience.

-Clarence Day



5627 University Way NE • Seattle • 206.527.4822 • [www.rodcycle.com](http://www.rodcycle.com)

**R+E Cycles News • The Newsletter of Cycling Values! • Oct. - Nov. 2010**

## The Return of Lay-a-way

If you're as old as I am, you remember lay-a-way. Back in the 1970's and 1980's I bought almost everything on lay-a-way. Lay-a-way was great because the store would hold onto the product (pants, bicycle, tv set, tape deck etc...) while I paid on it each month until it was paid off. There was no interest charges and I could pay it off early if I wanted to. When it was paid off, I got to take the item home and enjoy it.

Here at R+E Cycles, we always had several bikes on lay-a-way back then. We even had a storage area we called 'lay-a-way'. By the time 1995 rolled around though, credit cards were so easy to get that almost nobody used lay-a-way anymore. Lay-a-way became almost a thing of the past.... until last season.

Last season, several customers asked if we did lay-a-way. Interestingly enough, we do. When I saw an ad describing 'lay-a-way' by a major department store last winter, I realized it was back. I thought I should let you all know that R+E Cycles has a great lay-a-way plan, and anyone can buy a bike this way. I deem lay-a-way back in business and a great way to order a Rodriguez bike ;-)

## Cycle Recycling

We know you're ready for a new cycle, but what to do with that old one, right? You really want to be environmentally concious, but at the same time that old ride is just...well...you just want a new one. What a burden you are carrying. If only someone, somehow could help take that load off of your shoulders right?



Well, we'll ease your burdens and take that old bike off your hands this winter. We'll even give you \$250 for it towards any new Rodriguez bicycle.

**SAVE \$250**

### Here's how it works:

Bring in your old road bike, order a new Rodriguez (any model) and **we'll credit you \$250 for the old bike**. Then, we'll fix up the old steed a bit, and find it a good home. You'll have to make up your mind fast though, this offer ends December 31, 2010.

## Abus or a bus?

If you don't take advantage of this deal for a new Abus lock, then you'll be riding a bus after your bike gets stolen. The Abus 685 chain lock is our new favorite and we've got them on sale right now at R+E Cycles. It's extremely secure, and it wads up easily to fit in your bag. Reg. \$35



**With Coupon Just \$29.99**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

## 5 finger discount

It's almost winter, so we're putting all of our winter cycling gloves on sale. Seems kind of stupid doesn't it? Oh well, I'm in a good mood, so come on in and take advantage of this coupon to get 20% off any winter gloves in stock. Reg. \$25 ~ \$50



**With Coupon SAVE 20%**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

## A Call to Arms

Why freeze on the way to work when you can pick up a set of Soma arm warmers at R+ E Cycles for just \$24.99? Put them on when it's cold, and slip them off when you're warmed up. That's right, just \$24.99! Reg. \$35



**With Coupon SAVE \$10**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

## Go with the Flow

In the winter it's even more important to keep your chain lubricated. Use this coupon to save on your winter supply. Get a 2oz bottle of Tri-Flow for just \$4.50. Reg. \$6



**With Coupon SAVE 25%**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

# Make your bike Fly!

Got an old steel bike that you've been thinking about converting to a travel bike? Now's your chance! Bring the bike into R+E Cycles before December 15th and have us do a full conversion for you. We'll remove all the parts, install S&S couplings, align the frame on our frame table, repaint the bike a single color of your choice, and then reinstall all the parts as well as overhaul the bearings. After the bike is done, we'll cut and lable all of the protective padding for you, and even give you a full lesson on how to pack and unpack your travel bike.

This service is normally \$1,600, but we'll do it for just \$1,300 this winter (\$1,100 for a Rodriguez bike). If you'd like to read more about our travel bike conversions, you can do that on our website at [www.rodcycle.com](http://www.rodcycle.com). Go to the 'services' section and select 'frame repair'.



# Under \$2,000



At Rodriguez Bicycles, you can get a bicycle hand-made in the U.S.A. for a very reasonable price! In addition to all of our high-end options, we offer a complete line of Rodriguez bikes under \$2,000 each. In today's economy, they have become a very popular item here at R+E Cycles! Below is a quick look at our sub \$2,000 offerings. Visit us on-line ([www.rodcycle.com](http://www.rodcycle.com)) to read the full specifications on all of our Rodriguez bicycles. Make sure to take full advantage of our \$250 trade-in as well (see page 1).

## Rodriguez

### Navigator

Sport/Randonneur bike hand-made in the U.S.A.

**Just \$1,599**



## Learning to Fly

Did you buy a travel bike or travel tandem from someone other than us? Chances are you did not get a thorough lesson on how to disassemble, pack, unpack and reassemble your new ride. This is a service we provide for Rodriguez customers, but you can still learn from the mechanics who do this every day. We give a one-on-one class for folks in your shoes. Reg. price is \$300. Use this coupon to get the lesson for just \$250 this winter. Call us at 206.527.0360 for details and scheduling.

**SAVE \$50**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010

## Super Bright Tail Light

The Serfas TL-1000 is a SUPER bright tail light. We are closing them out for **just \$10**. Reg. \$30

**SAVE OVER**

**60%**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010

## SAVE on SERVICE

Bring your bike and this coupon in to our repair shop and save 10% on a Seasonal Service or Seasonal Overhaul.

Reg. \$165 ~ \$250

**SAVE 10%**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010

## Rodriguez

### UTB Basic

Super Touring bike hand-made in the U.S.A.

**Just \$1,999**



## Rodriguez

### Adventure Basic

Touring/Commuter bike hand-made in the U.S.A.

**Just \$1,899**



## Rodriguez

### Shiftless

Fixie/Single Speed bike hand-made in the U.S.A.

**Just \$1,399**



# We have the Best Customers in the World!

October 2010

Dear R+E Cycles staff,

A huge thank you to all of you for your amazing work in the fitting, constructing, and maintenance of my Rodriguez. You have an incredible staff and I really appreciate the help I received from all of you every step of the way.

I was so impressed with the bike and how well it all held up throughout the 16,184 miles of my year-long tour. The help I got on the road for the few things that did go wrong was outstanding.

Unfortunately, I now have to get a job (at least for a few months). However, I'm already dreaming of the next trip I'll take on my Rodriguez.

Thank you and wishing you all the best!

Sincerely,  
Robin Brooks



Read Robin's complete story and many more in our on-line scrapbook at

 [www.rodcycle.com](http://www.rodcycle.com)

# The Old-Timer Blues

Is your bike a good bike, but just needs a little love? Maybe the neon green paint looked good in 1988, but now you get called 'the old timer' on your weekend rides? You know, it doesn't help that all of your bearings are squeaking either. Sound's like your bike has a bad case of the old-timer blues.

Leave it to us here at R+E Cycles to help bring you into the new millenium.

You don't need a new bike, you just need a new look and some fresh grease. We feel so generous that we'll even help you out. Usually, a new paint job and a full overhaul is about as much as buying a whole new bike, right? Not at R+E Cycles this winter! Bring that old steed into our repair shop before December 15th, 2010, and we'll set you up with a full overhaul and paint job for

**just \$500 (\$450 if your bike is a Rodriguez).**

Alright, so we've got the bike handled, now let's talk about that hair.....

## Old-Timer Blues

Use this coupon to get your bicycle completely overhauled and repainted for just \$500 (\$450 for a Rodriguez) Reg. \$800



## Save \$300!!

*Includes one-color paint job. Decals are not included unless the bicycle is a Rodriguez. Additional colors or decals are extra. Full restoration of classic bicycles costs extra as well.*

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

## Commuter Computer

All you need for the commute. The great thing about the Sigma BC509 computer is that it's basic and easy to use. No complicated controls to frighten or confuse me. Oh ya, another great thing about it is that it's on sale at R+E Cycles for just \$19.99! That's 20% off the regular price of \$24.99.

**With Coupon  
SAVE \$5**



*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

# Still The One

The Rodriguez Rainier has redefined the Sport bike here in the Northwest. Since its introduction it has been our best selling model and continues to be in 2010.

The Rodriguez Rainier is perfect for the randonneur cyclist, or the commuter who doesn't need a front rack set up. Not really a touring bike, but a sport bike that is designed to easily install full fenders, and easily accommodates a rear rack. The bike is just about as light as our sport and race models, but offers a little more versatility.

## Full bike from \$2,599

Read the full specifications and options on-line at [www.rodcycle.com](http://www.rodcycle.com)



## If the Shoe Fits...

Do you wear a size 48 shoe? If so, we've got one set of Lake Sport SPD compatible touring shoes that have been kicking around here for a few years. Reg. price is \$90,

**but you can have them for just \$25!**

WOW! That's a big discount. So, if you or someone you know might like a good set of shoes, cheap, come on down.

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

## Mother of Pearl

We have the Pearl Izumi X-Alp Seek men's and women's style in stock and on sale at a price that's hard to refuse. You could even just buy them as a great commuter shoe. Reg. \$90 Hurry! Limited to stock on hand.



**With Coupon  
Just \$59.99**



*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

## Keep your powder dry

...and everything else that's inside your new Ortlieb Back Roller panniers! Ortlieb waterproof panniers are the industry standard and they're also on sale at R+E Cycles right now! Hurry, supply is limited to stock on hand. Reg. \$170

**With Coupon \$149.99**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*



## In the Bag!

Maybe not waterproof, but certainly roomy and affordable. These Sunlite panniers are great for commuting or touring. Reg. \$70  
Sale just \$59.99  
(Limited to stock on hand)

**With Coupon SAVE \$10**



*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

## Get 'em Gone!

The Cygolite Hiflux used to be our best selling light. Now you bargain hunters get a great deal on all Hiflux lights that we have left in stock. Use this coupon to Save 50% off the regular price. Reg. \$110 ~ \$140

**With Coupon SAVE 50%**



*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

## Out with the OLD!

The Cygolite Rover II is an awsome bright light with lots of battery, but it's just got to go to make way for the new models. We only have one left, so HURRY. Use this coupon to save \$100 on this baby! Reg. \$200

**With Coupon Just \$99.99**



*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

## Parkinson's, Cycling & R+E

My name is Nan Little. I'm a 64 year old unexceptional athlete. In February 2008 I was diagnosed with Parkinson's Disease (PD). I watched a video of Michael J. Fox and wept. In early September I learned about research being done by neuroscientist Jay Alberts at the Cleveland Clinic. Dr. Alberts' study found that when Parkinson's patients rode stationary tandem bikes captained by strong riders at 80-90 rpm for 40 minutes 3 times a week for eight weeks their symptoms lessened by an average of 35%. While PD is a disease in the brain that affects one's body, this study showed that the body could be employed to improve brain activity.

In January 2009, Jay invited my husband and me to join Pedaling for Parkinson's (<http://www.pedalingforparkinsons.org/>) to ride in the Register's Annual Great Bike Ride Across Iowa (RAGBRAI). Worried about being able to complete RAGBRAI, I took to my Rodriguez Stellar 4-5 days/week, riding at 80-90 rpm each time for 2-4 hours. About a month later, my neurologist put me through his routine tests of PD symptoms. My improvement was such that he said that if he didn't know I had PD, he wouldn't diagnose it. RAGBRAI, especially with the PFP group, was great! Now we take my bike everywhere, even setting it up on a trainer to spin streamside before going fishing.

A hospital here in Seattle heard of Jay's tandem research and my solo progress and asked if I would help them start a tandem biking program following the protocols established by Jay at the Cleveland Clinic. This requires bikes, bike trainers, computers, heart rate monitors, space, a person to run the program and people to ride the captain's seat on the tandem bikes. The non-PD captains will drive the spin rate to 80-90 rpm, which is faster than most PD stokers can do on their own. Jay donated four sets of trainers, computers and monitors. The hospital is providing space and personnel. R&E is providing four tandems at cost. They will donate maintenance and are recruiting cyclists for the captain's role. We anticipate the pilot program to start in late May.

Of course, I envision this cycling therapy spreading across the US with hospitals setting up tandem programs. Health clubs, YMCAs and others could create spin classes for PD patients who don't need to ride a tandem but who need group encouragement to pedal on their own at the target 80-90 rpm pace.

Needed now to launch this program are funds for the tandems and volunteers to be captains. The American Parkinson's Disease Assn, WA chapter agreed to be the non-profit conduit for donations to the program. You can help by donating on-line at [http://www.waparkinsons.org/get\\_involved](http://www.waparkinsons.org/get_involved) and putting PFP NW in the "on behalf of" line, or by sending a check payable to APDA-WA, at its address : PO Box 75169, Seattle, WA 98175 (note that it is for PFP NW). If you would like to be a volunteer Captain please send me an email at [nan.little@comcast.net](mailto:nan.little@comcast.net). Thanks for making a difference!

## Easy as 1, 2!

This winter we're going to make it easy to choose your light. We've narrowed the field to just 2 instead of our regular 3. The MiliOn series from Cygolite is an amazing value for the commuter, off-road rider, or touring cyclist. Cygolite's quality and value have been solid for years, and the new battery and light technologies have really made these lights a great choice!

1 light + 1 battery = OnePiece = MiliOn  
For riders that want a light to be used off-road, but small enough for commuting, your wait is over.



The MiliOn 150 and 200 are both in stock now and ready to light your way home!

### Cygalite MiliOn Specification Chart

	<b>MiliOn 200</b> <b>\$159.99</b>	<b>MiliOn 150</b> <b>\$139.99</b>
LED Output (Lumens)	200	150
Light Modes	High Low Daylight Flashing	High Low Daylight Flashing
High-Brightness Run Time	3 hours	3 hours
Low-Brightness Run Time	6 hours	6 hours
System Weight	130 grams	130 grams
Charge Time	5 hours*	5 hours*
Mounting	Handlebar & Helmet mounts	Handlebar mount



*Rodriguez*

The Rodriguez 6-pack **6-Pack** actually fits into a duffle bag or small suitcase. It's the cutest little micro-folder you've ever seen. Check it out at [www.rodcycle.com](http://www.rodcycle.com).



# Something Old

There's been a lot of good ideas in the bike world over the years (and a lot of bad ones).

Sometimes an idea is so good that it comes back to life. The bar-end shifter is one of those ideas. In the 1970's, Suntour made a shifter that mounted into the end of your road bike handle bars, and for several years they were the standard on touring bikes and tandems. Other manufacturers followed Suntour's lead, and soon we had a plethora of bar-end shifters to offer.

After the invention of integrated shifting/brake levers like STI and Ergo, I thought we'd never see the likes of bar-ends again. There were several customers over the last 10 years that I tried to talk into using bar-ends, but just couldn't.

Well, the idea has returned to life and is accepted again as a reliable, durable, and easy to use design for touring bikes and tandems. Nobody could be happier than us, as they are much less quirky to set-up, and require so much less maintenance. Wait a minute, I guess somebody could be happier than us.....our customers who ride them!

Shimano bar-end shifters make it easier to change your gear ratios and cost thousands less in maintenance over the life of the bicycle. Until the next fad knocks them off the menu again, I'm going to enjoy the ride, and I hope you will too!



## Off the Back

Forget the back pack, and pick up a Sunlite 100% Waterproof pannier at R+E Cycles. Water rolls off it like it does off a duck's back. The great news is that we sell them individually so you don't have to buy a pair when you only need one. 12"X15"X6" Reg. \$44.99



**Sale \$38.99**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

## Off the Rack

Time to get on the bike and start riding to work. Before you do, you'll need to visit us here at R+E Cycles for the appropriate gear for the commute. Use this coupon to get an Axiom rear rack for just \$29.99. Reg. \$35



**SAVE \$5.00**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

## It's a Yellow Jacket!

It doesn't have to be yellow, but it can be. We have them in other colors. R+E Cycles is the place that always has the great rain jackets, and this year's no exception. Use this coupon to save 10% on any rain jacket in stock. Reg. \$164 ~ \$240



**Save 10%**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

# Winterizing is Fun & Easy

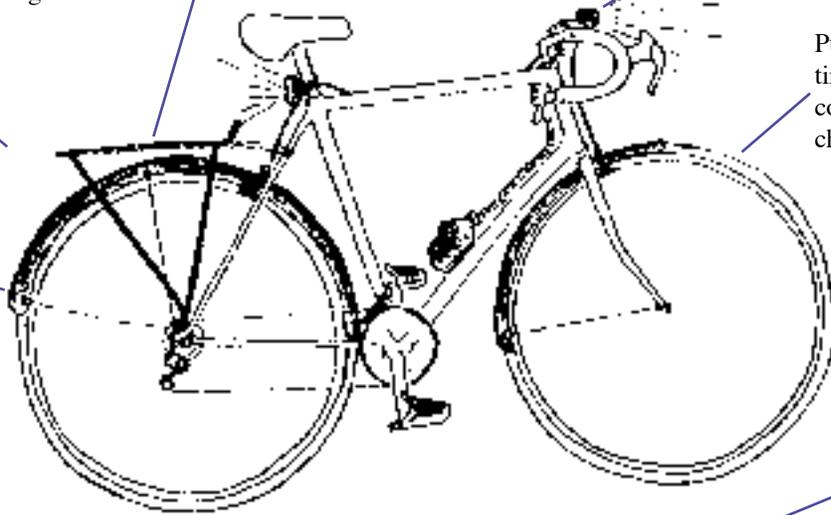
A flashing tail light (especially one that attaches to the rear rack) is great for day and night through the winter.

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.

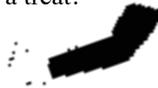
Puncture resistant tires and tire savers make a great combo (unless you like changing tires in the dark).

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.



## 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.

**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 to install all new cables on your bike.

## The ears have it

...If they don't, then they should.

Use this coupon to get a toasty warm pair of Helmufs at R+E Cycles for just \$12.99 (Reg. \$15)

**Save \$3.00**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010

## We'll be Light Back!

Don't you want a cool tail light that just mounts to the back of your rack and stays there? R+E Cycles is looking out for you! Use this coupon to get the Cateye light that we love and save \$3 too!

Reg. \$20

**With Coupon \$16.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010



# Floored!

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 2011 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 'Cycle Recycling' (see article to the right) program to save even more \$\$.

That's crazy, right? Better hurry, these bikes will move VERY fast.

Bike #	Model	Size	Color	Reg.	Sale	Save
0908160	Limited	4L	Blue	\$2,000	\$1,800	<b>\$200</b>
0609083	Limited	6S	Red/Black	\$2,000	\$1,800	<b>\$200</b>
0710159	Sprint	7L	White	\$2,800	\$2,520	<b>\$280</b>
0210024	UTB Travel	6S	Black	\$2,700	\$2,430	<b>\$270</b>
0409052	Sport Veloce	3S	Pink/White	\$2,900	\$2,600	<b>\$300</b>
097220	Cross Force	5S	Blue/Or.	\$4,400	\$3,800	<b>\$600</b>
0407089	Adventure Ult.	6S	Green	\$5,000	\$3,800	<b>\$1,200</b>
0310045	Navigator	1S	Pink	\$1,600	\$1,440	<b>\$160</b>

This list represents just a sample of the floor bikes in stock available for this special. Drop by the store and see the full selection!

## 10% OFF all Floor Models

# Previously Owned Bicycles

Rodriguez Custom Softride Touring Bike  
for a rider (6'2" ~ 6'5")  
Excellent condition w/frame warranty  
New \$4,000 Used \$2,000

Rodriguez Tandem Loaded w/xtras size Small  
Red/Black like new condition w/full warranty  
New \$6,500 Used \$4,000

Rodriguez custom road bike w/chorus  
for a rider (5'2" ~ 5'4")  
Lavender, excellent condition w/frame warranty  
New \$3,500 Used \$2,000

Rodriguez Stellar road bike Small  
for a rider (5'0" ~ 5'2")  
Great Condition w/frame warranty  
New \$1,100 Used \$500

Rodriguez Chorus S3 (size 3s)  
for riders (5'3" ~ 5'5")  
Like new condition w/full warranty  
New \$4,600 Used \$2,500

Rodriguez Custom 24" wheel bike  
for riders (4'6" ~ 4'10")  
Excellent condition, Campagnolo parts  
New \$2,000 Used \$800

## Get Your Phil

There is no better bottom bracket made than Phil Wood. Use this coupon to save \$50 on any Phil Wood bottom bracket when you bring your bike in to R+E for a complete overhaul before December 31st, 2010. A Phil BB is reg. \$150. Just \$100 with purchase of a complete overhaul.



**SAVE \$50**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

## Stayin' Alive

A hit song by the Bee Gees, but now a coupon at R+E Cycles. Use this coupon to save a couple bucks on a reflective vest while they last. Now you can stay alive out there on Seattle streets. Reg. \$15

**With Coupon Just \$12.99**



*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

## Rain on the Brain?

If you live in Seattle, you'll need a set of fenders. Use this coupon to get a pair of Cascadia full fenders with mud flap for just \$38.99. Reg. \$45

**SAVE \$6**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*



## It's a 2-fer

It's a headlight! It's a tail light! It's batteries and mounting brackets! WOW! It's everything you asked for and more! The Planet bike beamer combo light kit is usually \$30. Now that's a great deal, but I'm sure you know that we can do you one better, right? How about just \$23.99?

**SAVE 20%**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires Dec. 31, 2010*

