

"Whether you think you can, or think you can't... you're right"
- Henry Ford



September 2001



5627 University Way NE • Seattle • 206-527-4822 • <http://www.rodcycle.com>

THE NEWSLETTER OF CYCLING VALUES! SEPTEMBER EDITION 2001

PUSH, PULL OR DRAG.....

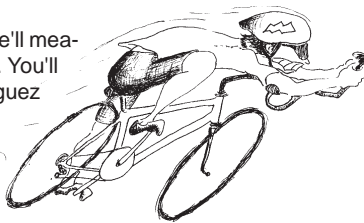


Tired of that old, heavy bike? Tired of the repair bills, the broken spokes, or the old fashioned shifters? Does your neck or butt hurt when you go riding? Do all of your friends laugh at your bike? Well, now's your chance to do something about it!

We'll give you \$150 for that old bike, no matter what it is, when you push, pull or drag it in to R+E Cycles and buy a Rodriguez! That's right! Your old bike is worth \$150 in trade, no matter how old, broken, or out dated it is!

Think we're crazy? That's kind of what our accountant thought when we told her we were going to offer this fantastic promotion, but we want to see more people enjoy cycling on a new Rodriguez!

Here's how it works. Just bring in your old bike. We'll measure you up for a new Rodriguez. It's that simple. You'll ride away on a comfortable, fast, up to date Rodriguez that will make all of your friends drool!



You'll have to hurry though, this offer is only good through August Sept. 30th!

Check out the list below to see some of the Rodriguez bikes that this offer is available on. We have lots more to choose from too!

MEN'S TOURING BIKES

| Inv. # | MODEL | COLOR | SIZE | PRICE |
|--------|---------------------|-------|------|---------|
| 345565 | RODRIGUEZ ADVENTURE | BLACK | 57 | 1399.99 |
| 345578 | RODRIGUEZ ADVENTURE | BLACK | 59 | 1399.99 |
| 345676 | RODRIGUEZ ADVENTURE | BLACK | 51 | 1399.99 |
| 345760 | RODRIGUEZ ADVENTURE | BLACK | 53 | 1399.99 |
| 345772 | RODRIGUEZ ADVENTURE | BLACK | 53 | 1399.99 |
| 345827 | RODRIGUEZ ADVENTURE | BLACK | 51 | 1399.99 |
| 345828 | RODRIGUEZ ADVENTURE | BLACK | 51 | 1399.99 |

MEN'S SPORT AND RACE BIKES

| Inv. # | MODEL | COLOR | SIZE | PRICE |
|--------|-----------------------|--------------|------|---------|
| 345655 | RODRIGUEZ ARROW SPORT | VIPER BLUE | 55 | 1399.99 |
| 345769 | RODRIGUEZ ARROW SPORT | VIPER BLUE | 53 | 1399.99 |
| 345834 | RODRIGUEZ ARROW SPORT | VIPER BLUE | 59 | 1399.99 |
| 345835 | RODRIGUEZ ARROW SPORT | VIPER BLUE | 55 | 1399.99 |
| 345836 | RODRIGUEZ ARROW SPORT | VIPER BLUE | 51 | 1399.99 |
| ?????? | RODRIGUEZ ARROW RACE | SUNSET PANEL | 53 | 1799.99 |
| ?????? | RODRIGUEZ ARROW RACE | SUNSET PANEL | 55 | 1799.99 |
| ?????? | RODRIGUEZ ARROW RACE | SUNSET PANEL | 57 | 1799.99 |
| 345771 | RODRIGUEZ CUSTOM | GREEN/PURPLE | 63 | 2499.99 |
| 215234 | RODRIGUEZ MOUNTAIN | BLACK/GREY | 17 | 2499.99 |

WOMEN'S SPORT AND RACE BIKES

| Inv. # | MODEL | COLOR | SIZE | PRICE |
|--------|------------------------------|--------------|------|---------|
| 758995 | RODRIGUEZ STELLAR SPORT/SORA | PURPLE | XS | 1099.99 |
| 758984 | RODRIGUEZ STELLAR SPORT/SORA | PURPLE | M | 1099.99 |
| 759000 | RODRIGUEZ STELLAR SPORT/SORA | PURPLE | S | 1099.99 |
| 345775 | RODRIGUEZ STELLAR SPORT | PURPLE | S | 1399.99 |
| 345790 | RODRIGUEZ STELLAR SPORT | PURPLE | XS | 1399.99 |
| 345817 | RODRIGUEZ STELLAR SPORT | PURPLE | S | 1399.99 |
| 345823 | RODRIGUEZ STELLAR SPORT | PURPLE | S | 1399.99 |
| 345822 | RODRIGUEZ STELLAR SPORT | PURPLE | S | 1399.99 |
| 345829 | RODRIGUEZ STELLAR SPORT | PURPLE | M | 1399.99 |
| 345830 | RODRIGUEZ STELLAR SPORT | PURPLE | S | 1399.99 |
| 345832 | RODRIGUEZ STELLAR SPORT | PURPLE | XS | 1399.99 |
| 215183 | RODRIGUEZ STELLAR SPORT | PURPLE | 54 | 1399.99 |
| 345818 | RODRIGUEZ STELLAR RACE | GREEN/PURPLE | L | 1799.99 |

TANDEM BICYCLES

| Inv. # | MODEL | COLOR | SIZE | PRICE |
|--------|-----------------------------|----------------|-------|---------|
| 215235 | RODRIGUEZ 25TH ANNIV TANDEM | GREEN/PURPLE | MED. | 4899.99 |
| 215244 | RODRIGUEZ SOFTRIDE TANDEM | STEELHEAD | MED. | 3899.99 |
| 758854 | RODRIGUEZ TEST PILOT | BLACK | LARGE | 2499.99 |
| 758908 | RODRIGUEZ TOUCAN/SOFRIDE | SEA FOAM GREEN | MED. | 3899.99 |

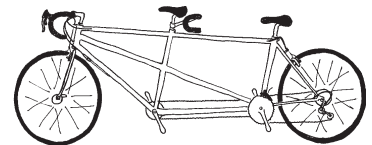
THIS LIST IS CURRENT AT TIME OF PRINTING. ITEMS ON THIS LIST ARE SUBJECT TO CHANGE WITHOUT NOTICE.

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**SUMMER HOURS
MON.-FRI. 12-7
SATURDAY 10-6
SUNDAY 11-5**

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<http://www.rodcycle.com>



Bulk Rate
U.S. Postage Paid
Seattle WA
Permit No. 12977

FREE PUMP!

Buy \$25 worth of merchandise in our store, and receive a Chubby Pump for FREE!!
Offer good with coupon that has mailing label only. No cash value. Limited to stock on hand. Offer expires 9/30/01

FREE SHIPPING FOR ORDERS OVER \$15 • 206-527-4822 • <http://www.rodcycle.com>

How's business??

We get asked this question frequently and it makes us feel good that you ask. It let's us know that you care about us, as we do you! We like to feel like we know our customer's as people rather than just as bike buyers.

Business has been good this year. In fact, we've enjoyed our best Rodriguez year ever! We decided to focus more on road bikes and it was our goal to have a good stock at all times. We were able to set most of you up on a new Rodriguez bike in only a matter of 2 or 3 days. That is a new record for us! We sold more RODRIGUEZ bikes this year than ever before. We sold men's and women's models and we found we sold a lot of them with upright handle bars. So next year, you'll see a new model featuring these bars. Thank you for letting us know what you want.



This was the second year we have offered a "race" model for both men and women. It was a great success. Next year we will expand on the race model a little bit, and make it even a little 'racier'.



The Touring bikes sold especially well this year. The Adventure, and the Stellar Adventure are our fastest growing Rodriguez categories.

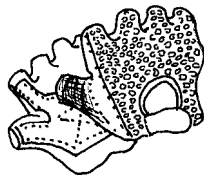


The women's camps were fabulous. There are now 60 more women on the road who know how to change flats, shift gears, ride safely down hills and just feel comfortable and competent on their bikes, in general. If you're a woman, I urge you to consider attending one next year. If you know a woman who would like help improve her bicycle knowledge and handling, I urge you to send her our way.



It was a terrific year for helmets, clipless pedals, panniers and accessories in general. The only thing that was slow moving for us was clothing. This may be bad news to us, but good news for you, because we are going to offer you killer prices on all our shorts and jerseys. See pg..... for details.

CLOTHING SALE!! SAVE BIG!!!

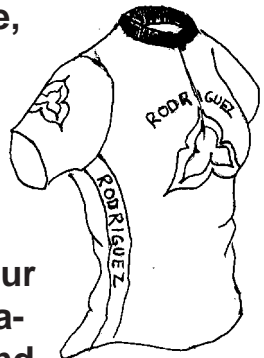


20%-70% off all shorts and jerseys!

That's right, all of our summer clothing is marked down. Hurry in while we have a good selection of sizes and styles.

AND

We have a "buy one, get one free" box. You know how that works. Pick out your favorite item in the box and then



pick out your second favorite and

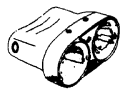
you only have to pay for the higher priced one. The other one is FREE!



Think ahead and you won't have to do your Christmas shopping with the crowds! Any cyclists or wanna be cyclist would love a new pair of cycling shorts.

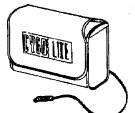


CAR LIGHTS FOR BIKES??



DUAL HEADLIGHT

You wouldn't want to drive your car with wimpy headlights and you shouldn't ride your bike with wimpy headlights. The rechargeable Cygo Lite Nite Rover has a wide beam and a narrow beam. It comes with a quick release mount and its own recharger.



RECHARGEABLE
6VOLT BATTERY

12.5 Watt Gel Cell with frame mount battery: reg \$75

Coupon: \$62.99

16.3W NiCad Water bottle battery: Reg: 100

Coupon: \$89.99

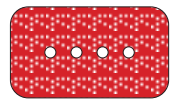
Offer good with coupon only. No cash value. Limited to stock on hand. Expires September 30, 2001

Be Safe Every Night:

This red blinkie light offers 4 flashing patterns and can be mounted on a reflector bracket, belt or messenger bag. Don't get caught in the dark.

Reg:\$9.99

with coupon :\$5.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires September 30, 2001

OUR FAVORITE SADDLE JUST LOST WEIGHT!

The Serfas Curva is our best selling women's saddle. It has a "low profile" nose to relieve pressure on your "girl parts". We now have it with titanium rails at a 40% discount. Give it a try and if it is not comfortable, we'll give you your money back! Reg: 100



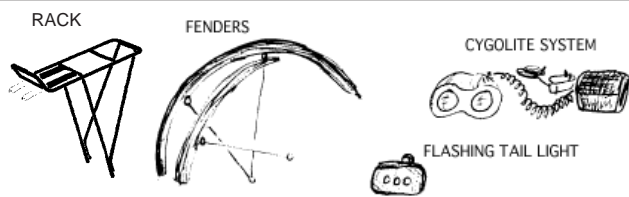
While they last \$59.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires September 30, 2001

IT'S THE PERFECT RAIN BIKE!!

I'll bet you don't do your yard work in your nice clothes. So don't trash your nice bike commuting. Commuting is hard on a bike. You go thru tires, wear out chains and gears, damage rims and need a bunch of accessories on it. We have the perfect commuting deal for you.....

This Bianchi Volpe comes stock with drop bars, a triple chainring, wider tires (less flats) and clipless pedals. The bike sells for \$950 and we are going to deck it out for full commuting at no extra charge. That's right, we are going to include a rear rack, fenders, Cygolight (rechargeable bright head light), and a rear blinker for free!



COMMUTE IN THE NASTY WEATHER WITH CONFIDENCE!



That's over \$150 of stuff FREE!

You can take it away today and commute in the rain and the dark in comfort. Take care of your weekend bike and put the wear and tear on your trusty commuter.

ALL THE RIGHT STUFF!

The right equipment, the right price and the right geometry AND the right color.

The Kona NU-NU mountain bike is speced with all the equipment you need for a durable, good handling mountain bike. You can take this bike into the woods with confidence. Check it out, a Shimano Deore rear derailleurs, Avid brakes, Rock Shox adjustable suspension fork and Mavic rims, all on a top notch Kona aluminum frame. And it is assembled by our Professional mechanics. Our standard price is \$660 and it is on sale for only \$594. It is the best value for the price. Comparably speced bikes run \$750 and it rides as good as it looks.



BRAVO BRAVA!

The Bianchi Brava goes fast!! Equipped with drop bars, a triple chainring, and Shimano equipment, this is a wonderful bike for riding in the northwest. It's great for STP, supported rides, or the Burke Gilman Trail. Bianchi is the oldest manufacturer of bicycles and they continue to build excellent machines. That's why we sell Bianchi.

Purchase a Bianchi Brava for only \$679 and you'll be saving \$81. Come in now, while we have all sizes in stock.



COOL IS HOT!



The hottest name in socks actually makes the coolest socks-in more ways than one. These DeFeet socks sport the cool Campagnolo logo and they wick your sweat away which makes for an unbelievably comfortable feel. They are hot sellers and we also have lots of other cool designs. Campy Socks Reg:\$9.99

Sale \$8.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires September 30, 2001

Look Ma, No Stays

These easy to mount rear fenders simply clip on and off. They are adjustable to fit all bikes and even have a mount for a taillight. Don't wait for a rainy day, get one today!

Flinger rear fenders reg \$15

coupon only \$4.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires September 30, 2001

PUTTING IT ON YOUR HEAD

No, it's not a lamp shade. It's even better. Now you can mount your entire Cygolight on your helmet for even better visibility. Purchase a light system and receive \$5.00 off the price of the mount. Reg:\$20

With light purchase and coupon:\$14.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires September 30, 2001

How old is your helmet?

If you crash on your bike will your helmet really protect you????? If it's old or is a sloppy fit the answer is probably no. Protect your head with a good fitting hi tech helmet.

Garneau helmets 15% off

(includes a free professional fitting!)



Offer good with coupon only. No cash value. Limited to stock on hand. Expires September 30, 2001



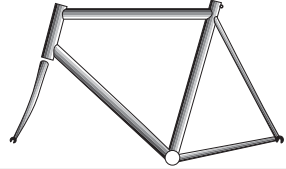
R+E Cycles

5627 University Way NE
Seattle WA
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LIGHTER THAN A FEATHER ON THE WOFTS OF HEAVEN

We've just finished 2 Scandium aluminum Rodriguez frames. You'll have to lift them to believe how light they really are.

We have a scale that is accurate to a half of an ounce. Come in and lift up our new Scandium race frame and guess its weight to half an ounce, plus or minus. We'll take all of the accurate winners and pull one name and the lucky winner will receive a \$50 gift certificate to the shop. It's probably the lightest frame you'll ever get to feel or ride....



IT'S A SWEET DEAL



Purchase any regular priced mountain bike and receive a custom Timbuktu "El Ocho" messenger bag free! You get to pick any color combination you want. Try one on and you'll see why these bags are the choice of messengers. It's a comfortable way to carry a lot of stuff.



FREE IS A VERY GOOD PRICE

Hang it up

But before you hang up your drinking bladder for the season, insert this "hang dry" and it will hold it open so that nothing nasty grows in it while it hibernates. Great to use for the whole winter or in between uses.

Reg \$ 11

SPECIAL 9.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires September 30, 2001

What to do this winter???

Check out this book "Off Season Training for Cyclists". It's written by Edmund Burke who coaches the US Olympic Cycling Team. Stay in shape all winter and the spring will be easier and more fun.

Reg \$15



Coupon \$12.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires September 30, 2001

Truckin'???

Rather than let your bike rattle around in your pickup, secure it with one of our lockable delta bike mounts. Attaches to your truck's bed or a board.

Reg: 34

With Coupon \$29.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires September 30, 2001

Stand like a Pro

This Park workstand is just like the one the Pro's use only it folds easily for storage. Adjustable clamp for easy use. Don't hurt your back bending over to work on your bike.

Reg: 180 Hurry, limited supply!

Sale \$154.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires September 30, 2001

The Best Car Rack Around

We think that this Hollywood rack is the easiest and safest way to carry your bike if you are using a "strap on" rack. Spring loaded for easy folding and mounting. Carries up to 3 bikes.

Reg 55

While they Last \$47.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires September 30, 2001

Skinny is Good.

At least when it comes to go fast tires. If you want some light go fast 650 tires, these are the ticket. Panaracer, kevlar beaded folding tires in a 650x20C. You'll go faster and new tires help eliminate flats.

Reg 40

With Coupon \$29.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires September 30, 2001

Time to Carry a Jacket

It's getting chilly enough that you might want to start off with a jacket but shed it as the day goes on this large Overland Seat Bag is large enough to hold a little extra. It is perfect for fall riding. Reg \$30

With Coupon \$19.99



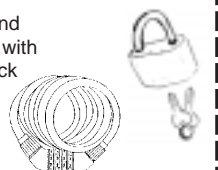
Offer good with coupon only. No cash value. Limited to stock on hand. Expires September 30, 2001

FREE!!!

This Kryptonite cable has an integrated lock and comes with a **free combination padlock**. Even with the extra lock it is less expensive than the stock price without the extra lock!

Reg: 27

Coupon 14.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires September 30, 2001