

Quote of the month

Owning your own business is great! You only have to work half days. It doesn't matter which half, as long as you get in your 12 hours.



DECEMBER 2002



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

THE NEWSLETTER OF CYCLING VALUES! DECEMBER EDITION 2002

YOU'LL BE FLOORED WHEN YOU WALK INTO R+E

Some people redecorate for the holidays but we are going all the way and remodeling! In the 1970's R+E used to occupy what is now the "north room" where we keep our clothing and the tandems. That one side of the building held the retail, repair, frame building and painting!

The first major addition was to add a frame shop to the basement. Then in 1983 we added on the "south room" and that was our retail space, while the north room held the repair and paint shops. As the 80's boomed we expanded to other various storefronts on the block. In the 90's we began to change the focus of our business and specialize in our own bikes and we did not need as much room and began to condense.

It has never been easy having the repair shop a half a block away from the main store. So with the magic abilities of "Dan" we are doing a drastic remodel and will be moving the repair shop back to the "north room".

You guessed it. We have a lot of stuff that we don't want to move twice. We'll have it on tables and from NOW THRU JANUARY YOU CAN SAVE BIG on all sorts of things. Stop by and save 20% on whatever is on the table and in our way. Plus you'll get to marvel at the changes you'll see.

We are very excited about these changes as they will let us serve our customers better. We know you'll like them, too!

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HOURS

Sunday and Monday - CLOSED
Wednesday ~ Friday - 12-6
Saturday - 10-5

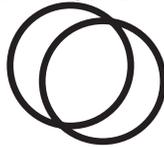
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We will be closed the following days to celebrate the holidays:
Tuesday December 24th
Wednesday December 25th
Tuesday December 31st
Wednesday January 1st



EXTRA! EXTRA!

Tires are our biggest remodeling headache. Now's the time to get your summer tires. 25% off any tire in stock!!



THIS GIFT IS STRAIGHT FROM THE HEART

This Sports Instruments basic heart rate monitor is the perfect gift for someone who is new to training with a HRM. Easy to use, it even comes with a basic training manual by Sally Edwards. Reg:\$70

HOLIDAY PRICE ONLY \$39.99



PRSKT STD
U.S. POSTAGE
PAID
SEATTLE, WA
Permit No. 15551

QUICK AND EASY

Quick release levers can be confusing to use. Don't let your front wheel fall off! Check out these "Smart Releases". They make really good sense. Extremely useful if you need to remove your front wheel to fit in your car or onto a rack. Reg:\$12

Our Xmas gift to you: Only \$2.99!!

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/12/03



## THE WORLDS' BEST INDOOR TRIATHLON IS HERE!

Imagine yourself warm and dry indoors, on a rowing machine, at R+E Cycles. On your mark get set, go! How far can you row in 10 minutes? If you rowed 1500-1800 meters you can congratulate yourself, and if you rowed over 2000 meters, you just might win. But don't count your chickens before they hatch. You have to ride and run, too! Hurry up, your 5 minute transition is over and it is time to ride. You jump on our CompuTrainer and you'll get to ride a preset course, with hills and wind while you are stationary. Can you break 2.5 miles in 10 minutes? If so, you just might win or place in your age group. Drink some water, change your shoes and hop on the treadmill. You can run your fastest, because it is the last thing you have to do? Can you break a mile? Good job, you are done. You have just completed your first indoor triathlon.

We'll total up the distances that the athletes each cover and we'll award lots of prizes. the GRAND PRIZE will be a high tech pair of Spartacus race wheels and it will be awarded by a RANDOM DRAWING of all of the participants.

You will need to pre-register at which time you will select your start time. We'll start racers every 15 minutes. You can sign up by calling us at 206- 527 -1384. You can sign yourself up or surprise a friend by signing them up, too!!



The race will be held Jan 9-11, 2003.  
Hours of competition will be Thurs/Fri 11-7 and Sat 10-6.  
Entry fee:\$25



Don't miss out on the fun!

### SPEED AND COMFORT FOR UNDER \$100

Add a pair of aerobars to your favorite triathlete's handlebars and they'll go faster as well as have an extra position for extra comfort. A must for a Half Ironman or Olympic distance tri! Profile AeroBars Reg:\$100



**Coupon:\$54.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/12/03

### A MATCH MADE IN HEAVEN

Are you looking for that perfect somebody, bike? When we think of the "perfect bike" for the Northwest we can come up with a list of the things we would want it to have. Our list would look like this:

- \* It should have three chainrings to get you thru any situation.
- \* Shift levers integrated into the brake levers so it can respond to your need for shifting.
- \* Room for fenders for so it can cope with rainy days.
- \* It should be dependable and reliable and have a reputable history.
- \* Drop bars, with a comfortable fit. It needs to be compatible with your body.
- \* Ability to take narrow tires for go fast riding or wider tires for getting over the bumps
- \* Cantilever brakes for positive stopping and minimal maintenance. Sometimes you'll have to slow down together.
- \* Rack braze ons. Just in case you have any baggage.
- \* A bike that is fun to be with!
- \* A really affordable price tag that won't require expensive upkeep.

The Bianchi Volpe scores a 10 out of 10! We have a few of these left over and we need to move them as we are cramped for space during our remodel. They are regularly \$949 and we are practically giving them away for \$639!

Take a Volpe out for a drive. It is cheaper than going to the movies, and you just might fall in love!

**THE BIANCHI VOLPE IS ON SALE FOR ONLY**



**VOLPE**



**YOU**



**LOVE**

\$639!

+

=



## HAPPY HOLIDAYS

Going for a bike ride puts a smile on any cyclist's face. Getting holiday presents for the family is a joy. Whether its a brand new bike or a cycling computer it is a gift that keeps on giving. We see lots of cyclists' wish lists and we'll share some of them.

### \$10 and under

Tire tool  
Waterproof seat cover  
Cool cycling socks  
A bunch of Energy bars  
Ear covers for helmet  
Straps

### \$15-\$50

Alien Folding Tool  
Waterproof shoe covers (Booties)  
Warm cycling gloves  
Ear band  
Cycling computer  
Cycling shorts  
Fenders  
Helmet

Our gift certificates come custom wrapped (or disguised) in a really cool R+E water bottle. **WE SHIP ANYWHERE IN THE CONTINENTAL US. HAPPY HOLIDAYS FROM ALL OF US!**

### COVER YOUR EARS FOR THIS ONE

These little fleece covers velcro onto your helmet straps. They keep your ears warm without getting your head hot. They are perfect for cold weather riding. One size fits all!! Fits in a stocking or a gift box! Reg:\$12



**Coupon: \$9.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/12/03

### HOW BRIGHT YOU ARE!!

This rechargeable, dual headlight by Cygolight lets you see as well as be seen. You can turn on either light separately or combine them both for a mighty powerful beam. It will change how you look at the night! Commute safely.

Night Rover Reg:\$75

**Coupon:\$54.99**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/12/03

# WHY USE AN INDOOR TRAINER?

There are a number of alternatives for training indoors but mounting your own bike on a trainer has many unique advantages. First of all, it lets you train in your own home with no wasted transportation time or schedule that you have to work around. It is safe and dry so you can work hard without worrying about the hazards of riding in the wet or dark.

Cross training (swimming, running, etc) is good, but it is important to put in some time on your bike so you have your cycling specific muscles in shape. If you use your own bike instead of a "gym bike" it will allow you to maintain your cycling form. You don't have to worry about being on a different machine that may not fit you well.

Many people take indoor cycling classes because they enjoy the workout or the social factor. It can be equally fun to invite a few friends over to your house with their bikes and their trainers. Pick a work out from the Indoor Cyclists Workout Book (by Sally Edwards and Sally Reed) and you can have a really good work out on your own turf.

If you have a cyclo computer that mounts to your front wheel you can get a new rear wheel mount. This will let you use your computer on your trainer. If you have clipless pedals it is a fun drill to pedal one legged for a minute or two. Put your inactive leg on a chair and concentrate on your pedal stroke. You'll find you can really improve your form.

Bottom line is don't hang your bike up just because it is winter. Ride inside and when March comes around you'll find you are stronger and fitter and the spring rides will be even more fun.



# HOLIDAYS



Getting holiday presents for their bike puts a bigger smile on any cyclist's face. A cycling computer is a gift that will last for years. We'll share some of the most popular items.

## \$50-\$100

Lights  
Aero bars (for triathlons)  
Cycling Tights  
Rack Trunk  
Cycling sunglasses  
Folding rack for the back of a car

## \$100 and over

An indoor Trainer  
Clipless Pedals  
Waterproof Tights  
Burley Rainjacket  
Rechargeable light  
Heart Rate Monitor  
Gift Certificate

guised) in a really cool R+E waterbottle! Save yourself the hassle of gift wrapping!!!  
**FREE IN THE CONTINENTAL US FOR FREE!!!!!!!**  
**HOLIDAYS FROM ALL OF US AT R+E!!**

## HOW FAR?? HOW FAST??

Measure your speed, distance, time, and cadence with this compact cycling computer. The Cateye Astrale even tells you your maximum and average speeds as well as the time of day. Reg: \$49.99

**Coupon: \$37.99**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/12/03

## THE BEST CYCLING RAINJACKET IN THE WORLD

Every year companies change their designs and materials drastically. Not Burley! That is because they have a design and fabric that works and is tried and true. The Burley rainjacket has been around for about 20 years and it continues to be the best. Keeps you dry from the inside and the outside. Reg: \$150

**Coupon: \$134.99**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/12/03

## WHAT'S INSIDE YOUR TIGHTS?

There are many fabrics you can choose from when you pick a cycling tight. Many customers wonder about the benefit of rain pants. Perhaps you want to wear your tights for or from another sport?

Preferences in cycling tights often depend on how warm your body generally is. Your leg muscles are large and they are working hard when you ride. Many people find they can wear a light cycling tight that wicks away sweat and has some nylon in the fabric to help break the wind. For many cyclists a tight like this (for instance the Hind drylete material) works quite well. Even in the rain, you may stay warm although you will get wet.

Other folks prefer a drylete material that has a full wind/waterproof panel to keep them dry as well. If your body runs colder, this is a great choice.

You'll notice that winter tights do not have a chamois to protect you from the seams. Most cyclists wear their padded cycling shorts underneath their tights. If you choose just to wear a pair of polypropylene or fleece tights from another sport, it is smart to wear your cycling shorts underneath.

What's the scoop on rain pants? They are great for commuting. You can arrive at work dry and if you don't have an extremely long ride or you don't ride full speed ahead you won't overheat. The drawback to them is that for a long or hard ride, you'll get just as wet from the inside, without a way to wick away the moisture. But for a 2-15 mile commute they are perfect!

It can take some experimenting to get your layering right. If you are warm in your first mile of riding you will probably be to hot in 15 minutes. But if you are cool for the first 10 minutes or so, you will probably be just right for the rest of your ride.

Enjoy the winter riding. When you are warm and dry you will find it can be quite fun. As always, ride safely!

## NICE LEGS!!!

These Hind tights will make drivers look twice when they see you. The reflective stripe down the leg is highly visible and the high tech drylete fabric will keep you warm and wick away sweat as well. Zippered ankles make them easy to get in and out of. The perfect commuter gear. Reg: \$70

**Holiday coupon: \$55.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/12/03



## SHE'S THE ONE THAT MAKES US ALL LOOK GOOD

In many businesses there is someone behind the scenes that keeps it all together. For R+E Cycles, that person is Lisa our "bookkeeper". Bookkeeper might be her official title but she does way more than just our books.

She is the reason you can call us to get your serial number and you'll get it in 2 minutes. And it is because of her that you get the right one! If you need a refund from us, she is diligent in getting it out promptly and correctly! I find it unbelievable that she can keep track of all the paperwork that goes thru here in a month!

One of the really great things that Lisa does here, is she is the publisher of this newsletter. Dan has done the newsletter forever and has tried and tried to mentor another employee to take it over but it has always been overwhelming for whoever has tried it. Except Lisa. She took it over and now the only thing Dan does is read it, when he gets his copy in the mail!

Along with working here, Lisa is raising two high energy young kids, taming a rock star husband, and tackling the remodel of her house!!! So if you need a refund, newsletter production, parental advice, help with photoshop, recipes, or a construction consultation, just ask for Lisa. She's also really good at winning radio call in contests!!



### ESTELLE GRAY AND RODRIGUEZ BICYCLES ARE CONDUCTING A WOMEN'S CYCLING CAMP!

The Stellar Women's Cycling Camp is designed for women of all ages and abilities. We teach skills, drills, and techniques. It does not matter how fast or fit you are, or what kind of bike you have. Everyone has fun and learns a lot. Most of the women are in their 40's and 50's with a handful of 60 year olds and some 30 year olds. (But we would love to include some older teenagers!)

The material is designed for the woman who wants to gain a better understanding of her bike and learn how to use it most efficiently.

We work indoors on trainers helping you achieve the best fit, positioning and form. We do skills drills in a parking lot, practice gear shifting and cadence on a beautiful, quiet road next to the river, and we climb and descend a hill that will earn you bragging rights.

The food is spectacular. Imagine: Thirty five women gathered in a beautiful setting (no kids, no house chores, no phones ringing) , all with the common thread of enjoying riding their bikes... It is bound to be a weekend you'll not want to miss.

**JUNE 6-8 2003**

*Cost of the camp is \$499 and includes: 2 nights lodging (single beds, 4 to a room) • 6 meals (Fri dinner thru Sun lunch) • Snacks and soft drinks • Instruction and all materials including a cycling computer with cadence function.*

To sign up:

Name \_\_\_\_\_ Phone(s) \_\_\_\_\_

Address \_\_\_\_\_ e-mail \_\_\_\_\_

City, St. Zip \_\_\_\_\_

Form of Payment:  Check enclosed

Credit Card # \_\_\_\_\_ exp. \_\_\_\_\_

Typ of card  Visa  MC  Discover

We will send follow up confirmation with detailed information



### OUR FAVORITE STOCKING STUFFER

Slide a speedlever into any stocking or other wrapper and you'll see a smile as it gets opened. This lever makes tire changing a breeze. It comes with easy to use instructions and can change a flat tire from a nightmare to a breeze. Reg:\$8



**Coupon:\$6.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/12/03

### ARE YOU INVISIBLE??

Mount a small bright light on your handlebars to make you visible. These Planet Bike front LED lights are extremely bright, light and easy to mount or remove. Great for city riding or to use as a supplementary or back up light. Get one for your favorite cyclist! Reg:\$15

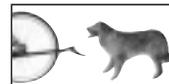


**Coupon:\$11.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/12/03

### DON'T FORGET FIDO!

It may not be easy to giftwrap but this cycling leash is a safe way to get you and your dog exercise. It easily mounts to your rear axle and lets your dog run with you while you keep two hands on your handlebars. We even have a shop dog you can test it out with.



Reg:\$22.99 **Coupon:\$19.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/12/03

### STAY IN TOUCH

It's a fact. Cyclists are carrying their cell phones with them. So you might as well put it in a safe easy to use place. This Pyramid handlebar mount has a clear window so you can see your screen and buttons and incorporates a belt clip as well. Reg:\$20



**Coupon:\$15.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/12/03

### JOIN THE CLIQUE

BEST COUPON IN THE NEWSLETTER!!!

These Time clipless pedals are easy to get in and out of from either side of the pedal and they offer flotation for ease on your knees. They provide a positive feel when locked in and give you lots of extra power. It's the pedal the pros use. Reg:\$110 **Coupon:\$84.99**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/12/03

### LOOK AHEAD AND COVER YOUR BEHIND!

The Cateye light set has a quick release front headlight and a flashing rear light. You can mount the rear light to your bike or attach it to a pack or clothing. It is smart to play it safe. Reg:\$26



**Coupon:\$19.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/12/03

### IT "IS" ABOUT THE BIKE!

Yes, Rodriguez bikes go faster because they fit better! We promise. Join the clan of Happy RODRIGUEZ owners and we'll give you a cool RODRIGUEZ jersey free.



**\$75 Value FREE!!!**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/12/03