

Quote of the month

Winter is the season in which people try to keep the house as warm as it was in the summer, when they complained about the heat.



Sept-Oct. 2004



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

THE NEWSLETTER OF CYCLING VALUES!

PUSH, PULL OR DRAG...

...that old junker in to R+E Cycles and save big!

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 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? 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) **\$175 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 \$175** 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 that old junker. 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 October 9th!

Check out the list below to see some of the Rodriguez bikes that this offer is available on:



Indoor Stage Racing at R+E Cycles Page 3

Learn something useful this winter!
Bicycle Repair Classes at R+E Cycles
Enrolling Now!
 See Page 2 for details!

All classes are 'hands on'

REINCARNATION FOR YOUR BICYCLE

OK, so you've got an old bike, but it's not ready for the dumpster, and besides, you're emotionally attached to it like an old cat. You might even have named him or her, thereby cementing your relationship for at least another 5 years. Well that's OK too, we've still got something great for you.

Last winter we tried something new. Matt in the repair shop suggested to me that we run a coupon for a complete overhaul and paint job for just \$400. Considering that a paint job is \$400 and an overhaul is \$250, this is a considerable savings. Of course, the winter is our slow time, and I decided that it would be better to keep us busy so we wouldn't have to do as many seasonal layoffs as in the past.

Well, it turned out to be a win/win situation for the customers as well as the repair and paint shop! That one little coupon kept us going strong, and gave those customers who took us up on it a fantastic looking, as well as fantastic performing bicycle! One guy brought in a beautiful old Mercian, maybe 20 years old or more, and when it was done, it looked like I'd just stepped out of a time machine into 1980. Several women brought in Stellars 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 we paint the white ones to match her new color. Well, it worked beautifully, and she has a very classy looking 1996 Stellar!

The list goes on and on. We've decided to do it again this winter, and start it right now. So, treat that trusty old steed with the love and dedication that it deserves and get it running and looking brand new! Bring it in to R+E Cycles (before the end of November) and have it reincarnated for just \$400! (That's way less than a new bike)



WHAT'S INSIDE THIS ISSUE

- IT'S A WILLIE WEIR WINTER Pg. 2
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HOURS

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

R+E CYCLES
 5627 UNIVERSITY WAY NE
 SEATTLE WA, 98105
 206-527-4822
 FAX 206-527-8931
 e-mail Sales@rodcycle.com
<http://www.rodcycle.com>

MEN'S BIKES		Type	Size	Color	Reg.
Rodriguez 04	Adventure	Touring	51	Black	\$1699
Rodriguez 04	Adventure	Touring	55	Black	\$1699
Rodriguez 04	Adventure	Touring	59	Black	\$1699
Rodriguez 04	Adventure	Touring	61	Black	\$1699
Rodriguez 04	Arrow	Sport	51	Blue/Black	\$1699
Rodriguez 04	Arrow	Sport	53	Blue/Black	\$1699
Rodriguez 04	Arrow	Sport	55	Blue/Black	\$1699
Rodriguez 04	Arrow	Sport	59	Blue/Black	\$1699
Rodriguez 04	Arrow	Sport	61	Blue/Black	\$1699
Rodriguez 04	Arrow	Race	51	Red/Black	\$2199
Rodriguez 04	Arrow	Race	53	Red/Black	\$2199
Rodriguez 04	Arrow	Race	55	Red/Black	\$2199
Rodriguez 04	Arrow	Race	57	Red/Black	\$2199
Rodriguez 04	Arrow	Race	59	Red/Black	\$2199
Rodriguez 04	Arrow	Race	61	Red/Black	\$2199
WOMEN'S BIKES		Style	Size	Color	Reg.
Rodriguez 05	Stellar Sport	Mirage	L	Purple	\$1599
Rodriguez 05	Stellar Sport	Classic	L	Purple	\$999
Rodriguez 05	Stellar Sport	Sora	L	Purple	\$1299
Rodriguez 05	Stellar Sport	Mirage	M	Purple	\$1599
Rodriguez 05	Stellar Sport	Classic	M	Purple	\$999
Rodriguez 05	Stellar Sport	Sora	M	Purple	\$1299
Rodriguez 05	Stellar Sport	Mirage	S	Purple	\$1599
Rodriguez 05	Stellar Sport	Classic	S	Purple	\$999
Rodriguez 05	Stellar Sport	Sora	S	Purple	\$1299
Rodriguez 05	Stellar Sport	Mirage	XS	Purple	\$1599
Rodriguez 05	Stellar Sport	Classic	XS	Purple	\$999
Rodriguez 05	Stellar Sport	Sora	XS	Purple	\$1299
Rodriguez 05	Stellar Tour	Touring	M	Blue	\$999 to \$1599
Rodriguez 05	Stellar Tour	Touring	S	Blue	\$999 to \$1599
Rodriguez 05	Stellar Tour	Touring	L	Blue	\$999 to \$1599
TANDEMS		MODEL	Size	Color	Reg.
Rodriguez 05	Test Pilot	Tandem	S	Blue	\$2699
Rodriguez 05	Toucan	Tandem	L	Sunset Pearl	\$3500

\$175 TRADE IN GOOD ON THESE BIKES!

PRSR STD
 U.S. POSTAGE
 PAID
 SEATTLE, WA
 Permit No 315



FIVE FINGER DISCOUNT!

Your hands will be thanking you for being on our mailing list this time! Get ready for the cold fall and winter mornings by using this coupon to get a pair of winter riding gloves for **FREE** with your purchase of \$50 or more. These potenza gloves will keep your fingers warm with their 3-season insulation. The Soft interior lining and reinforced Amara palm will also keep you comfy this fall and winter. Machine washable! **\$25 value!**

FREE is a very good price!

Sorry, this is not an instore coupon. This offer is only good with a coupon that has a mailing label attached. No cash value. Limited to stock on hand. Expires Oct. 30th, 2004

This list is current at the time of printing. Subject to change without notice.



BICYCLE REPAIR CLASSES

At Seattle Bike Repair, we offer a range of classes to people at all levels of bicycle knowledge. From the Roadside Repair class to the Overhaul class, you can learn anything and everything about your bike! The schedule, class descriptions, and prices are listed below.



To sign-up for a class you can visit our website at www.rodcycle.com or call us at 206-527-4822

Road Side Repair \$45

This one-evening, 2-3 hour class covers the basics of repairing your bike on the road. We will cover most of the basic repairs that strand people along the road. Learn how to:

- Fix a flat tire
- Fix a broken chain
- Make a minor adjustment to your shifting & brakes
- Know what tools and parts to carry with you on your bike

Next Dates are: see www.rodcycle.com

To sign-up call 206-527-0360 or sign-up at www.rodcycle.com.

(This class is limited to 8 people)

See Cancellation Policy on next page

Road Side Repair For Women \$45

This is the same course as above, but in an all women environment. Taught by Liza. Next class is: Sept. 15th, Sept. 22nd (6:30pm) (Limited to 8 women)

Getting Greasy! \$100

This two-evening course is the perfect class for the person who wants to learn how to thoroughly care for their drivetrain (chain, bottom bracket, cogs etc...). During the class, you will get greasy! You'll learn the following and more:

- Basic alignment check (rear triangle and dropouts)
- Remove and clean your chain
- Hub bearing adjustments
- Remove and clean your cranks and derailleurs
- Bottom bracket adjustment
- Thorough shifting adjustments
- How to use several specific shop tools

To sign-up call 206-527-0360 or sign-up at www.rodcycle.com. Dates are:

November 9, 10 (6:00-9:00pm) or November 23, 24 (6:00-9:00pm)

All classes require 100% deposit for registration

See Cancellation Policy on next page

Although there are no prerequisites for taking this course we have a recommendation:

We recommend that people either take the 'Road Side Repair' class before the 'Getting Greasy!' class, or be very familiar with everything in the 'Road Side Repair' class.



Bike Boxing \$60

This one-evening course is the perfect class for the person who travels a lot, and would like to learn how to pack and unpack their bike themselves. During the class, you will get a little greasy. You will bring your own bike and bike case (if you have one). We will provide packing materials and a box if you don't have a bike case. You'll learn the following and more:

- Basic brake adjustments
- Basic shifting adjustments
- How to use several specific shop tools
- Everything you need to know to box, and reassemble your own bike

To sign-up call 206-527-0360 or sign-up at www.rodcycle.com. Dates are: see www.rodcycle.com (6:00-9:00pm)

All classes require 100% deposit for registration

See Cancellation Policy on next page

Although there are no prerequisites for taking this course we have a recommendation:

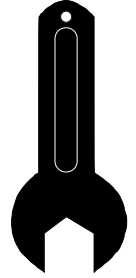
We recommend that people either take the 'Road Side Repair' class before the 'Well Tuned Bike' class, or be very familiar with everything in the 'Road Side Repair' class.



The Overhaul Course \$250

This one day, 6 hour course is the class for the person who has the skills that the 'Getting Greasy' course covers, but wants to learn everything there is to know about their bike! In this class you will strip your bike and completely overhaul it. We start at 10:00am, have a lunch break at 12:30, and finish up at 5:00pm. The price includes new bearings all around, and new cables & housings all around (other parts extra if necessary). Whew! Sounds like fun. Below are some of the things you'll learn in this extensive course.

- How to completely rebuild your hubs
- How to completely rebuild your bottom bracket
- How to completely rebuild your head set
- How to inspect your bearing surfaces for wear
- How to use bicycle specific tools
- Fix a broken spoke
- How to align your dropouts on the frame & fork
- How to align your derailleur hanger
- How to install & pre-stretch all the cables



To sign-up call 206-527-0360 or sign-up at www.rodcycle.com. Dates are:

November 16, 2004 (10:00am-5:00pm) (These classes are limited to 3 people per session)

November 30, 2004 (10:00am-5:00pm) (These classes are limited to 3 people per session)

See class cancellation policy below

WARNING: THIS CLASS IS NOT FOR EVERYONE

Prerequisites for taking the overhaul course are:

If you are not comfortable with performing basic maintenance on your bicycle already, this class is too advanced. We recommend that people either take the 'Fall Tune-Up' and the 'Getting Greasy' class before the 'overhaul' class, or be very familiar with everything in those classes.

Class Cancellation Policy

For Well Tuned and Overhaul Classes

Cancellations must be made at least one week prior to class date in order to receive 90% refund.

Other cancellations are non-refundable.

For Roadside Repair Classes

Cancellations must be made at least 2 days prior to class date in order to receive 90% refund. Other cancellations are non-refundable.

CLASSES
FILL
FAST!

CALL

206-527-4822

SIGN-UP
TODAY!

www.rodcycle.com

IT'S ANOTHER 'WILLIE WEIR' WINTER!

Last winter, adventure cyclist, columnist and KUOW commentator Willie Weir brought his popular travel shows to R+E Cycles in January. The shows were fantastic, and you all loved them. This January, he's coming back again. If you haven't seen Willie, you're in for a treat this winter! Tickets will be available at R+E Cycles. Don't be distressed this winter if you catch a case of 'Winter Wanderlust'. The cure is right here at R+E Cycles! We prescribe a piping hot cup of espresso (also available at the shows), and a virtual trip to India, The Balkans, Turkey, or any of the interesting places that Willie will take you to.



www.rodcycle.com

Watch for upcoming information at the store or on our 'upcoming events' section of our web site, and don't miss out!

GET SOME CLASS!

Use this coupon to get a 10% discount on any bicycle repair class that we offer.



PONTOONS OR PANNIERS?

Ortlieb panniers are so waterproof that you could probably use them as pontoons to float your bike across a river. Hopefully it won't rain that hard this year, but it's nice to know that you won't lose your bike that way isn't it? Use this coupon to save 10% on any Ortlieb panniers in stock.



SAVE 10%

Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

THE WORLD IS WAITING



The Rodriguez Ultimate Travel Bike (UTB), or W² Adventure, has become a national success here at Rodriguez! It's a real touring bike that comes apart and fits into a 26"X26" suitcase. Apparently, there are a lot of people out there who want to travel with a bicycle. As I am typing this, we are building four of them for people from across the country, in addition to the local demand. We ended up selling over 30% more of this bike than we had projected.

There's something that we love about this bike too. The energy from the people who have bought them after they come back from their trips. It really seems that travelling the world by bicycle can change lives, and the UTB makes that travelling a little easier. One couple is bicycling down the west coast right now. One couple has already taken several trips on their UTB's, and been in to fill us in on the trip details. Below (right) is a story written by Sean after returning from Europe. Unfortunately, words just can't say as much as the energy that he brought to the shop upon his return. We all felt it immediately when he walked in. Willie Weir is right when he says 'looking at the world from a bicycle can change your life'.

The Ultimate Bicycle Traveller, Willie Weir, has been riding a Rodriguez bike like this for almost a decade. This year, I wanted to offer an Ultimate Touring Bike at a production price. Until now, a bike of this magnitude was only available through our custom option. So I asked Willie to help me design an Ultimate Touring Bike that we can offer to our customers. He, as usual, was full of magnificent ideas and we came up with a fantastic new design. Meet the Rodriguez W² (Willie Weir or World Wide) Adventure .

This bike is rugged, well thought out, designed by someone whose life is bicycle touring, and handbuilt right here in Seattle by a company with over 30 years in the business. If you want to ride without being limited to smooth, paved roads, this is your bike. If you want go continent hopping, and bring your bike along for fun, this is your bike. If you want to have the experience of a lifetime on a bicycle, this is your bike. The Rodriguez Adventure W² is ready for anything. Come in and try one out! Now you can own a Rodriguez W² Adventure for the unbelievable price of just \$2,299!



This is a 6'3" customer's UTB in the case, ready for closing.

www.rodcycle.com

OCTOBER SURPRISE!

A great winter commuting bike. Every year at this time we sell a lot of road bikes with flat bars. This year we've got the best bike to offer that we've ever had in this category. The KHS Flite 200 is 2-3 pounds lighter than the bikes that we've carried in the past, it comes equipped with fenders (a \$70 option if you include installation), and it's still priced \$100 less than the bikes that we've carried in the past! Wow what a deal! If you are looking, or you know someone who's looking for a 700c, lightweight bike for road riding, let them know that we are stocking the KHS Flite 200, and we have them

on sale now for just \$429.99!

KHS Flite 200

- *Lightweight Aluminum Frame
 - *Shimano Drive Train
 - *Excellent Fitness Bike
 - *Includes Fenders
- reg. \$469.99

Special \$429.99



IT'S IN THE BAG!

Topeak seat bags are pretty cool. They 'click' in place under your seat easily, and they have lots of room in them for all your tools and goodies. We carry several different models ranging from \$20 to \$30. Use this coupon to **save 15%** off the regular price while the supplies last. **HURRY, LIMITED SUPPLY**



Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

NEW JERSEY FOR SALE?

We'll sell you a new jersey, and for a lot less than you might think. Use this coupon to pick up any short sleeve jersey that we have in stock for 25% off. Reg. prices range from \$30 to \$70, and we have a pretty good selection.



SAVE 25%

Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

U-LOCK IT OR U-LOSE IT

The perfect student U-lock. The Bell U-lock is a standard length shackle U-lock that provides great protection for a student or a commuter. reg. \$20



WITH COUPON \$8.99

SAVE OVER 50% WHILE THEY LAST

Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

Wine, Culture, and Cuisine: Touring Burgundy and Alsace

Leaving Seattle on May 15, I arrived in Paris the morning of the 16th, taxied to the Gare de Lyon and took the train to Dijon. After a wonderful meal in a restaurant occupying a thirteenth century crypt I started the most important task ahead of me: assembling my S&S-coupled Rodriguez Adventure (UTB). I was carrying the bike in the S&S soft backpack protected by my sleeping bag, pad, and other soft gear in the pockets surrounding the bike compartment. My cooking gear and other hard equipment was in light duffel.

The next morning I commenced my 500-mile, fully loaded tour of Burgundy and Alsace. I biked across some of the most famous vineyards in the world to Beaune, the center of the Cote D'Or. Then a tough day crossing a range of hills towards Montbard, location of the beautiful Abbey of Fontenay. After a day touring the Abbey, a gorgeous twelfth century example of Cistercian contemplative architecture, I retraced the two-day trip along the Burgundy Canal to Beaune. There my wife joined me and we biked the 300 miles from Beaune to Strasbourg through the Doubs and Alsace regions of France.

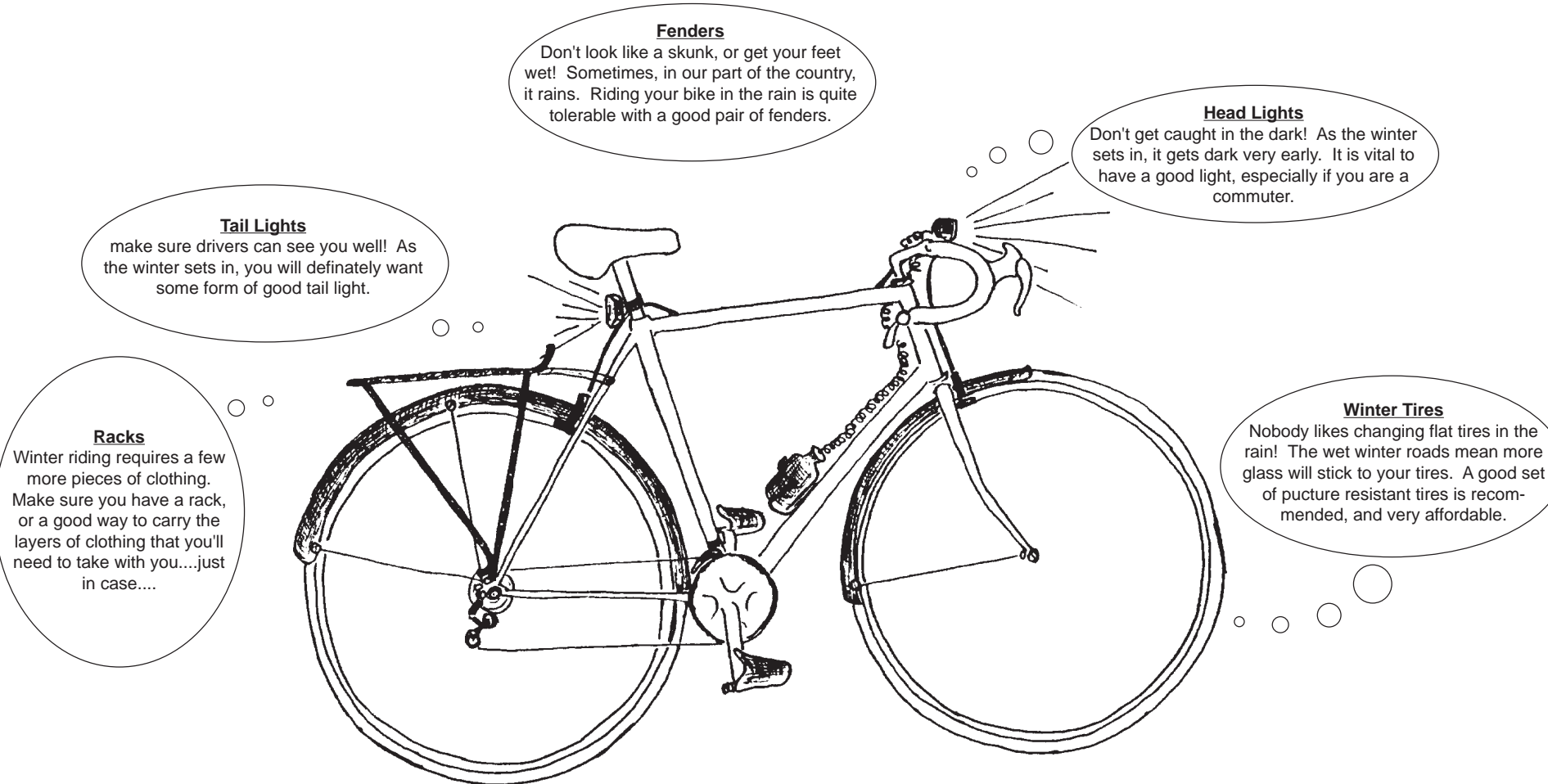
The Rodriguez performed flawlessly in every way. The couplings made the logistics of the trip work. Even loaded with not only all the usual camping gear but also the bike bag and my duffel the R&E folks have chosen gearing that take you smoothly over hills, along towpaths, and down screaming descents. Rock solid and stable under all conditions.

French bicycle touring is wonderful. The combination of plentiful campgrounds, excellent restaurants in small villages, courteous drivers (their grandmothers are riding bikes!), and castles make rides there a joy. A Rodriguez with couplings brings the experience within reach of anyone who can plan a backpacking trip. You do not need guides and a sag wagon. You need the flexibility and performance of a Rodriguez with couplings, plus guidebooks and a spirit of adventure, to bring the amazing food and culture of all the regions of France to you.



Sean Sheehan

TIME TO WINTERIZE!



Fenders

Don't look like a skunk, or get your feet wet! Sometimes, in our part of the country, it rains. Riding your bike in the rain is quite tolerable with a good pair of fenders.

Head Lights

Don't get caught in the dark! As the winter sets in, it gets dark very early. It is vital to have a good light, especially if you are a commuter.

Tail Lights

make sure drivers can see you well! As the winter sets in, you will definately want some form of good tail light.

Racks

Winter riding requires a few more pieces of clothing. Make sure you have a rack, or a good way to carry the layers of clothing that you'll need to take with you....just in case....

Winter Tires

Nobody likes changing flat tires in the rain! The wet winter roads mean more glass will stick to your tires. A good set of pucture resistant tires is recommended, and very affordable.

Still the one!

Every year at R+E Cycles, we sell lots & lots of lighting systems to cyclists who ride in the dark. In the winter, it is dark at 5:00 PM, and some people like to have the finest lighting system available. There are several things that make a lighting system great:

- Brightness (will it light up the road, or is it just a safety precaution?)
- Burn time of the battery (will it give you good light for your full ride?)
- Reliability (what experiences have others had with the system?)
- Warranty (how long will you be without your lights if they break?)
- Value (does it fit your budget?)

Over the years, we have found that several of the lighting systems on the market measure up in some or most of these qualities, but only one meets all of them. The CYGOLITE™ systems are the lights that we have chosen to be our featured light systems. This year we have selected 3 CYGOLITE™ Night Rover models to serve the Northwest cyclist:

System 1 \$69.99

- 12.5 Watt Halogen
- 3-beam patterns
- 3 hour lead acid battery
- Quick release mount
- Front mount battery pouch
- 1-year warranty on lights
- 3-month battery warranty
- Upgradeable to helmet mount

System 2 \$99.99

- 12 Watt Halogen
- 3-beam patterns
- 3 hour NiMH battery
- Quick release mount
- Lightweight bottle cage mounted battery
- 1-year warranty on lights
- 3-month battery warranty
- Upgradeable to helmet mount

System 3 \$139.99

- 16.3 Watt Halogen
- 3-beam patterns
- 6 hour battery burn time**
- Quick release mount
- Battery mounts in bottle cage
- 1-year warranty on lights
- 3-month battery warranty
- Upgradeable to helmet mount

CYGO-LITE IS STILL OUR FAVORITE!!



The best feature for any of these systems is not something that one can see immediately in the product. It's the quality of the product, and CYGOLITE's willingness to stand behind that product.

What happens if your light fails under warranty??

Our policy, when possible, is to give the customer a new light if theirs fails under warranty, instead of sending it in for repair while the customer waits (sometimes a month or more). In the past, we have had a hard time with the lighting companies standing behind their product, even on a very expensive light. We found a high number of failures in almost every brand that we carried, and no willingness on their part to send us a replacement light. CYGOLITE-We have sold CYGOLITE product since 1996, and had the lowest failure rate that we have ever experienced in a lighting system. On the rare occasion that there is a warranty failure, the customer has left our store with a new part.....no waiting, and CYGOLITE took care of sending us a new product pronto!

IT'S A FLASHER!

Buy a Cygo-Lite system 2 (99.99) or system 3 (139.99) and we'll give you the best flashing light around. The Vista classic flashing light is the one that bolts onto the back of your rack and lasts a long time.

\$15 Value



GET NOTICED!

The Serfas LED headlight is the perfect choice if you are trying to get noticed by drivers when you're riding in the dark (5:00 pm in the winter), or in the rain. It can be set to flash, or to a steady beam to light up the road. The LED lights save on batteries, and the quick release mount allows you to easily remove the light. Reg. \$25

With Coupon \$21.99



Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

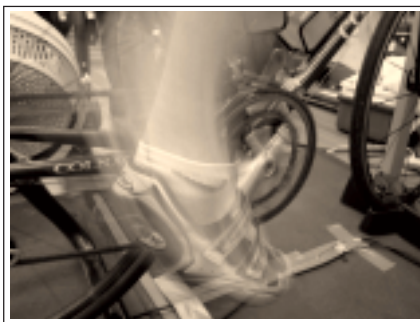
Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

WE'RE NOT DONE YET!

It's been such a great season, we just don't want it to end. We've had so much fun seeing all of you through the season, so we've thought up some ideas to bring you in this fall and winter. You can stay in condition, get a head start on next year, plus we get to see you through the fall and winter. Below are 2 great winter opportunities that we hope you'll participate in.

INDOOR STAGE RACE AT R+E CYCLES!

Are you ready? This winter season at R+E Cycles, we are having stage races. The courses will be programmed into a computrainer, and you will race indoors on our stage.



Each month there will be a different local 'Virtual course'. **The fun starts in October**, beginning with 10.65 mile 'Virtual Mercer Island'.

There will be 5 stages (October-February). You can sign up for all five for \$40, or you can sign up for just one at \$10. There will be prizes awarded for each stage winner, and an overall prize. No prize is as good as the bragging rights though. Challenge your friends, or just come on in and ride them for fun. By the way, my mom keeps in shape through the winter back in Idaho by doing these at her local bike shop (thanks for the idea mom).

To sign up, you just need to call us at 206-527-4822 and request a time, or you can email me us at sales@rodcycle.com. We will have time slots available Tuesday through Saturday all winter long.

THE INDOOR TRIATHLON!

Advance Notice!

Last year it was a hit, and this year it going to be even better! Mark your calendar now for the R+E Cycles Indoor Triathlon. It will be held Saturday, February 5th 2005. The 3 R's, Rowing-Riding and Running are the name of the Indoor Triathlon game. 10 minutes on each, and then add the distances together and compare. It's all for fun, and there are some prizes for the winners, as well as a drawing.

Registration will begin in January.



Dan looking relieved as he finishes the run, while Scott cringes in agony on the bike. Mark on the rower is still looking kind of fresh, but he's only just begun.

IT'S GRIME TIME!

That's right, in Seattle it's grime time. But you won't mind 'cause you took the time and saved some dime and obeyed this rhyme...and bought a pair of fenders at R+E Cycles. Pick up any pair in stock, and we'll give you

1/2 off the installation price!
(reg. \$35)



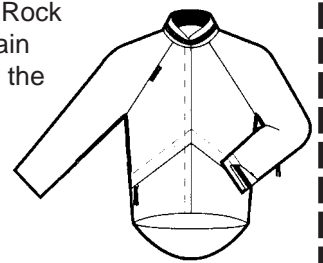
Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

YOU'LL KICK YOURSELF.....

If you don't use this coupon. The Burley Rock Point jacket is the most popular cycling rain jacket on the market. That's because it's the best. Last year, Burley screwed up and we couldn't get anymore after October. So, act early and you won't have to kick yourself. Reg. \$150

With Coupon \$124.99

SAVE \$25



Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

LOOK NO FARTHER, YOU'VE FOUND IT!

Helmuffs are one of the things that our customers come looking for every year. They know that we have these things, and they send their friends in too. I like them because once they are on my helmet straps, I never have to go looking for that @#\$%\$ ear warmer thing that I can't remember where I put after I washed it. Reg. \$15

With Coupon Just \$12.99



Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

SPORTIN' WOOD FENDERS

We've got a sweet pair of wood fenders for someone's 700c wheels. They are made in Oregon, and I brought in a pair to see if you all 'wood' like them. Come in and take a look at them, and if you order a pair (reg. \$150), we'll install them for free.

That's a \$35 value!



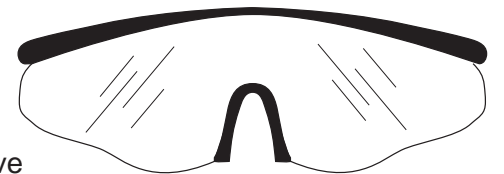
Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

CLEARLY THE BEST

In the winter, the dark sunglasses you wore through the summer aren't going to work.

Use this coupon to save %66 on a pair of clear (or yellow) eye shields. Reg. \$20

Special Just \$11.99



Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

THE WEAKEST LINK

You've been riding your bike all season, and now it's time to have your chain checked. A chain is only good for about 1500 to 2500 miles. If your chain gets too stretched out from wear, your repair bills will sky rocket! Bring in this coupon, and we'll check your chain for stretch, and lubricate it for **FREE**. Oh ya, you'll need to bring your bike in to.



Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

STACIA'S WINTER TRAINING TIPS

The season has been marked with new best bike times on all of the races I've done this summer and an epic trip to the French Alps in July. Some of the highlights was my 3rd place overall at the Danskin Triathlon and fastest bike split among the women at Whidbey Island Triathlon.

Racing season is winding down and I felt the chill in the air on Labor Day weekend as I put in the last of my long training for my last race in September. That doesn't mean that you have to stop cycling though.

As I reflect on my season and look forward to next season I'm already planning my winter training to keep improving my cycling fitness. Winter is a great time to work on endurance base, pedal technique and pedaling cadence. To keep the boredom at bay I also like to test my fitness on a monthly basis to check my progress.

R+E Cycles has you covered. Come on in and check out the trainers and even try one out.

To the right of this article are some drills you can use on your trainer. Or, if your feeling daring, upgrade to a CompuTrainer. This is the best indoor workout I have found. Sign up for the Indoor Stage race (page 3) and test your self monthly to check your progress and how you compare to other racers (as well as check out a CompuTrainer).

The Indoor Triathlon (Page 3) is coming in February - keep up the winter cross training and running to be ready for 10 min. on the indoor rower, bike and treadmill.

Make sure you have your intensity dialed in with a Heart Rate Monitor and nutrition from Cliff Bar.

See you at the Indoor Stage race and Indoor Triathlon in February!

Drills for Cycling:

do each drill one time a week as part of a 30-60 min. workout with 15 min. warm-up and cool down of easy pedaling.

Spin-ups:

After a good warm-up (listed above). Select a gear that you can pedal or spin quickly in. Spin up till you start to bouncing on the seat - then back off slightly and hold spin for 30 seconds. Spin easy for 1:30 then repeat. Do about 10 minutes worth of this drill. As the drill becomes easier add a second set with 10 -20 minutes of easy spinning between the drill sets.

Purpose - improve pedal cadence and learn to spin at higher RPM's.

Isolated Leg Training: After a good warm-up (listed above). Select a very easy gear and take one foot off pedal and place on back of trainer frame or a chair. Pedal with one leg thinking about the force being even throughout the stroke and the trainer should make an even noise through out the pedal stroke. After 30 seconds switch to other leg. Again pedal with on leg for 30 seconds. Then pedal with both legs for 60 seconds. Then repeat for 10-20 minutes. As the drill becomes easier do a second set with 10 minutes of easy spinning between sets.



Stacia with her two kids Jared and Janae at the Ironman Triathlon

CYCLING INDOORS

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.

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.



GOING NOWHERE FAST!

You can go nowhere fast on a cyclops, heavy duty indoor trainer.

reg. \$220

Special - Just \$189.99

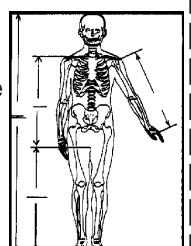


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YOU MIGHT BE FIT BUT HAVE YOU BEEN FIT?

You can be in great shape, but if your bike doesn't fit comfortably, you're not riding as efficiently as you could be. Discomfort causes you to ride slower, and stop more often. You've heard about, or used our fitting services, and now we're asking you to send in a friend that might need our help. Send them in with this coupon to get a complete bike fit for just \$75. Reg. \$125

SAVE \$50



Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

FACT or FICTION? BIG WHEELS = FAST WHEELS??

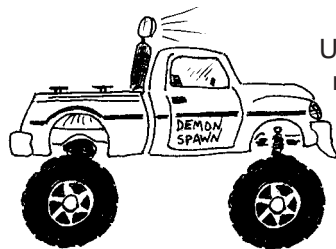
Over the last 20 years, we have been building road bikes and tandems with 700c, 650c, and 26 inch wheels. A 26 inch, or a 650c wheel is about 1 inch smaller (about 2 inches smaller with road slicks) in diameter than a 700c. On smaller bikes, that 2 inches sometimes allows us to build the bicycle to the perfect size for the Customer without sacrificing performance. 26 inch wheels are not exclusively for small bikes though, I am 6 feet tall and I ride a tandem with 26 inch wheels.

Often, a customer will ask for the larger size wheels, even when the smaller wheels would allow us to build the bicycle to a more optimum geometry. It seems that some people believe that larger wheels mean faster wheels. Some people think that because 700c wheels are the 'standard' for road bikes, they must be better.

In our shop we've been building bikes for over 30 years. Over this time, we've seen the rise and fall of many standards; Down tube shifters, center pull brakes, U-brakes, Suntour componentry, dual articulation derailleurs, side pull brakes and 27 inch wheels just to name few. These features were 'must haves' in their day. A sales person wouldn't dream of even showing a new bike to a customer unless it had at least some of these features. But now, one would have to search to the ends of the earth to find a current, 2004 model, high quality bike offering any of these features. These features were standards in their time but gave way to either newer technology, or, in some cases, the standard fell back to the predecessor. In any case, the standards took a long time to change.

One standard that has more or less held for the last decade are wheel sizes. The 'standard' road bike has 700c (the successor to 27") wheels. The 'standard' mountain bike has 26 inch wheels (inherited from the old balloon tire cruiser). It seems that many people make a connection that goes something like this.....

"Mountain bikes are slower than road bikes, and mountain bikes have smaller wheels, therefore, 'smaller' wheels equal 'slower' bikes, at least on the road,"



Using this same logic, we could assume that a monster truck is faster than a Porsche, or a School bus is capable of higher speed than a Jaguar E-type. Do these assumptions sound ridiculous to you? If not, I've got a swamp I'd like to sell you.

The engine in the monster truck is more powerful than the Porsche's engine. The wheels are certainly larger (2 to 3 times larger). What makes the Porsche faster than a monster truck? For one thing the Porsche is lighter. It is designed with more responsive handling. But most of all it has gears that will accelerate the car to higher speeds even with the smaller wheels. Can the same be true with a bicycle? The answer is yes. Road bicycles, regardless of their wheel size, are designed lighter, more responsive, and they are geared for the road.



Wheel size has nothing to do with the speed of a bicycle on the road. A road bike, or tandem bike with 26 inch wheels is geared to travel at the same speed as a bike with 700c wheels. The answer lies in gear inches. Gear inches is a means of measuring the relative number of inches traveled forward per crank revolution. The higher the 'gear inches' the more distance traveled per crank revolution. A road racing bicycle in its fastest gear, is usually geared to about 110 'gear inches'. This is true no matter what size the wheels are. My road bicycle has 26 inch wheels, and my top gear is 112 inches. If I have a 112 inch gear, and I'm pedaling at a cadence of 90 revolutions per minute, I will be traveling forward at about 31 miles per hour no matter how big my wheels are....same cadence, same effort, same calories burned, same panting and wheezing, no more or no less fun.

Below are a few standard gearing patterns that are used for 700c and 26 inch road wheels;

700c wheel 52/39 X 12-24 (116 inches high gear) (43 inches low gear)
26 inch wheel 54/40 X 11-23 (122 inches high gear) (43 inches low gear)

- Dan



Team Rodriguez 2004

Looks a little different than the team photo that's hanging on the wall in the shop from 1980. Actually, it looks even better.

JOIN THE CLICK!

The Topeak rack trunk 'clicks' onto the Topeak rack without the use of those old fashioned velcro straps that get all soggy in the rain. Treat yourself to a Topeak rack and MTX rack trunk, and we'll knock off \$10.

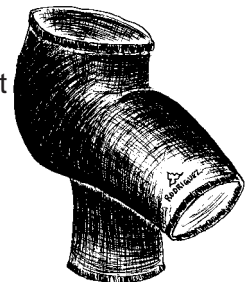


SAVE \$10

Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

SHORT PEOPLE GOT NO REASON

not to pick up a new pair of Rodriguez cycling shorts for 25% off while we still have some. That's right, we're closing out the summer shorts for **25% off** while supplies last.



HURRY, LIMITED SUPPLY

Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

SEEING IS BELIEVING

You'll be seeing things well through a new pair of Smith sunglasses. Smith sunglasses come with 3 colors of interchangeable lenses and regularly sell for \$100-\$120

Use this coupon to save \$20 on any pair in stock.



SAVE \$20

Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

LOCK IT AND LEAVE IT

Lots of commuters like to leave their heavy U-lock locked on the rack at work. This way they don't have to carry it to and from work. Use this coupon to get an **Alcatraz**, long shackle U-lock for just \$14.99 (reg. \$25).

SAVE \$10

WHILE SUPPLIES LAST

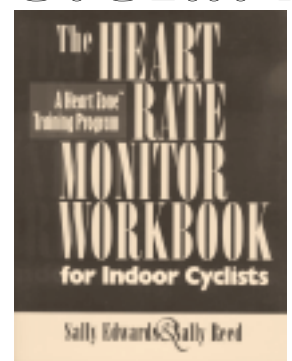


Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

A HEART FOR CYCLING

Use this coupon to get Sally Edwards Heart Rate Monitor Work Book for the indoor cyclist and save 50% in the process. reg. \$15

SALE \$7.50



Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

READ ALL ABOUT IT!

Buy a Polar F1 heart rate monitor for just \$59.99 (reg. \$80) at R+E Cycles, and we'll throw in Sally Edwards 'Heart Rate Monitor Book' for FREE! \$33 value.

FREE IS A VERY GOOD PRICE

Limited to Stock on Hand



Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

USED BIKES IN STOCK

Used bike inventory is always changing. This list is current at time of printing. Subject to change without notice.

This **Bridgestone MB4** has been set up for touring/commuting. It was owned by a customer who bought a Stellar Touring bike, and then decided she could finally give it up. Excellent bike for someone 5' to 5' 3" tall. Comes with all accessories pictured. **\$300** obo



This **Classic Rodriguez Custom Road Bike** was obviously the pride and joy of it's owner. It has a beautiful lugged 57cm frame, Phil Wood hubs, and is in excellent condition. It has horizontal drop-outs for you guys that might want a real cool 'fixed gear'. **\$400** obo



This **Carbon Fiber Trek Frame** is in great condition. It is a 58cm. Perfect frame upgrade for the low cost of just **\$150** obo



This **Carbon Fiber Trek OCLV Frame** is in excellent condition. It is also a 58cm. It's lightweight, and comes with everything you see pictured. Perfect frame upgrade for the low cost of just **\$350** obo



This **Custom Rodriguez Touring/Commuting Bike** was built for someone who ended up not being able to use it. It comes with a 'new' warranty and lots of extras. Lights, racks, panniers, fenders, bottles and cages, disc brakes, pump.... and everything is new. This would be about \$4000 worth of stuff, and if you are 6' 3" to 6' 6", this is a great buy it at just **\$2000** obo



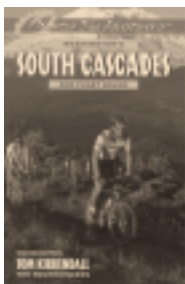
MOUNTAIN BIKE BOOKS HAVE GOT TO GO!

These things have been here forever! Help us out will ya? Mountain Biking in the **South Cascade** guide book
Was \$15

Sale \$3

Limited to Stock on hand

Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04



T-TIME

R+E T-shirts are back in stock. The regular price is \$14.99.
Use this coupon to get one

for just \$12.99



Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

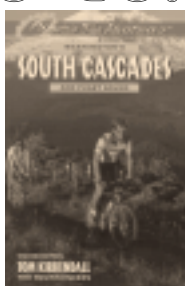
MOUNTAIN BIKE BOOKS HAVE GOT TO GO!

These things have been here forever! Help us out will ya? Mountain Biking in the **North Cascade** guide book
Was \$15

Sale \$3

Limited to Stock on hand

Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04



WILD PIGS MOUNTAIN BIKE BOOK

Was \$13

Sale \$3

Limited to Stock on hand

Offer good with coupon only. No cash value. Not good with any other offer. Expires 10/30/04

