

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

THE NEWSLETTER OF CYCLING VALUES! SEPTEMBER 1999 EDITION

BE IMMUNE TO THE Y2K BUG!!!



Year 2000 bugs! The world lives in fear of them! Experts tell us that our computers will crash, as well as our power supply, our communication systems, our credit card machines, our automatic tellers, our 7-11 stores, and even worse, so will our planes, trains, and automobiles! What are we going to do?

Well we at Rodriguez Bicycles are happy to report some terrific news to you about the year 2000! We have set our clocks ahead, and then tested our bicycles to great lengths, and there were no Y2K bugs!

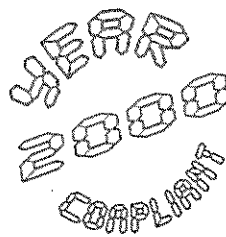
That's right! NO Y2K BUGS!

We're excited to be the first company to offer this guarantee to you. Your Rodriguez bicycle will function just as well as a transportation vehicle, or a recreational machine, even after the millennium changes!

We're not going to sit on the fence and say things like "everything should function after Y2K, but we're not really sure", we're going out on that limb and offer to you a 100% guarantee that your Rodriguez bicycle will not suffer any failures due to the changing of the millenniums! Who else will offer this guarantee to you in writing?

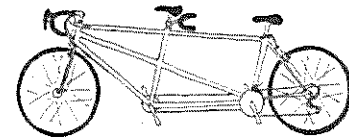
So, if you've been considering a new computer or software purchase... you just might want to wait until they can offer you a guarantee as good as ours. Instead, you could invest in a 100% Y2K compliant, guaranteed, Rodriguez bicycle and get into real life (instead of virtual life).

In addition to our bicycles, we are also stocking a large number of Y2K compliant merchandise. When you see this symbol, you'll know we guarantee Y2K compliance.



WHAT'S INSIDE THIS ISSUE

BIKE SALE Pg. 2
 GREAT NEW LIGHT! Pg.5
 Y2K WOMEN'S BIKE CAMP Pg. 3
 WIN FREE LIFETIME SERVICE. Pg. 3
 IN THE ZONE Pg. 3
 MILLENNIUM WHEELS! Pg. 6
 NEW MEN'S SADDLE Pg. 7
 NEW FOLDING BIKE! Pg. 8
 MAKE YOUR BIKE FLY Pg. 4
 CONGRATULATIONS Pg. 4
 TANDEM PARTY!! Pg. 1



BIG SAVINGS INSIDE!!

WINTER HOURS

Begin Oct. 1st

Monday - Closed

Tuesday - Closed

Wednesday - Friday 12-6

Saturday - 10-5

Sunday 12-4

5627 UNIVERSITY WAY NE
 SEATTLE WA, 98105

206-527-4822

FAX 206-527-8931

e-mail RodTandem@aol.com

<http://www.rodcycle.com>

2ND ANNUAL TANDEM SHEBANG!

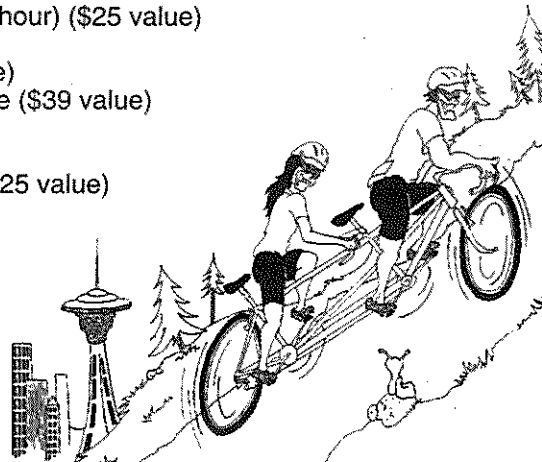
If you're thinking about a tandem, you'll want to be here!

Last September we put together an event called the Rodriguez Tandem Shebang. We offered free tandem lessons, sold off the rental tandems, and gave away some great incentives with tandem purchases. It was such a great success, we've decided to do it again this year! Here's how it works:

- Come into R+E Cycles on **Saturday, September 25th 10am-5pm**
- Receive free professional tandem instruction (1/2 hour) (\$25 value)
- Receive a free professional fitting (\$30 value)
- Receive a free tandem rental certificate (\$60 value)
- Free extended warranty with any tandem purchase (\$39 value)
- Test ride to your hearts content
- Buy a fantastic Rodriguez tandem
- Receive a free NUTS tandem club membership (\$25 value)
- Receive 2 NUTS t-shirts
- **Coffee will be waiting for you!**

SAVE UP TO \$2000 ON A RODRIGUEZ TANDEM!!

See the list below for all the tandems in stock now!



RODRIGUEZ	99	TOUCAN CAMPY MIRAGE/PHIL	L	BLUE	\$2499
RODRIGUEZ	99	TOUCAN CAMPY MIRAGE/PHIL	M	BLUE	\$2499
RODRIGUEZ	99	TOUCAN SOFTRIDE	L	BLUE	\$2849
RODRIGUEZ	99	TOUCAN CAMPY MIRAGE/PHIL	M	BLUE	\$2499
RODRIGUEZ	99	PARROT CAMPY VELOCE/PHIL	M	FADE	\$3099
RODRIGUEZ	99	25TH ANNIV. FULL CAMPY/PHIL	L	RED/BLUE	\$4899
RODRIGUEZ	99	25TH ANNIV. FULL CAMPY/PHIL	M	GREEN/PURPLE	\$4899
RODRIGUEZ	99	CUSTOM SOFTRIDE S&S	L/Sm	BLUE/TAN FADE	\$4700

RENTALS, USED & CLOSEOUTS	SIZE	COLOR	REG.	Now
RODRIGUEZ 98 TOUCAN (RENTAL)	S	ORANGE	\$2499	\$1899
RODRIGUEZ 99 TOUCAN/SOFTRIDE (RENTAL)	M	BLUE	\$2850	\$2499
RODRIGUEZ 98 PARROT (RENTAL)	L	PURPLE	\$2899	\$2399
RODRIGUEZ 99 TEST PILOT (RENTAL)	L	WHITE	\$1899	\$1699
RODRIGUEZ 99 TEST PILOT (RENTAL)	M	WHITE	\$1899	\$1699
RODRIGUEZ 99 TEST PILOT (RENTAL)	M	WHITE	\$1899	\$1699
RODRIGUEZ 90 PERFECT COND. CUSTOM	M	RED/SILVER	\$4500	\$2500
RODRIGUEZ 99 PROTOTYPE ALUMINUM	M	PURPLE	\$3800	\$2700

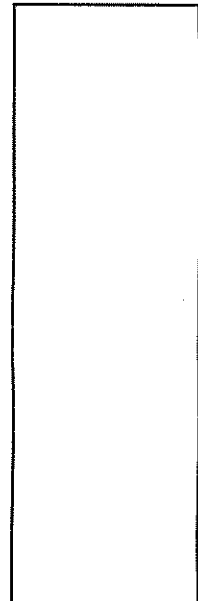
THESE PRICES GOOD THROUGH SEPT. 30 1999

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

\$100 FOR YOU!!

Do you have a friend who needs a bike or a tandem? Well, push, pull or drag your friend(s) into R+E Cycles and if they buy a bike from us, we'll give you a \$50 certificate for merchandise in our store (\$100 if they buy a tandem). See more on page 3

This is not an in-store coupon. This offer is good with coupon that has mailing label only. No cash value. Expires 9/24/99



FREEDOM OF CHOICE

HUGE SAVINGS ON BICYCLES!!!

It seems like everyone likes to get something for free. And most people don't seem to mind if they don't have to pay full price for an item. Good news you can have both.

You guessed it. Riding season is winding down and bike manufacturers try to generate interest and excitement by bringing out the new models of bikes in the fall. That means we need to clear out all of the 1999 models. Quite often the major difference between the

All prices limited to stock on hand

current and next year's revolves around the colors and graphics!

We want to entice you to buy a new bike so we are going to offer you some fun and choices in picking how you can save money and get the deal(s) you want. Here's how it works. It's the one from column A or 2 from column B routine.

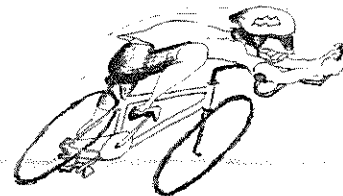
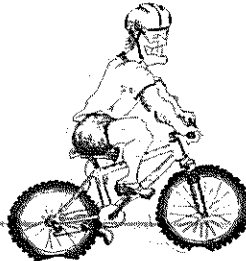
We have listed groups of bikes and options for you to choose from. Pick what you want and ride away with a smile that lasts the entire riding season.



Bikes from 300-440	price	column A (pick one or)	column B (pick 2)
Kona Yee Ha cross bike (all sizes)	299.99	Cateye enduro computer	Cateye Halogen light (\$25)
Mongoose 350 cross bike (15,17)	299.99	Cateye Astrale Computer (\$45)	Reflective vest (\$15)
Fisher Wahoo mtn bike (xs,s,xl)	359.99	Zefal HPX pump,tube and repair kit (\$52)	Rodriguez holy cow gloves (\$15)
Kona Fire Mtn (rigid) all sizes	399.99	Kickstand, waterbottle and cage,lock (\$35)	Jandd Seat Bag (\$22)
Kona Ha Hanna mtn bike (14,18,20)	329.99	Car rack (\$54)	Cycling glasses (20)
Mongoose 250 cross bike (19,21)	249.99	Armadillo lock (\$40)	Sigma rear light (13)
Mongoose 450 cross bike (17,21 and mixte)	439.99	Oasis Water pack (\$40)	digital tire guage (20)
		Master Blaster Pump (40)	
		\$32 discount	

Bikes from 500-690	price	column A (pick one or)	column B (pick 2)
FisherTassajara mtn bike (small only)	499.99	\$55 discount	Clear and gray sunglasses (\$40)
Fisher Aquila mtn bike (most sizes)	649.99	Topeak floor pump (\$55)	Fisher Helmet (\$34)
Kona Hoo Ha cross bike (22")	449.99	Burley Rainpants (\$60)	Rear Rack (\$30)
Kona Lava Dome mtn bike (all sizes)	549.99	Dee Dog Messenger Bag (\$65)	Full fenders (\$26)
Kona Fire Mtn w/ Suspension (14")	479.99	Rockwerks Clipless Pedals (\$70)	Burley booties (\$30)
'98 Mongoose 450 cross bike (23")	439.99	Nite rover headlight (\$70)	Sealskinz waterproof socks (34)
Mongoose 850 cross bike (all sizes)	599.99	Cordless Computer (\$70)	CyclePro rack trunk (\$30)
Bianchi Volpe touring bike (58 cm)	689.99		Eclipse Tail light (\$20)

Bikes from 400-2000	price	column A (pick one or)	column B (pick 2)
Mongoose Surge atb rigid (20")	399.99	10% off	Alien tool & pump (65)
Fisher Hoo Koo E koo mtn bike (large only)	849.99	Speedplay frog pedals (140)	Evolution lock & eclipse tail light (75)
Fisher Big Sur mtn bike (xs,med only)	929.99	Burley Rainjacket (140)	Master Blaster Pump & Enduro computer (68)
Kona Mano Mano full susp (18")	1439.99	Ortlieb back rollers (150)	Liberator Saddle & Fisher helmet (80)
'98 Kona Explosif mtn bike (18")	1649.99	Cordless computer & recharg. light (140)	Sigma f and r lights and Enduro computer (60)
'98 Kona Cinder Cone mtn bike (19")	749.99		
Kona Muni Mula mtn bike (18")	949.99		
98 Mongoose NX7.5 (large)	1269.99		
Bianchi Eros road bike (49-57)	1189.99		
'98 Bianchi Alloro road bike (57)	1999.99		
'98 Bianchi Trofeo road bike (59)	819.99		
Bianchi San Remo touring bike (52,58)	1189.99		
Bianchi Giro road bike (53,55,59)	1329.99		
97 Bianchi Veloce road bike (59)	1449.99		
98 Bianchi Veloce road bike (55)	1479.99		
Kona Cinder Cone mtn bike (14,17)	729.99		



Rodriguez & Titanium!

Rodriguez Stellar womens Shimano road bike	1099.99
Rodriguez Stellar womens Campy road bike	1499.99
Rodriguez Stellar womens touring bike	1299.99
Rodriguez Adventure men's touring bike	1299.99
Rodriguez Arrow men's road bike (Mirage)	1299.99
Rodriguez Arrow men's road bike (Veloce)	1599.99
Mongoose Titanium/Ultegra Road bike 10.7	2599.99
Mongoose Titanium/Ultegra Triathlon 9.7	2799.99

LIMITED TO STOCK ON HAND

**YOUR CHOICE
10% OFF on
\$175 WORTH
OF ACCESSORIES**



ORDER BY PHONE 206-527-4822

www.rodcycle.com

RE CYCLES **FLAT TIRES ARE THE SIGN OF THE BEAST**

People fear flat tires because they think they are hard to change. Wrong!! This handy little tool quickly and easily removes your tire and amazingly reinstalls it without requiring hand strength or cursing. We love this tool!!

Reg: \$8
Coupon Price: \$6.66
Offer good with coupon only. No cash value. Expires 9/30/99

RE CYCLES **Messenger Bag or Diaper Bag?**

Timbuktu's waterproof shoulder bag has been seen on almost every messenger in town. You'll also find them on lots of students and commuters. Now they are surfacing on lots of new moms, too. We have a good color selection to match your bike or pampers. Buy any TIMBUKTU bag and get a free shoulder pad \$8 value

Reg: \$8
Coupon Price: \$8 value
Offer good with coupon only. No cash value. Expires 9/30/99

RE CYCLES **Ain't no fender good enough...**

There hasn't been a fender that really fits V brakes well. Finally, Zefal has designed the classic fender to be compatible with V brakes. They are a clip on type so you can put them on and leave them, or remove them easily. Makes commuting a delight!

Reg: \$13
Coupon Special: \$8.99
Offer good with coupon only. No cash value. Expires 9/30/99

RE CYCLES **WET FEET STINK**

No one likes having cold wet feet. Especially when you are riding to or from work. Check out the Sealskinz waterproof socks. They breathe and they are waterproof. They are perfect for Northwest riding (typo intentional!). Buy a pair and be prepared for your partner to want some, too.

Reg: \$35
Coupon Special: \$29.99
Offer good with coupon only. No cash value. Expires 9/30/99

REGISTER EARLY FOR SUMMER CAMP

I can hardly believe that people have signed up for our Y2K WOMENS CYCLING CAMP, but they have. This past June, R+E Cycles put on a women's cycling camp that filled by Feb and had a waiting list of over 25 people. The camp was so fantastic that all of the campers wanted us to do more of them. We will. This year we have already booked the Mountain Springs Lodge outside of Leavenworth for 3 different weekends. The dates are: June 9-11, July 28-30 and August 4-6.

These camps are for women of all ages and abilities. The things we'll learn about and practice include: how to change a flat, how the derailleurs work, understanding gearing and cadence, how to shift, parking lot drills including cornering and panic stops, how to climb and descend better with more confidence, proper bike fit, and form and technique, training tips and more.

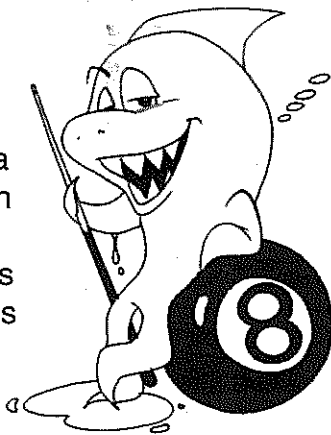


The food is fantastic and the setting is superb. Cost for the camp including food, a cycling computer, and lodging is \$400. If you register with a \$100 non refundable deposit, before Nov 15, 1999 there is a \$50 discount. If you would like to register or receive more information please e-mail us at rodtandem@aol.com or call us at 206-527-4822. You can check out the camp facilities at www.mtsprings.com

FREE SERVICE ON YOUR BIKE FOR A LIFETIME!!!

FEEL LUCKY?

When you buy a bike from us between Sept. 5th & Sept. 30th, we will enter your name in a drawing. We'll pick one name and that person will receive any labor (excluding frame paint) that they need done on that bike FREE, for as long as they are the owner of that bike. Here's how it works. For every one hundred dollars that you spend on your bike you'll get one entry. Whatever the first digit is, that's how many tickets you get (no rounding up or down!). This is another fun reason to purchase your bike from R+E CYCLES!



PUSH PULL OR DRAG A FRIEND INTO R+E

We believe that our customers are our best sales people. When you bring in your mailing label and a friend who purchases a bike, we'll give you a \$50 (or \$100 if they buy a tandem) gift certificate!! If you can't make it, send your friend in with the label (on front page of this flyer) and a note and we'll be glad to send them home with a bike for them and a gift certificate for you. It is our way of saying "thank-you"



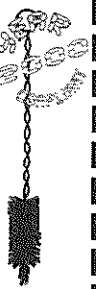
DON'T GROW YUK IN YOUR BLADDER

Lot's of people put their drinking systems away for the winter. Before you do, clean it thoroughly with the "HydraCleaner". This special brush gets into the nooks, crannies and corners and fits all the way down the tube! Give it a once over before storage or prep it for ski season.

Reg:\$20

Coupon Special: \$12.99

Offer good with coupon only. No cash value. Expires 9/30/99



HOLY COW!

The Rodriguez Holy Cow is our most popular glove. Air conditioned comfort and leather palm. Reg. 19.99

With Coupon \$14.99

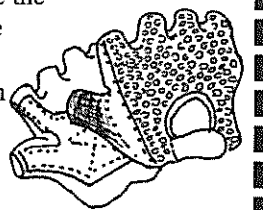
Offer good with coupon only. No cash value. Expires 9/30/99



RETRO GROUCH!

Rodriguez has been around for 25 years, and these are the same gloves that were popular 25 years ago! Crochet mesh back with natural brown leather palm. Reg. \$12.99

With Coupon \$9.99

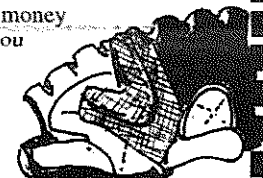


KIDS LOVE JELLO!

And so do adults when it's in their cycling gloves! Experience the ultimate in hand comfort and save money at the same time when you grab a pair of Rodriguez Gel cycling gloves! Reg. \$32.99

With Coupon \$26.99

Offer good with coupon only. No cash value. Expires 9/30/99



Winter, Spring, Summer and Flat tire season.

We often think of fall as the flat tire season. As the roads get wet the water acts as a lubricant making it easier for glass to slice thru your tires. Be defensive by installing some tire guards. We have both road and mountain sizes.

Reg:\$16pr.

Coupon Special:\$12.99pr

Offer good with coupon only. No cash value. Expires 9/30/99



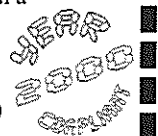
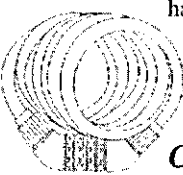
ROLL YOUR OWN

Roll the numbers around and pick your own combination for your lock. These Delta bicycle locks have an integral combo lock that you can set yourself. They even come with a holder to mount it onto your bike.

Reg:\$17

Coupon Special:\$ 10.99

Offer good with coupon only. No cash value. Expires 9/30/99



EVERY BIKE NEEDS CHAIN LUBE

Pick up a bottle and we'll give you a free one (save it for a stocking stuffer!). Finish Line lube is available in 2 or 4 oz. squeeze or 8 oz. aerosol. Pick a size you like and we'll give you another one of equal value

FREE!! Save \$4-\$10

Offer good with coupon only. No cash value. Expires 9/30/99



CLIP AND SAVE!

CONGRATULATION DANSKIN FINISHERS!



REMEMBER TO TAKE THE BIKES!

Ever want to put the bikes on the back of the car instead of in the car? Well, the Cycle Transfer rack is just the ticket. A plain folding rack that mounts easily to the back of the car and will hold 2 bikes. Folds up for easy storage when not in use. Reg. \$50

With coupon just \$39.99

Offer good with coupon only. No cash value. Expires 9/30/99



The Danskin Women's Triathlon was held in Seattle on Aug 15. It was the largest women's triathlon in the world. It was also probably the rainiest women's triathlon in the world. And perhaps it was the most fun women's triathlon in the world. Almost 3000 women completed the 1/2 mile swim, 12 mile bike ride and 3 mile run/walk. Women of all ages, sizes, and abilities participated. The finishing times varied between about 1 hour and 8 minutes to three and a half hours. It was exciting to watch women riding the highest tech latest and greatest bikes alongside others on cross and mountain bikes.

I believe this event is about personal motivation. Some women who enter can barely swim one length of the pool when they fill out the application. Others are there gritting their teeth trying to better their last year's time. However, no matter what the underlying reason is for doing the race, the equipment does matter. Women with wetsuits fared better than women who swam in just swimsuits. The women on road bikes passed those on cross and mountain bikes. It's a year away until you try to "do your best", but if you are going to fill out that application again, I encourage you to think about getting a bike that is designed for "going fast". You can still be safe and comfortable but you won't have to work as hard and you'll smile even bigger when you look at your "bike split". Check out the deals we have on the RODRIGUEZ Stellars and the Bianchi Eros. It's never too early to start having fun.

DANSKIN
Cyclegear



KNOW YOUR STUFF!!

Just the basic functions. use this coupon to save some \$\$ on an Advent bike computer. It will give you the speed, distance, time, trip distance, and a few other basic functions for the extremely low price of

JUST \$19.88

Hurry, limited imited stock on hand

Offer good with coupon only. No cash value. Expires 9/30/99



EVERYTHING YOU'LL NEED TO DRINK LIKE A CAMEL!!



Now you can store water like a camel! With the Cyclepro drinking system form R+E Cycles, you can store up to 72 ounces of water on your back. Use it while cycling, jogging, hiking, etc.... You've seen these systems around for a while, but never for **only \$29.99!** That's for the whole kit and kabuddle! Straps on your back like a back pack, and you get to drink through a straw.

What could be better?
SAVE 33%

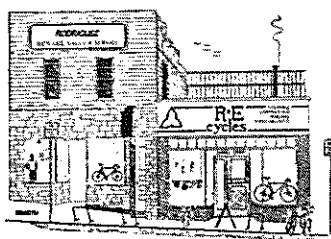
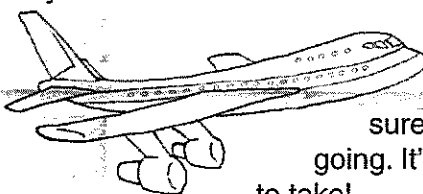
REG. \$40

Offer good with coupon only. No cash value. Expires 9/30/99



SEND YOUR BIKE TO SCHOOL

It's bad enough to set off to college and have to leave your family at home. I couldn't imagine those poor kids who have to leave their bicycles behind as well. Fret not, it's easy and inexpensive to bring your bike with you. Simply drop it off at our repair shop, Seattle Bike Repair, and for \$50 we'll box it, insure it, and UPS it to wherever you are going. It's easier than any exam you'll have to take!



ORDER BY PHONE 206-527-4822

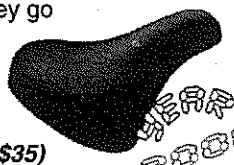


Is your Terry Saddle your best friend?

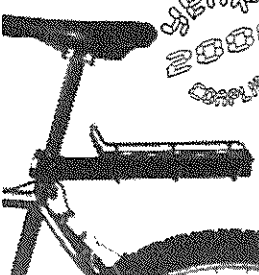
Lots of people love their Terry Sport Saddles. If you have one of these you might want to pick up another before they go away. Many of us know how important that favorite saddle can be. And if you've never tried one before, now is a good time to try one, because they are half price.

SAVE 50% ON A TERRY SPORT SADDLE (REG:\$35)

Offer good with coupon only. No cash value. Expires 9/30/99



RACK IT UP & STUFF IT IN THE TRUNK!



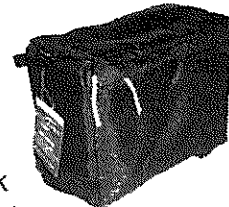
One of our most popular specials is back! Use this coupon to save over 25% on a Cyclepro rack and a Cyclepro rack trunk. The Cyclepro rack mounts easily to any seatpost with no need for lots of hardware! The rack trunk velcros right on to it and it becomes the perfect

storage place for your rain gear, your work clothes, your lunch, just about any item that you need to carry when your commuting or just ot for a day ride. Get both for

only \$39.99 with coupon

Reg: \$53 Save \$13

Offer good with coupon only. No cash value. Expires 9/30/99



Calibrated fingers?

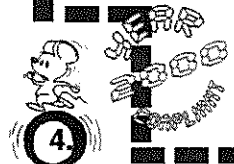
Proper tire pressure gives you a better ride, extends the life of your tires, and helps prevent flats. However, it is hard to tell just how much pressure you have in your tires, feeling them.

The Topeak tire gauge is a digital gauge that reads either Schraeder or Presta valves and works on road, mtn, or cross bikes. There is a reason it is called the Smart

Gauge...Reg:\$20

Coupon Special:\$16.99

Offer good with coupon only. No cash value. Expires 9/30/99



ONE OF THE BEST!

For several years now, we have been recommending lighting systems to our customers based on reliability, features, price, and most of all, how well the manufacturer will stand behind the product. This year, in addition to Cygolite, we were very impressed with the new VistaLite Nightstick. So, without further ado, here it goes....

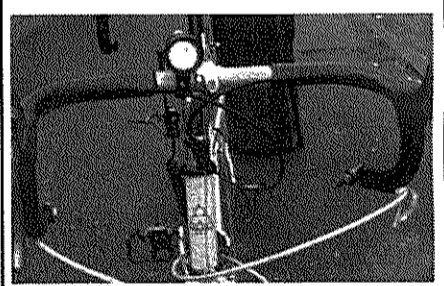
We are always in search of a "better lighting system". It seems that the less expensive systems rely on throw away batteries and the ones that are rechargeable weigh as much as a bowling ball and are often overkill for city riding. VistaLite is a reliable veteran in the cycling industry. This year they have introduced the "Night stick". They

have a myriad of systems for you to choose from but the heart of the system is a battery the size of a frame pump. It even mounts in a pump bracket on your downtube, leaving your water bottle cage free for a water bottle!

You can choose from a NiCad or Nickel Metal Hydride battery and you can choose from 5,10,15 or 20 watts. These lights are amazingly light and extremely well made. Once you've seen these you'll be trying to pawn your old lights off on your buddy. For the person looking for a lighting system that is versatile, and very reasonably priced, we suggest the Nightstick. These lights will make your ride home, to work or the bowling alley a treat. (See coupon on below)



Battery mounts cleanly to the side of the bottle cage, leaving the cage free for a bottle.

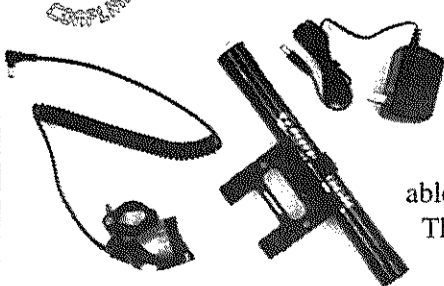


The light is extremely easy to remove and reinstall, and comes in 5, 10 or 15 watts.

www.rodcycle.com



NO MORE BATTERIES!!



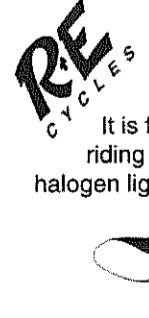
The VistaLight Nightstick, rechargeable light, more resembles a Polish Sausage than it does the traditional heavy rechargeable batteries for cycling lights. This battery is about the same size as a cycling pump and not much heavier. The "NSO

Cad 5" features a 5 w halogen bulb which is perfect for city commuting and has a burn time of over 2 hours.

Reg:\$70

INTRODUCTORY SPECIAL \$59.99

Offer good with coupon only. No cash value. Expires 9/30/99



LIGHTEN UP!!

It is fun to ride in the beautiful September evenings. Enjoy night riding with a set of Cygolight front and rear lights. The front is a halogen light and the rear features a bright 5 led flasher. Be seen. Be safe. Be flashy.

Reg:\$24.99 Coupon

Special: \$19.99

Offer good with coupon only. No cash value. Expires 9/30/99



On Your Left

Fall commuting is fun and it is nice to let the other riders on the trail know you are there. Use a bell and save your voice. Pyramid ding bells are light and loud. Kids like 'em, too.

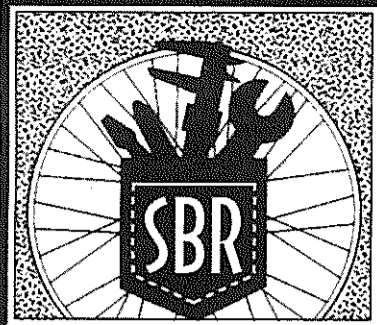
Reg:\$5



Coupon Special: \$2.99

Offer good with coupon only. No cash value. Expires 9/30/99





**SEATTLE BIKE
REPAIR**

**FROM THE REPAIR BENCH
SEATTLE BIKE REPAIR
5619 UNIVERSITY WAY NE
SEATTLE, WA 98105
206-527-0360**

WHEELS FOR THE NEW MILLENNIUM!

At Seattle Bike Repair, all of the wheels we sell are handbuilt by the mechanics who work here. This insures only the finest quality workmanship possible. All the wheels we sell are backed by the experience, the personal service and the best warranty available. These qualities are what has established SEATTLE BIKE REPAIR as a cycling institution. In fact, the workmanship on a Seattle Bike Repair wheel is so good, that we'll warranty it for 3 years! That's right, the industries only 3 year workmanship wheel warranty is available right here at Seattle Bike Repair. Our warranty covers any of the parts that were recommended and purchased new from us at the time of the wheel build.

Here's what our wheel warranty covers:

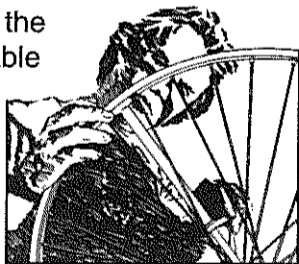
- 3 year workmanship of the wheel build
- 3 year spoke breakage
- 3 year hub flange defects (new hubs only)
- Rim defects (some rims not included)
- Free truing for the first 90-days



Why Our Wheels Are So Much Better:

SEATTLE BIKE REPAIR wheel builders employ a slow paced and patient method to building wheels. Before the wheel building actually begins, proper steps are taken to insure that the whole process will go smoothly.

After all the proper parts have been collected, our mechanics measure the precise length of spoke necessary for building your wheel. Guessing the length or "coming close" is not acceptable to our builders; in fact, if it is necessary, our builders will cut a spoke to length if a stock length is not available. Once spoke length is precisely determined, the threaded surfaces



of the spokes are lubricated with linseed oil; the oil allows the spoke nipple to move freely along the threads so tensioning and truing are made easier. The linseed oil then hardens to keep the spoke from loosening. Additionally, the nipple seats in the rims are coated with grease to increase the ease in the building process.

Next, the spokes are threaded into the hub and rim, then evenly tensioned around its perimeter. The structural integrity of the rim is never compromised for the sake of time; there are no egg shapes created here. After thirty minutes of even tensioning the truing process begins. The truing process begins with the wheel being placed in a truing stand; the stand measures the roundness and the trueness of a wheel to close tolerances. Another thirty minutes of truing is necessary to make sure the wheel is perfectly round. Once the wheel is true, it is ready to ride.

Other Wheels:

Machine built wheels are the type of wheels that you will see for sell in shops all over the world. They are also the type of wheels found on almost all production bicycles in the world. Machine built wheels go through a very brutal process in order to be created. It is subjected to the will of a sadistic piece of equipment that wreaks havoc on the circular integrity of a perfectly good rim. The wheel building machine requires little human supervision as it conducts its torturous bidding. In truth the only human contact involved in machine wheel building is the loading of the necessary materials. In the process of building, each wheel has the spokes systematically installed around its perimeter at a prescribed tension. The rim, which was once a nearly perfect circle, slowly takes the shape of an egg. When all of the spokes have been installed the wheel is circular again.

The Sad Consequences

The ovalizing that occurs during construction disturbs the metal of the rim in such a way as to cause it to become brittle. Microscopic cracks are created which make the wheel less serviceable down the road. (Pun intended.) A machine built wheel might work well right out of the box (after a good truing by a SEATTLE BIKE REPAIR mechanic), but in time the wheel will begin to wane in performance due to its automated construction. What does this mean to the owner of such a wheel? It generally means that whoever owns such a wheel will end up expending of great deal of time, energy and money to keep the wheel going.

What To Do

Well, when the original wheels that came on your bike finally do begin to be more trouble than their worth, consider purchasing a wheel that was born and nurtured to life at SEATTLE BIKE REPAIR rather than constructed at some other place.

RE
CYCLES

GET THAT BIKE IN SHAPE!

Start out right! Pick up the Finish Line starter kit and

Save \$10

Includes degreaser, bike lube, and bike polish. No home shop is complete without one. Reg. \$20

SALE \$9.99

Offer good with coupon only. No cash value. Expires 9/30/99



RE
CYCLES

BARGAIN BIN ITEM!

Right now in the bargain bin is a new Rock Shox Quadra 10 for just \$20! There is also a new Ultegra front STI shifter for just \$40! These are just a few of the deals in the bargain bin, you'll have to come in to see the rest!

Offer good with coupon only. No cash value. Expires 9/30/99



RE
CYCLES

ABDUCTED BY AN ALIEN

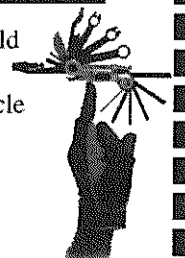
If you were to be abducted by an alien this would be the tool you would want to employ for your escape. It also can fix just about any part of your bicycle and compactly folds to fit into a small tool bag.

It's a must for off road riding.

Reg:\$40

Coupon Price:\$32.99

Offer good with coupon only. No cash value. Expires 9/30/99



THE SADDLE THAT ALL THE GUYS ARE TALKING ABOUT!

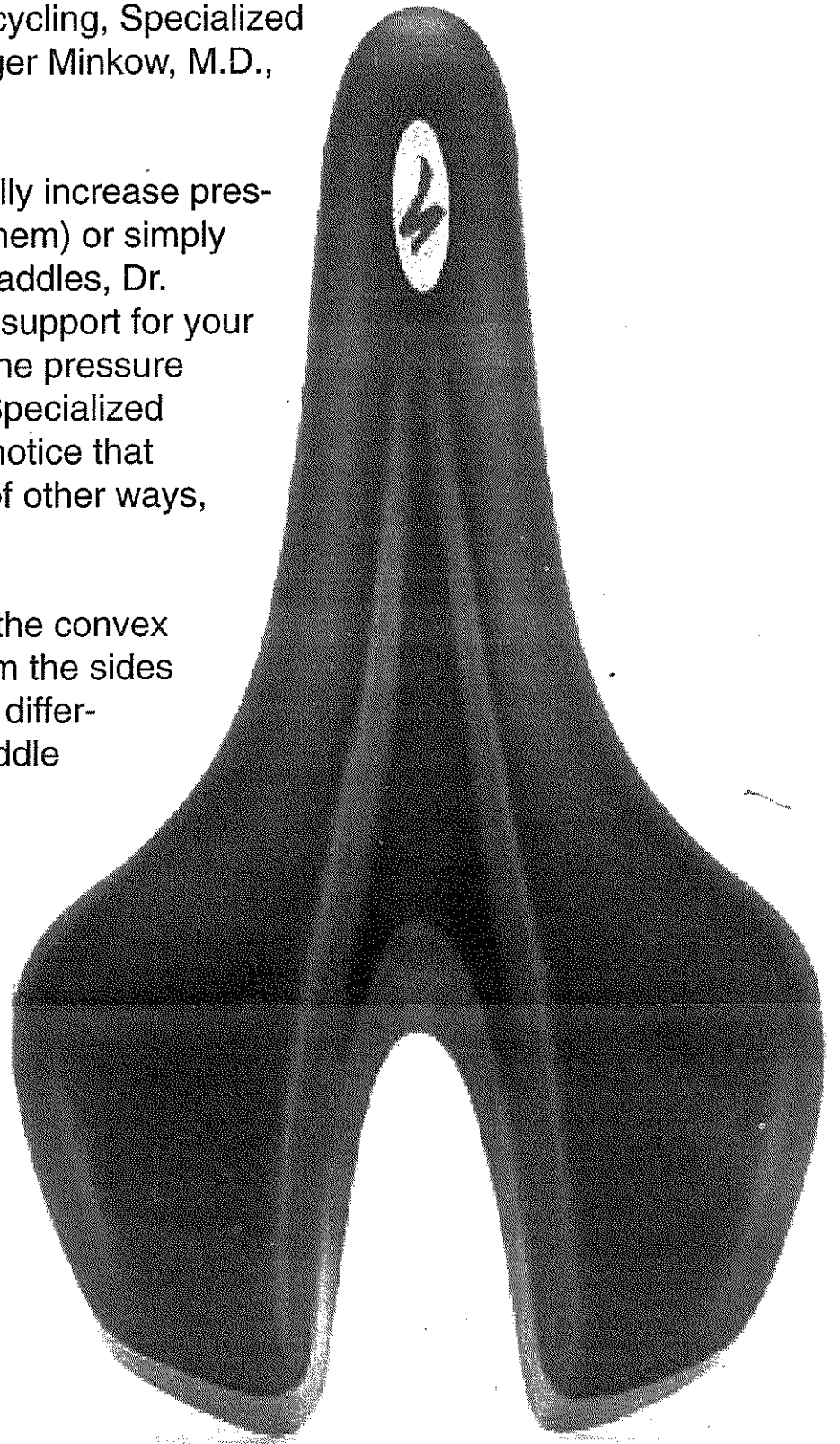
In response to riders' concerns about discomfort, numbness and the possibility of male erectile dysfunction caused by cycling, Specialized teamed up with Orthopedic Seating Specialist Roger Minkow, M.D., to create the Body Geometry saddles.

Unlike padded foam or gel seats (which can actually increase pressure on sensitive perineal areas as you sink into them) or simply carving "relieved" areas or holes in conventional saddles, Dr. Minkow's solution provides ample cushioning and support for your ischial tuberosities ("sit bones") while eliminating the pressure areas that can cause numbness and discomfort. Specialized calls this design the "Minkow Wedge". You'll also notice that Body Geometry saddles are different in a couple of other ways, too.

First, the overall surface is nearly flat, rather than the convex profile of most saddles. This prevents material from the sides from bunching together in the middle. The second difference is that Specialized has re-engineered the saddle shell itself to make it work structurally with the Wedge. No matter how much the Body Geometry padding is compressed, pressure on your sensitive parts is always minimized and your pelvis is always fully supported.

"I have ridden the Body Geometry seat personally and it absolutely takes pressure from the perineal area and shifts it to the ischial tuberosities. This should completely avoid problems of numbness, pain, or erectile dysfunction." Robert Kessler, M.D., Professor of Urology at Stanford University Medical Center.

The Specialized body geometry saddles are now available at R+E Cycles. They range in price from \$42.99 to \$99.99. Come in to R+E Cycles and buy one, try it for a week, and if you don't like it, we'll exchange it for something else.



SHOCK OWNERS TAKE NOTE!

If you have a shock on the front of your bike, and you would like a fender, have we got a deal for you! The Apex fender is the one that will work, and we have a supply of clear ones left over that we are blowing out!

Reg. \$11

While they last \$6

clear only

Offer good with coupon only. No cash value. Expires 9/30/99



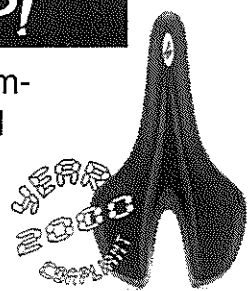
DRINK UP!

Buy a Specialized Body Geometry saddle at R+E Cycles and receive a free R+E water bottle.

\$5.00 value

Free is a very good price!

Offer good with coupon only. No cash value. Expires 9/30/99



EYE PROTECTION!

Get ready for the winter! Use this coupon to get 2 for the price of one sunglasses! We have clear, yellow and dark in stock. Reg. \$19.99 each

2 for \$20

Offer good with coupon only. No cash value. Expires 9/30/99



SCREAMIN' DEAL!

Pick up a pair of '98 Campagnolo Veloce 9-speed ergo shifters at Seattle Bike Repair and upgrade your bike in style! Reg. \$300

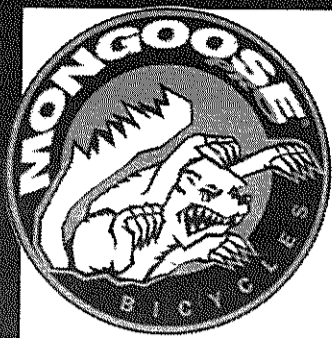
With Coupon just \$149.99

Hurry, supply is limited!

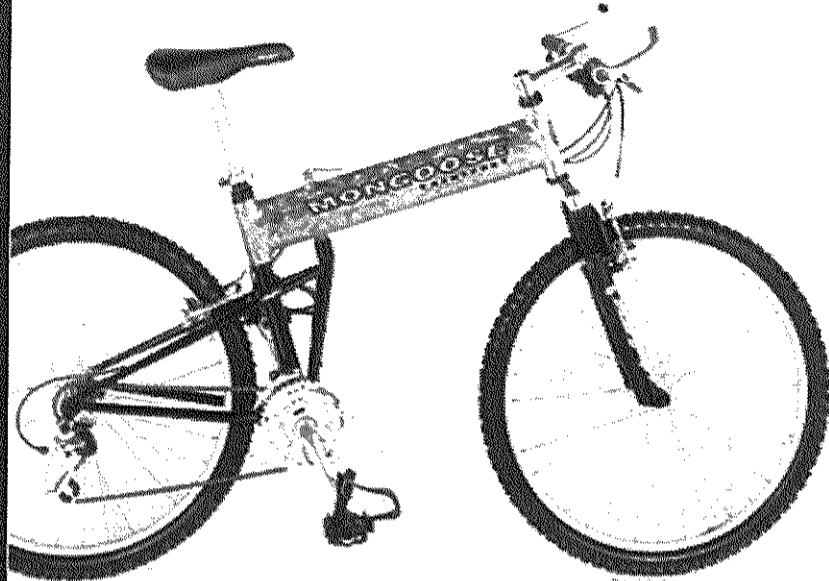
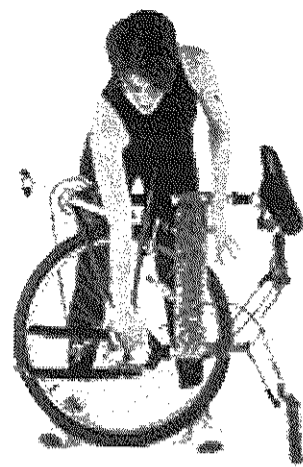
Offer good with coupon only. No cash value. Expires 9/30/99



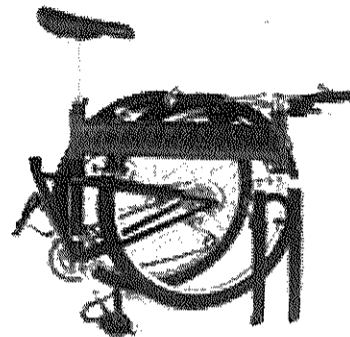
BICYCLE FEATURE!



YEAR
2000
COMPLIANT



release the pivot and fold...



THIS BIKE IS 'OUT OF SIGHT!'

The Mongoose Transport is the bike you'll need after the Y2K apocalypse! It folds up and stores easily out of sight until needed. The frame is made of lightweight aluminum, and the components are Shimano all around. Perfect for a boat, a plane, or even the trunk of a car. Hurry in today before Y2K!

This bike is a bargain at \$550!

www.rodcycle.com

ORDER BY PHONE 206-527-4822

**RE
CYCLES**

\$10 OFF ANYTHING IN THE STORE

Purchase any short sleeve or sleeveless jersey and get \$10 off any other item in the shop. We have Pearl Izumi and Bellwether jerseys in both mens and womens sizes. And we have thousands of other items for you to save \$10 on.



Offer good with coupon only. No cash value. Expires 9/30/99

**RE
CYCLES**

Our Favorite Lock

Even better than a U-lock this Kryptonite Armadillo, is easier to use and pretty darn indestructible. The armor plated outside hides a twisted steel core. It's the lock we recommend when you don't want to test your insurance policy.



Reg: \$39.99

Coupon Price: \$28.99

Offer good with coupon only. No cash value. Expires 9/30/99

**RE
CYCLES**



R+E Cycles

5627 University Way NE
Seattle WA
206-527-4822

