

Seasons Greetings



December 2001



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

**THE NEWSLETTER OF CYCLING VALUES! DECEMBER EDITION 2001**

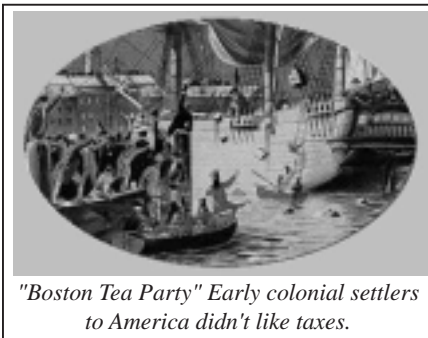
**TAX FREE SHOPPING!!**

**BUY YOUR BIKE AT R+E , TAX FREE. NOT ONLY THAT, WE CAN ALSO SET YOU UP FOR NO DOWN PAYMENT, AND NO PAYMENTS FOR 90 DAYS (OAC)**

That's right, from Dec 10 thru Jan 13 we'll cover the sales tax for you. You won't have to wait for any governmental bodies to hold special sessions to decide. Just walk in to R+E and pick any bike that we have and we'll ring it up and knock off the sales tax. Fill out our credit application and if it is approved you can wheel your new bike away and you'll get a bill in 90 days. It doesn't get any better!!!!

We have Rodriguez road bikes, Rodriguez tandems, Kona mountain bikes and Bianchi road and cross bikes to choose from.

If you want to purchase a bike as a gift, its easy. Make your best guess as to size, we'll give you a bow for it and you can put it under the tree or menorah. Then the lucky recipient can come in and we'll go thru our custom fitting and adjustment process with them, even exchanging it for another size, if necessary.

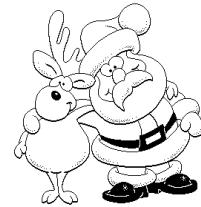


"Boston Tea Party" Early colonial settlers to America didn't like taxes.

**WALK OUT OUF OUR SHOP WITH A BRAND NEW BIKE, TAX FREE, AND PAY NOTHING UNTIL FEBRUARY 2002!!**

**WHAT'S INSIDE THIS ISSUE**

COOL STUFF .....	Pg. 2
MORE COOL STUFF .....	Pg.3
WOMEN'S CAMPS .....	Pg. 4
OBITUARIES .....	Pg. 2
SHOE SALE .....	Pg. 3
TAX FREE SHOPPING! .....	Pg. 1
THE BARGAIN BIN .....	Pg. 6

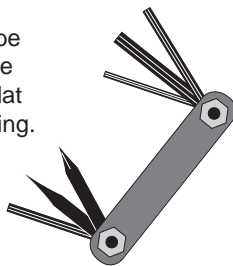


**SUMMER HOURS  
MON.-FRI. 12-7  
SATURDAY 10-6  
SUNDAY 11-5**

5627 UNIVERSITY WAY NE  
SEATTLE WA, 98105  
206-527-4822  
FAX 206-527-8931  
e-mail [Sales@Rodcycle.com](mailto:Sales@Rodcycle.com)  
<http://www.rodcycle.com>

**Every Cyclist Needs One**

This handy dandy little folding tool proves to be quite useful over and over again. It has all the Allen wrenches you need and a Phillips and flat screwdriver. Fits in a small seat bag or a stocking.  
Reg: \$8



**Coupon: \$5.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires January 6, 2002

**Wetsuits are never on sale.**

That's what we said all summer, but for the first time we are going to offer our men's and women's Ironman® Wetsuits for 10% off. Treat yourself, or treat a friend. It's like having a motor!

**10% off any wetsuit in stock!**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires January 6, 2002

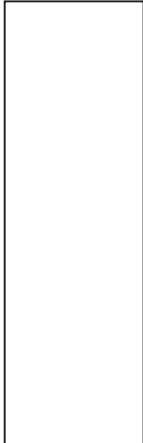
Bulk Rate  
U.S. Postage Paid  
Seattle WA,  
Permit No. 12977

**The Best Coupon  
in the Newsletter.**



At this price, you can't go wrong, even if you only use it once. The Overland seat bag is a BIG under the seat bag. You can fit a jacket or booties into it, along with a bunch of other stuff. Reg: \$29.99

**ONLY \$8.99**



## OBITUARIES & NEW ARRIVALS

### BEWARE OF THE DOG... DON'T STEP ON HIM

Many of you played dodge the dog as Mischa often insisted on being in our customer's way as he tried to work you for an extra treat or some more petting. 12 years is "old" for a Samoyed and it is with much sadness that we had to put Mischa down this fall. However he'll always remain in our hearts and his white hairs will always remain in the carpets, the corners, our computers, and on many of our customers' black pants.



### IT'S A GIRL!!

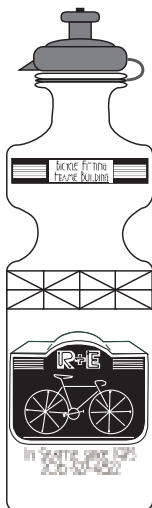
We welcome ADI as our new shop mascot. She is a 4 year old purebred mutt from the Chehalis animal shelter (The perfect STP dog!). She appears to be some mix of Australian Shepard and Blue Healer. She is extremely sweet and affectionate and she is also very smart and quite playful! (No offense, Misch.) We plan to teach her to ride in a bike trailer by New Year's. So, even if you don't need any bike stuff, come on by and toss a ball with our new shop dog.



## WHAT TO BUY.....

### GIFT CERTIFICATES ARE ALWAYS THE RIGHT SIZE AND COLOR.

Imagine someone's surprise when they open what appears to be a waterbottle and it is stuffed with a wonderful gift certificate from R+E Cycles. And you won't even have to wrap it. Purchase a gift certificate of any denomination you choose and we'll "wrap" it for you, free of charge, in an exclusive R+E Cycles waterbottle.



### TSB Seeking Women With Heart Rate Monitors

This techy Polar sports bra has a sleeve built into the band, so you can toss away that tight clammy strap. Just slip the transmitter right into the channel and you'll never know you're wearing it. Assorted colors, 3 sizes. Reg:\$20



**Sale \$16.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires January 6, 2002

### How about a pump that fits in a jersey pocket or stocking?

The Chubby pump is a mini pump that expands to function as a full size pump. Great for an emergency fix or a clever stocking stuffer. Reg:\$20

**Sale \$7.99**



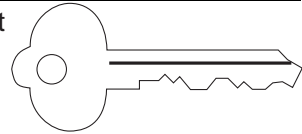
Offer good with coupon only. No cash value. Limited to stock on hand. Expires January 6, 2002

## COOL STUFF!!

Where are your @##\$!! keys??



I suspect I am not the only one who wastes an hour a week searching every flat surface in the house for my ever disappearing keys. R+E has the perfect solution. A really cool key holder that you can mount right by your front door. It's pewter, 9" long and holds 4 sets of keys. Save yourself some time and frustration.



**Just in time for the holidays  
and only \$24.99**

### Just say no to boring bathroom fixtures!!

Do you have a plain old toilet paper holder? Jazz up your bathroom with a really cool bicycle. Well, how about a replica of the front end that serves as a toilet paper holder. These are brand new this year and they are guaranteed to be a hit with anyone that receives one as a gift or with anyone that uses your bathroom!



**Holiday price of only \$29.99**

### Traffic got you down.....

but it's just so hard to commute to work on your bike.

Express your sentiments with our nifty "I'd rather be riding my bike" license plate frames. Perfect for the cyclist who thinks they have everything!



**Only \$4.99**



### The RX for seat pain.

The Serfas RX saddle is a dual density gel saddle with a cutout to eliminate pressure, where you don't want it. Comes in men's and women's models and can be returned if you try it and don't like it. What a deal! Reg:\$45



**Coupon \$39.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires January 6, 2002

### A CO2 Cartridge with a Back UP!

CO2 cartridges are fast and easy to use to inflate a tire. The only problem is, what if you need another cartridge and don't have it with you? The Second Wind, turns the CO2 applicator into a pump. It's small, light and a brilliant invention. Perfect for Triathlons or STP. Reg:25



**Coupon \$19.99**

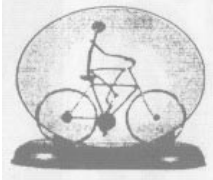
Offer good with coupon only. No cash value. Limited to stock on hand. Expires January 6, 2002

# MORE COOL STUFF!!



## Functional Bike Art

It's a light that has a metal cyclist sculpture in front of it. Turn on the light and the cyclist pedals with a perfect cadence. And it is even solar powered, if you'd like. It's very cool and quite unique. It looks good in an office or living room. For the cyclist who doesn't have quite everything.



**Just \$59.99**

## Are bikes allowed in your office?

Even if they are not, you can put this artsy sculpture right on your desk and let your co-workers know you have fun when you are not at work. These sell out every year, so pick one up early. They even fit in a stocking or under the Menorah.



Choose from a road bike or a mtn bike.

**Just \$19.99**

## Picture This

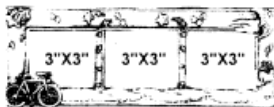
Imagine having pictures of 2 loved ones, sitting on your desk in a picture frame. Wouldn't it be neat if this picture frame was a replica of a bike and the wheels were the frame? You can have one of these, or give one (with or without the pictures!) to a friend or family member. They'll think of you all year!



**Just \$19.99**

## Frame Your riding buddies

Do you have some riding partners that might like to have 3 commemorative pictures of some of your fun rides? We have a nice pewter frame that holds 3 photos with a classy road bike sitting in the corner. It will make you think of summer, while you look out your office window into the rain.



**Just \$24.99**

*Photos not included.*

## A Better Bottle Cage

Finally, someone has made a bottle cage that is easy to use! Especially if you have a small frame or a double suspension frame. "The Twist and Sip", cage rotates right and left for easy access while you are riding. This gives you plenty of clearance making it easy to remove and insert the bottle. Reg: \$20



**Introductory Special: \$16.99**



## IF THE SHOE FITS, IT'S A GOOD DEAL

We have an assortment of onesies, twosies leftover from the many styles of shoes we sell. It just might be your lucky day...



### Shoes that take a recessed cleat:

BRAND	MODEL	SIZES	REG.	SALE
Nike	Road	36,44	85	9.99
Lake	Mx 100	Most, men's & women's	85	63.99
Lake	Winter	41	140	49.99
Shimano	M 036	44, 47	80	49.99
Shimano	M150	37	95	24.99
Shimano	O33	42, 48	70	34.99
Shimano	O32	37	65	29.99
Diadora	Cayman	43	70	32.99

### Road style shoes:

BRAND	MODEL	SIZES	REG.	SALE
Nike	Cipressa	40cm	90	19.99
Carnac	Altitude	43.5, 46, 48	190	79.99
Shimano	95	43, 47	100	29.99
Diadora	Ergo	42	130	39.99
Diadora	Elite	48, 49	95	29.99

## Clever Clothing

Hind Arm and Leg warmers are a favorite among seasoned riders. They slide up your limbs to turn your shorts or short sleeve jersey into a full coverage garment. Once you own a pair, you'll be telling your friends to get a pair, too.

**Arm Warmers with Coupon 19.99**  
**Leg Warmers with Coupon \$34.99**



*Offer good with coupon only. No cash value. Limited to stock on hand. Expires January 6, 2002*

## Stay In Shape All Winter

Don't hang your bike up this winter. Instead put it on a windtrainer in your living room and pedal it for a half hour a day. You'll feel better on a daily basis and you'll be fast and fit when the season starts up again. Minoura Mag Trainer with Remote Reg. \$180

**With Coupon Just \$149.99**



*Offer good with coupon only. No cash value. Limited to stock on hand. Expires January 6, 2002*

## SAVE \$348!!!

The Fisher Kai Tai with LX equipment is designed for real off road riding. You can race it or just have fun bounding along the single track or a fire road. It will do it all. We have two 19 inch bikes left and you can buy one for **only \$599** with NO SALES TAX. REG. \$869. Hurry, before we sell them both.



*Offer good with coupon only. No cash value. Limited to stock on hand. Expires January 6, 2002*

## \$800 Flat, No Tax

Gets you this really cool Free Ride Kona. The Stuff is an Out of Bounds bike ready to be ridden hard. Reg:\$1000 (and \$88 sales tax)

**Save \$288!!**



*Offer good with coupon only. No cash value. Limited to stock on hand. Expires January 6, 2002*



## GREAT GIFT IDEAS!!



### • Smartool Socks

Soft washable wool, they keep you warm even when you get wet. They come in black or white (the black hides the dirt from rain or off road riding). \$10



### • Neoprene Foot Covers

The most popular is the *complete bootie*. They cover your entire foot and offer the most and the best protection from the rain, wind and cold. About \$34



*Toe covers* just slide over the front of your shoe and provide protection from the cold. \$19.99

*Toe Clip covers* mount directly to the toe clips on your pedals. You mount them once and leave them on for the season. Great for short commutes. \$19.99



### • Books

"Off Season Training" helps you work out in the winter so that you are not just fit, but in cycling shape for the summer.

#### "The Complete Book of Triathlons"

by Sally Edwards. Brand new this season, it is complete enough to guide the first time triathlete or to provide tips to the experienced participant. \$16



#### "Bicycle Gearing"

This is a favorite of the "techies". If you want to know how to shift better, what your gear ratios are, or how to design better gearing for your riding style, this is the book! \$10

#### Topeak "Alien"

This is a complete on the road tool kit that folds up small enough to fit in your pocket. It's the favorite of all the mechanics. \$40



#### Does your child ride a child's seat?

This saddle should be of interest to you, particularly if you have a kid on the back of your tandem. Most adult seats are too big for kids and most kids seats have absolutely no technology in them. Check out the Serfas kids seats. Just like the high end adult's, only sized to fit a kid.

Kid Comfort for only \$19.99



## ESTELLE'S BIKE CAMP FOR WOMEN

**ESTELLE GRAY AND RODRIGUEZ BICYCLES ARE CONDUCTION WOMEN'S CYCLING CAMPS!**

The basic camp will be offered at 2 different times. Dates June 7, 8, 9 and July 26, 27, 28. This camp is designed for women who want to ride their bikes more efficiently. We'll focus on understanding you gears so that you can ride faster and further more easily. We'll concentrate on making the hills feel easier and help you improve your bike handling skills. We'll cover topics such as effective gear shifting, cadence, injury prevention, proper bicycle fitting and technique, and learn how to fix a flat. You'll have an opportunity to try clipless pedals if you'd like and you'll learn how to work with a cadence computer.

We welcome riders of all ages, abilities, fitness levels, and bike types. The material is designed for the woman who wants to gain a better understanding of her bike, as well as for those who are going to ride STP and other such rides. You don't have to be in shape to do this camp!!!!

July 26, 27, 28 camp will be a 'two level' camp. A more advanced level will be co-taught by author, triathlete, Sally Edwards. In this session we will assume that the riders already know how to shift their gears and we will focus on riding in the proper gear according to your heart rate. In the advanced level, you'll learn the ins and outs of training and riding with a heart rate monitor, as well as how to design an effective training program for yourself. We'll work on bike handling skills by learning to ride on "rollers" and then we'll go out and practice drafting. We'll also teach drills that will get you stronger and faster.

All of the camps are held at the scenic Mountain Springs Lodge, outside of Leavenworth, WA. The food is gourmet and abundant the setting is magnificent and the camaraderie can not be defined!

**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 • Use of a cycling computer with cadence function or heart rate monitor.**

To sign up:

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

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

city, st. zip \_\_\_\_\_ Date of camp \_\_\_\_\_

Form of Payment:

Check enclosed

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

Typf of card  Visa  MC  Discover

We will send follow up confirmation with detailed information  
To receive further information e-mail us at [Estelle@Rodcycle.com](mailto:Estelle@Rodcycle.com)

## R+E Cycles

5627 University Way NE  
Seattle WA  
206-527-4822



## A Ti Bike at a Steal Price

It wasn't a typo, just a bad pun. But at \$1199 (and no tax), this Titanium Mongoose with Campy Veloce equipment is a steal. 50 cm frame will fit riders in the 5'5"-5'8" range.

Take it for a test ride and see what a really light bike rides like.

**Save \$1000**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires January 6, 2002

## No More Huffin' and Puffin'

Inflate your tires with a high pressure floor pump. Properly inflated tires give you a better ride, they last longer and they tend to minimize flats. This pump has a great gauge, easy to use head and comes with a ball needle and an inflation nozzle for other uses.

Joe Blow Sport reg:\$40

**SALE \$34.99**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires January 6, 2002

## Is That a Cell Phone in Your Pocket?

What a hassle it is trying to carry your cell phone on your bike. No more. Mount it right to your handlebars in this waterproof case. Its a clear tight fitting cover that allows you to dial right thru the cover. Brought to you by the folks at Ortlieb who manufacture the world's best waterproof panniers. Reg: \$44.99

**WITH COUPON \$39.99**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires January 6, 2002

## No Need for a Hair Dryer

Stretch this breathable waterproof cover over your helmet, and your head will stay warm and dry all winter. Available in blue or yellow, they fit all helmets. Reg:\$25

**WITH COUPON \$19.99**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires January 6, 2002