

Life is like riding a bicycle. You don't fall off unless you stop pedaling

-Claude Pepper



August 2004



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

THE NEWSLETTER OF CYCLING VALUES! AUGUST 2004 EDITION

THERE'S A WHOLE LOT GOING ON AT R+E CYCLES!

The season is upon us, and the store is bustling. The coffee shop is cranking out Cafe Vita coffee at a pretty good clip, and that keeps us on our toes. Any of you who have been here have seen how busy it's been, and we just love it.

When I started putting together this newsletter, I didn't realize how much was happening this season at the shop. We have so much going on that I had to increase the size of the newsletter to 12 pages to tell you about all of it.

- We've got Packet pickup for the RAPSody ride (page 10), and an open water swim clinic (page 9).
- Triathlon season is in full swing and we've got a wetsuit clinic/party coming up (page 6), and lots of specials for new triathletes.
- Stacia has something to say about

her new S3 bike (page 7), and a triathlete friend of mine wrote a great piece about swimming in the open water (page 6).

- We ran out of the 2004 Stellars, so the 2005 Stellars are now available (page 3). Sales of high-end steel bikes for men have almost doubled (page 4), and a few of our fantastic customers have chimed in on their new bikes (page 5 & 10).

- I wanted to include my tandem rally wrap-up and an article on Shimano vs. Campagnolo.

- All of this, plus the regular 'news from the repair bench' and other various tech stuff that we like to keep you informed about is in this newsletter. So grab a cup of coffee, tea, wine, or whatever it is that you like to drink, kick back and enjoy what promises to be a fantastic R+E Cycles newsletter.

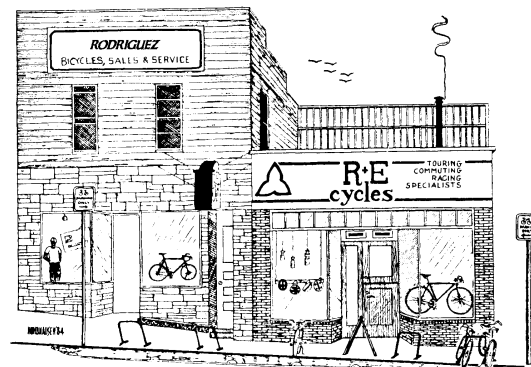
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HOURS

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

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Lookin' Good

The Rodriguez jerseys are here in men's and women's sizes. Hurry, because they are going fast, and they look good!
Reg. \$69.99

With Coupon just \$59.99



Offer expires August 30 2004. No cash value. Limited to stock on hand

New Shoes for Just \$25

Maybe not quite new shoes, but you'll think you've got new shoes when you put in a pair of Superfeet. These insoles are designed to keep your feet comfortable for hours of pedaling.
Reg. \$30

With Coupon Just \$24.99



Offer expires August 30 2004. No cash value. Limited to stock on hand

PRSR STD
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SEATTLE, WA
Permit No 15551



FREE SOX

Use this coupon to receive a FREE pair of defect sox with any purchase of \$30 or more.
FREE is a very good price! \$10 value

This is not an instore coupon. Coupon must contain mailing label. One coupon per customer. Offer expires August 30. No cash value

WHAT'S THE DIFFERENCE BETWEEN CAMPAGNOLO AND SHIMANO?

This is a question that I get asked at least once a day here in the shop. People read magazine reviews, or talk with friends that own bicycles, and develop questions about the differences. The answer could fill a book if you catch me on the right day, but I'll try and keep it shorter than that for this article and not get bogged down in minutiae. To keep it a little shorter, I'll just cover what I think to be the most important component and that is the Shift/Brake levers.

There are 4 important parts to the answer:

Functionality • Comfort • Serviceability • Price

1.) Functionality - Several years ago, the component companies pulled a cruel trick on us here in the Northwest. They invented shifters called STI (Shimano) or Ergo (Campagnolo). These new shifters were mounted right inside of the brake levers and were much more convenient to use. Unfortunately, along with this came new derailleurs that were designed to work only with specific gear configurations for the front chain rings. But, here in the Northwest, we are either riding downhill or uphill and rarely on flat ground. (I discovered this when I first moved here from Southern Idaho and rode my bike to work for the first day). See, most places don't need quite the range of gears that we use here. We started selling the Shimano STI shifters when they came out with a model that would shift a 'triple' chain ring. Then we started changing out the chain ring sizes for people to meet their specific needs (as we always had done before). The Shimano manual said that the chain rings must be specific sizes, but who believes what they say anyway? Well, in this case they were right. If we varied even slightly from the stock setup, the bike just wouldn't shift smoothly (or at all). So, we investigated other options.

The Campagnolo shifters use a different method of shifting for the front derailleur, allowing us many more options for chain ring sizes. This was the first reason we started to use the Campagnolo shifters for tandems and touring bikes (these folks are much more likely to want wider gear ranges).

Obviously, we sell both brands, and both Shimano and Campagnolo shifters work very well. The Shimano setup has evolved to be a little more flexible than it originally was. If a customer has a need to vary his or her gearing up front though, the Campagnolo is still more flexible and works better for that.

2.) Comfort - Here is a feature often overlooked by a customer shopping for a new bike, but is by far the most important consideration when choosing components. Since comfort is so important, I always have people try the feel of both shifters before deciding. Both brands work well mechanically, and do what they are supposed to do, but Campagnolo has taken the next step and redesigned their shifter to fit the human hand better. If your bike is fit to you properly, you're riding on the top of the brake hoods 70-80% of the time. Therefore, it makes sense to make that position the most comfortable position on your bike. If you look at the Campagnolo design carefully, you'll see a difference in the way it fits the hand. Campagnolo redesigned the shifter in about 1998 and our customers have loved them ever since. All it takes is a quick grab on both shifters to feel the difference. Most people prefer the smaller, thinner feel of the Campagnolo. They also like the way that the shifter mounts flat and becomes an extension of the handle bar. There is another difference in the comfort factor. If you look closely



Shimano STI

Campagnolo Ergo

at both shifters, you'll see that the pivot point for the braking mechanism is mounted higher on the Campagnolo. This means that when you are braking from the top of the hoods, it requires less leverage. I consider this a comfort issue because in the Northwest, if you're not climbing, you're braking. The leverage advantage to the Campagnolo means less work for your hands, so it's more comfortable.

The last thing that I would say about comfort is to compare the front shifting of each make. The Shimano requires that the brake lever be pushed sideways a considerable amount before the shift is made. The Campagnolo can be pushed a few clicks, then returned to resting, and then a few more to make a shift. This becomes a comfort issue if you have smaller hands than the average male that the shifters were all designed for. For people with smaller hands or shorter fingers, the Campagnolo is usually the preferred choice.

3.) Serviceability - Here is the closest that I will tread to minutiae. Keep in mind that I've been a bicycle mechanic since I was the 8 year old kid who fixed any bike tires that were brought in to my father's gas station in Jerome Idaho (a town of about 2,000 back then). Being able to repair something runs in my blood, so if there is ever a choice between buying something that is repairable vs. buying something that is disposable, guess where I go?

No matter how good something is, some part of it will wear out at some time. Campagnolo shifters are built with serviceability in mind. They are bolted together, the Shimano is more or less riveted together. The small parts list for the Campagnolo shifters is 5 pages long. I can order any small part for a Campagnolo shifter and fix any problem that it might have. This level of serviceability carries through to the entire line of everything Campagnolo makes, derailleurs, hubs, etc.

Shimano components are made with more of a 'replacement' philosophy. The small parts available list for all models of Shimano shifters is less than 1/2 page, and contains very basic parts only (name plate, name plate screw etc...). Almost every Shimano shifter that goes bad requires a new shifter to be installed, and that costs a lot more than just fixing an old one. The replacement philosophy carries through to everything that Shimano makes. While there is nothing wrong with either philosophy, the Campagnolo serviceability philosophy just fits in better with my own, and that's one reason that I prefer it.

4.) Price - There is a difference on the price between the two. Bicycles equipped with Shimano are available at price levels from \$450 and up, whereas Campagnolo equipped bicycles start at \$1,100 or so. If you're shopping for a new bike, and your price range doesn't allow you to go over \$1,000, Shimano is really the only choice. But, if your budget allows you to go over \$1,000, I recommend that you try both and pick the brand that's comfortable for you. -Dan

'COMFORT' IS THE KEY COMPONENT ON EVERY R+E CYCLES BICYCLE

A PAIN IN THE BUTT!

Are you, or a friend not comfortable on your bike (ie butt, shoulders, neck, back, knees, or all of the above hurt) then let us help you or your friend out. We can fix those pains. We specialize in bike fitting, and we guarantee our results. Our complete fitting service that we perform is \$125, and is only done by appointment. Use this coupon to

SAVE \$50

on a complete bike fit with one of us. Call 206-527-4822

Offer expires August 30 2004. No cash value. Limited to stock on hand



CHAFING ISSUES?

You can't be comfortable if you've got chafing problems. I could talk about all of the places where chafing may occur, but I have feeling that you know if you have some chafing, and we all do. Stop using vasoline, and step up to what the pros use (yes they chafe too). Bodyglide is the best solution, and it rolls on like deodorant. Reg. \$4

Use this coupon to solve your chafing problems for just \$3.29

Limit - 2 per customer

Offer expires August 30 2004. No cash value. Limited to stock on hand



THE MOST STELLAR STELLAR YET!

THE 2005 STELLARS ARE READY!

Believe it or not, we had such an incredible Spring, that we sold through all of the 2004 Stellar Sports and Tours before the first day of Summer! Well, not to fear, we just started on the 2005 bikes early, and got them ready for this season. Now you or your friend can be the first to get the new Stellar Sport or Stellar Tour with some great new features.

**SAME PRICE AS BEFORE
BUT YOU GET A LITTLE BIT MORE**

The 2005 Stellar Sport models are the same prices as the 2004's, but a few upgrades here and there. The biggest upgrade is a carbon fiber fork now comes standard on the Campagnolo model. Last year, that was a \$200 upgrade.

If you're looking for a great fitting, comfortable yet quick riding bike, the **2005 Stellar Sport** is for you. Made from light weight Double Butted Cromoly tubing, the Stellar Sport was our first, and remains our best selling Stellar. This bike is perfect for getting into shape, or doing triathlons, organized rides, commuting, or just havin' fun.

2005 Stellar Sport Classic \$999
2005 Stellar Sport Sora \$1,299
2005 Stellar Sport Mirage \$1,599



**SAME PRICE AS BEFORE
BUT YOU GET A LITTLE BIT MORE**

The 2005 Stellar Tour models are the same prices as the 2004's also, but a few upgrades here as well. The biggest upgrade is a wider, more rugged fork. We also changed the color to Brilliant Blue.

Touring bikes have been a favorite for the Rodriguez customer for 30 years. With braze-ons for front and rear racks, powerful cantilever brakes, clearance for fenders and wide, stable tires, the **Stellar Tour** is the first real touring bike **specifically designed to fit women**. Whether you are planning a long tour, or commuting to and from work, this bike will give you years of comfortable, reliable service.

2005 Stellar Tour Classic \$999
2005 Stellar Tour Sora \$1,299
2005 Stellar Tour Mirage \$1,599



GOT AN OLD STELLAR SPORT THAT YOU WANT TO GET READY FOR THE RACES? CHECK OUT THE SPECIALS BELOW.

LIGHT AND COMFY

One of the best ways to improve the ride of your older Stellar Sport or Race bike is to upgrade to a carbon fiber fork. This will lighten the front end considerably, and give a smoother ride. Usually this is a \$250 job. Use this coupon to upgrade your Stellar Sport or Stellar Race to a carbon fork for just \$175. That price includes parts and labor! Call today to schedule an appointment (206-527-0360)

SAVE \$75!!

Offer expires August 30 2004. No cash value. Limited to stock on hand



Ready for the Race?

We've sold lots of these wheels to women who have Stellar Sports and they all say it helps them ride faster. My mom said that she noticed a difference of 2mph over a 20 mile ride. That's a lot! These are the same wheels that come standard on our race bike. If you're ready to upgrade, now's the time. We'll set you up with a pair of these installed on your bike for just \$289

SAVE \$35!!

Offer expires August 30 2004. No cash value. Limited to stock on hand



Introductory Special

Use this coupon to get a **FREE** Forza carbon fiber seat post with the purchase of a 2005 Stellar Sport Mirage (\$1,599).

SAVE \$65!!

FREE is a very good price!

Offer expires August 30 2004. No cash value. Limited to stock on hand

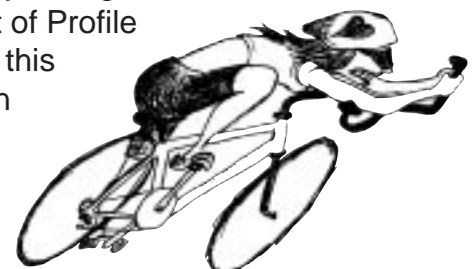


Break Wind!

If you're doing a Triathlon, you might to break wind with a new set of Profile Air strike aero bars. Use this coupon to save 10% when you purchase a pair at R+E Cycles. Reg. \$100

SAVE 10%

Offer expires August 30 2004. No cash value. Limited to stock on hand



WHAT'S HOT?

It seems that high-end, fast riding bikes for men made out of steel have really taken off this year. We've always sold a lot of these, but this year something is different. All the other manufacturers seem to have jumped aboard the bridge truss aluminum or dead feeling carbon fiber frames. The jolting ride of these frames used to be something that people put up with in order to save a few ounces on their frame. Well, not anymore. The great news is that we can build a steel bike just as light or even lighter than aluminum or carbon fiber (see Stacia's article on page 7). High quality, hand built steel frames have been our signature for a long time. Nothing compares to the ride of a high-end steel

frame built right here in our shop, where you can meet and shake hands with the people who design, build, paint and assemble your new bike.

Below are 2 of the production bikes that we build for men. Sales of these 2 models have almost doubled since last year. We're not a giant company, and word of mouth is our main advertising. We appreciate your business, and if you appreciate us, we hope you'll tell a friend.



David welds up another Arrow in the R+E frame shop



Sizes Available - 51, 53, 55, 57, 59, 61

SPORT/FITNESS

You just want a comfortable riding bike for doing STP, a few entry level triathlons, or some weekend club rides, but everyone's trying to sell you an aluminum bridge truss? The **Rodriguez Arrow Sport** features double butted True Temper Verus Cro-moly tubing which provides a classic light weight 'steel feel'. We include Campagnolo Mirage equipment with a triple crankset, and handbuilt wheels with a 3-year warranty. It's a comfortable, versatile bike that is perfect for a full day's ride.



Sizes Available - 51, 53, 55, 57, 59, 61

SPORT/ROAD RACE

'STEEL IS REAL'

Open up a can of whoop ass, and hit the road with a vengeance! The **Rodriguez Arrow Race** is your bike if you'd like to send your friends 'off the back' for a bit. Your friends will marvel as you step off your comfortable, steel frame after a long ride, and can still sit down for a beer without screaming in pain. Handbuilt with True Temper OX Platinum (made in the USA tubing), Veloce equipment, handbuilt Spartacus Pro wheels and a classic 2-color, Ferrari Red/Black paint job, it's ready to be at the front of any pack.

Are you a light weight?

Use this coupon to get a **FREE** Forza carbon fiber seat post with the purchase of any Rodriguez men's sport or race model bicycle and your bike will be a light weight.

SAVE \$65!!

FREE is a very good price!



Offer expires August 30 2004. No cash value. Limited to stock on hand

Prevent embarrassing stains

Hey you. Ya you with those marks all over your water bottle. There's a great way to avoid them. Get a Blackburn stainless steel water bottle cage at R+E Cycles. They're lightweight, look great, and won't mark up your bottles.

Reg. \$15

With Coupon Just \$11.99

Limited to stock on hand



Offer expires August 30 2004. No cash value. Limited to stock on hand

Latte Lock

For years we have sold the Latte Lock, in fact, we coined the phrase. What it means is a small, lightweight lock that is good enough to lock up your bike while you run if for a Latte. Well, now that we have a Latte Bar right in our store, this coupon can take on a new twist. When you buy a Latte Lock at R+E Cycles for just \$8.99, you can use this coupon to receive a free Latte in our coffee bar (Pedal-a-Latte!)

\$2.50 Value



Offer expires August 30 2004. No cash value. Limited to stock on hand

WHERE'S WILLIE?

At R+E Cycles of Course. Come in to R+E Cycles and get a **FREE** Photographs and Memories video CD. It contains some of Willie's favorite photos from his many tours, as well as some great stories from Willie.



Offer expires August 30 2004. No cash value. Limited to stock on hand

Fuel efficient SUV's

In these days of \$2.19 per gallon gasoline, it can cost \$50 or \$60 for a tank of gas (\$25 to \$40 in smaller cars). If you fill your tank once per week, that's \$100 - \$250 per month. Couple that with the fact that a membership to a gym runs about \$50 per month. Why not ease that budget a bit by riding a bike to work a couple times per week. You'll be getting the workout you need, and stretching your gasoline dollar. Below is a list of Urban war horses that we stock, bicycle SUV's if you will. These are the steeds that our commuting customers choose most often. They are rugged, smooth riding, lightweight and comfortable.



KHS Montana Tour

- 27 speeds with lots of low gears
- comes with fenders and generator lighting system
- Reynolds butted frame tubing

\$799



Rodriguez Adventure Tour

- Handbuilt wheels with 3-year warranty
- Campagnolo equipment
- Lots of clearance for fenders and wide tires
- Handbuilt frame

\$1,599



Rodriguez W2 Adventure

- The Ultimate SUV
- Fits into a 26"X26" suitcase (sold separately)
- Lots of clearance for fenders and wide tires
- Handbuilt frame with S&S couplings

\$2,299

FREE Chain Check

Is your chain stretched? You can find out for free with this coupon. Just bring your bike in to R+E Cycles and we'll measure your chain and let you know its condition. We'll even lube it for you.



FREE is a very good price!

Offer expires August 30 2004. No cash value. Limited to stock on hand

U-Lock it or U-lose it



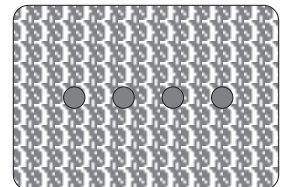
A U-lock is the best way to protect your investment. If you're a commuter, buy one and leave it at work. This way you won't have to carry it back and forth. Use this coupon to save \$8 on an Alcatraz U-Lock. Reg. \$20

Sale With Coupon \$11.99

Offer expires August 30 2004. No cash value. Limited to stock on hand

THE REAL THING BABY

Vista was the original modern tail light. One of my favorite things about it was that it mounted right to your reflector mount on the back of your rack. For a long time this design wasn't available, and our customers were disappointed. Well, here it is back, and we've got 'em



on sale for just \$11.99

Reg. \$15

Offer expires August 30 2004. No cash value. Limited to stock on hand

We have the Best Customers in the World!

"There's magic in a bike, a magic of seeing and riding and, hell, just being free. Most people grow up and lose that magic." (quote from the book, *Perfect Circles*, by Greg Moody, published by Velopress)

I have always loved cycling and bikes ever since I was kid. As I got older my enthusiasm never dimmed. I enjoyed the simplicity, the form, the freedom of bicycles. I have had some great bikes in my life; the old fat tire bikes of my youth, touring bikes, track, and road bikes. All great machines, but I never had a custom-built bike. I had put it off for years...well, I finally put an end to my procrastination. And after walking past R&E for twenty years, I finally did it. ...And wow, what an experience!

The service, the attention to detail, and personal one on one involvement from the Fit-Kit, to the custom work-up sheet, and all the particulars of frame geometry, materials, and upgrades were all attended to. Everyone at R&E has a passion for bikes and cycling in all its forms. Scott Rock took care of me through the entire process, listening to what I wanted in a bike and carefully planned all aspects and components together to help me create a true Dream Machine. With the help and input of Smiley, Dan, Dave (frame builder), Teresa (paint specialist) and others, it all came together. You would have to see it to believe it! The ride is incredible, handling, acceleration, and climbing has improved in unbelievable proportions. It just feels great! And so was my total experience at R&E, from the beginning to the champagne ending when they rolled my bike out.

These are people who know the magic of bikes and the people that ride them.

Thanks Everyone at R&E!
Mike Cribbs

Mike was ready for a new bike, and selected us to build it for him. This was a particular honor, as it was quite obvious that Mike loved bicycles as much as anyone I've ever met. When I met him, he had come into the shop with a 25 year old Nishiki that he had owned since it was new. It had been ridden a good deal, but was still in immaculate condition. It was a pleasure to build his new bike, and maybe, in another 25 years or so, he'll have us build another one. It reassures me of the fact that **R+E Cycles has the best customers in the world!**

Thanks Mike, and happy riding!

A Swim in the Wild

-Paul Lundgren

Let me introduce my good friend Paul Lundgren. I've known Paul since we were 12 years old. Paul and I used to be swimming rivals from different small towns back in Idaho. Shortly after we graduated from high school he called me to buy a bike as he was getting into triathlons. I was running a very small bike shop out of my garage back in Jerome Idaho. He bought a sweet blue Basso equipped with Dura-Ace. Over the next few years he became an accomplished triathlete and eventually wound up riding for Quintana Roo in the late 80's and early 90's.

Amongst his many accomplishments, in 1995 he **swam 465 miles down the Salmon River** to bring attention to the dwindling Sockeye Salmon population.

Through evolution he lives in Northern California and runs a company selling wet suits to shops like us. I asked him to write an article for our customers to tell you about the benefits of wet suits.



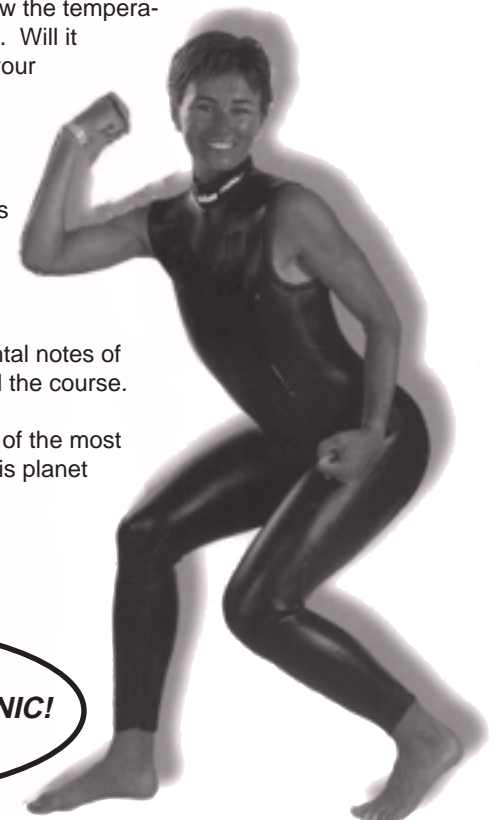
wetsuit designed to fit based on height and weight. Not only will it keep you warm, it will give you the lift swimmers spend years working to achieve. The buoyancy of the rubber lifts your legs and body to the surface of the water where your body is in a position to create less drag while swiftly streamlining through the water. The design of the panels allows arm movement where it needs it and buoyancy and warmth where it can. For you long term competitive swimmers who think your feel for the water will be lost if you put on a full sleeve wetsuit, maybe so, but if you want to go faster take my word, and wear a full sleeve, full leg wetsuit.

Now that you absolutely know a wetsuit will make you faster and possibly safer, what else? Where the mind goes the body follows. Think about what you can do. You can breathe and this is a great place to focus your attention while swimming. Deep relaxed breathing is much better than shallow panicked breathing. Counting strokes one, two, breathe, stroke, stroke, breathe is a great rhythm. Both the mind and body move most efficiently while in a state of rhythm. Everyone has a rhythm that helps bring them to a state of peace and athletic potential. In the excitement of the event many swimmers find themselves trying too hard and moving too fast. This creates disharmony in the mind and body. Keep the rhythm relaxed and comfortable while executing long, strong strokes.

A whole book could be written on open water swimming, but I will leave you with one more tip. Before the event, get in the water and familiarize yourself with the environment. You need no more surprises than the ones that will naturally come. You want to know the temperature of the water and how it feels. Will it take you a few strokes to catch your breath before you can relax from the cold? If so, make sure you jump in beforehand so the shock is not during the race. Know the currents, if any. If the water flows to the right then you will want to align yourself to the left at the start. Landmarks are for navigation help, so familiarize yourself while in the water and make mental notes of landmarks to watch as you travel the course.

Good luck, and welcome to one of the most enjoyable natural experiences this planet has to offer, a swim in the wild.

-Paul



Sign-up for Stacia's
OPEN WATER SWIM CLINIC!
SEE PAGE 7

A Swim in the Wild

It is one thing to swim across an indoor heated pool for the first time and quite another swimming in a lake, ocean, river, or pond. Add 500 athletes doing the same thing, going the same place, at the same time, and all in a big ass hurry. Welcome to the start of a triathlon. Coming from a competitive swimming background I never imagined finding myself in a state of fear doing a swim. That is, not until I heard a good friend of mine tell me about the time he got hit by a hammerhead shark in Boca Raton, Florida during a triathlon. The next time I did an open water swim in the ocean I found I spent more time looking at the shadows in the dark deep blue than the buoys marking the course. Needless to say it affected my performance.

FDR said, "The only thing we have to fear...is fear itself..." I guess he never did much open water swimming. However, if we think about it and our destiny is to be dinner for a shark then there is not much we can do. I guess we could avoid open water swimming, but we could stay home on the couch all day too. All of that being said the only thing we truly have control over is our mind. Sharks, swimmers, jelly fish, currents are all things that will do what they are going to do no matter how much we worry about them. I personally have come to the conclusion if a person wants to be an open water swimmer they should focus their mind on the swimming part and let the river, so to speak, flow its course. So...FDR may have been an open water swimmer after all.

What can you do? You're in the open water for your first race and you want to know what you can do. The first thing I would recommend is buying a wetsuit for competitive swimming. This is not your typical surf or dive suit, but a triathlon

www.rodcycle.com

IT'S A PARTY! AND YOU'RE INVITED!

At 6:30pm on August 5th, you'll get to meet my friend Paul in person. He's coming to R+E Cycles for a wet suit clinic, and we're inviting our customers to join in. Paul will be giving a talk about wetsuits in general, and answering any questions you may have about them. We'll have all sizes of his wetsuits here for fitting, and if you decide that you'd like to buy one, you'll get a 15% discount that night!

- August 5th at 6:30pm
- Meet Paul in person
- Party with R+E Cycles
- Get all of your questions answered
- SAVE 15%



TRY BEFORE YOU BUY!

Use this coupon to Save \$5.00
on a wet suit rental.
Reg. \$40 for 2 days
**With coupon
just \$35**



Offer expires August 30 2004. No cash value. Limited to stock on hand

The best coupon in the newsletter!

OK here it is. We've only got one Polar S610 heart rate monitor, it's new in the box and it's got all of the candy. The battery needs replaced but that you can have done. It's a \$280 retail value, but we'll sell it to you for just \$88

**That's a savings of \$192!!!
Hurry! One only!**



Offer expires August 30 2004. No cash value. Limited to stock on hand

Unreal Steel, Real Results!



Unreal Steel, Real Results!

I just received my new Rodriguez S3 bike at the start of this triathlon season and what a way to start out! I was riding a carbon fiber triathlon bike for many years so I was concerned about the weight of my new S3 bike. Well I was so happy when the bike frame tipped the scales at only 2.2 pounds and my complete bike is lighter than my old carbon fiber bike! I now have a 17 pound complete bike made of steel. The ride is great! The steel frame rides smooth and comfortable! Last weekend in my first 1/2 Ironman race of the season I **recorded a bike split 10 minutes faster than last year!** My great custom fit keeps me comfortable in the aero position and the light and responsive frame climbs great!

I made one more change this year too. Most of my summers are spent racing in triathlons, but this summer my husband and I are traveling to France to ride in the Alps and watch a few days of the Tour de France! With all the climbing I wanted to set my bike up for road riding and I made the switch to Campagnolo Ergo levers. I prefer these over the Shimano STI for many reasons.

One is the ease of shifting with the ergo. My small hands have no problems shifting these levers. The travel or throw on the STI levers was always too long and so hard to do with my small hands. The Ergo levers just fit my hands well so it is a comfortable position for riding all day.

-Stacia

Right now we have a 55cm S3 bike that will be available for test rides. Come down and check it out!



Stacia with her 2 children. She is a four-time Ironman finisher and works as a certified triathlon coach.

Now Just The Girls!!

Make sure to sign up for one of Stacia's **Bicycle Skills and Drills** classes or her **Open Water Swim clinic**
See Pages 8-9

You can only have this much fun at R+E Cycles!

Clip and Save!

Good and Basic

The F1 heart rate monitor from Polar is a high quality heart rate monitor that you can swim, bike or run with. It has all of the basic functions that you'll need to get into great shape. Reg. \$80

With Coupon Just \$69.99

Limited to stock on hand



Offer expires August 30 2004. No cash value. Limited to stock on hand

T-TIME

R+E T-shirts are back in stock. Use this coupon to get one for just \$11.99

Reg. \$15

With Coupon Just \$11.99

Limited to stock on hand



Offer expires August 30 2004. No cash value. Limited to stock on hand

GET BOOKED

Use this coupon to save 20% on any books in stock



Offer expires August 30 2004. No cash value. Limited to stock on hand

STACIA'S BICYCLE CLINICS FOR WOMEN

The Rodriguez Women's Bicycle clinics are designed for women of all abilities. You'll learn skills, drills, and techniques from Stacia McInnes, a certified triathlon coach and 4 time Ironman finisher. It does not matter how fast or fit you are, or what kind of bike you currently have. Everyone has fun and learns a lot.

We have two different clinics for different abilities:

The level 1 clinic is the same one that we did in June. It is for women who are new to the sport. If you want to learn the basics of cycling or have some questions about how to be comfortable on your bike, this one is for you.

The level 2 clinic is for more advanced riders. In this clinic I'll teach pace lining, intervals, hill climbing in an advanced setting. We will leave from R+E Cycles and ride around Mercer Island.

Both women's clinics are conducted in a positive and nonthreatening environment. The cost is only \$35 - \$45

Again it does not matter how fit you are, just that you are ready to tackle some more advanced cycling and training concepts.

Along with all that you learn, these clinics are really fun.



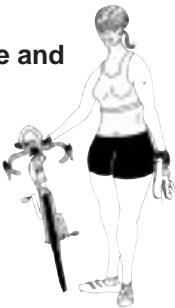
Only at R+E Cycles



Level 1 clinic

On Tuesday, August 10, 6:30 to 9:00pm bring your bike and we'll cover:

- Proper nutrition for training and racing
- Bicycle training and drills
- The secrets to being comfortable on your bike
- Question and answer period
- Class size is limited to 25 women



Level 2 clinic

On Tuesday, August 17, 6:30 to 9:00pm bring your road bike and we'll ride around Mercer Island (20 miles):

- Drafting
- Pacelines
- Hill interval training
- How to ride **FAST**
- Question and answer period
- Class size is limited to 25 women



WOMEN'S TRIATHLON CLINIC SIGN UP FORM

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

DAY PHONE _____

EVENING PHONE _____

EMAIL ADDRESS _____

March 30th (\$35) April 13th(\$45)

HOW WOULD YOU LIKE TO PAY?

CHECK (ENCLOSED) MAKE PAYABLE TO R+E CYCLES

VISA/MC # _____ EXP. DATE _____

DISCOVER # _____ EXP. DATE _____

How would you assess your own experience/fitness level?

What would you like to accomplish this season?

What is the part that you think you need the most help with?



To Register:
Fill out, cut out,
and send it to us at
R+E Cycles
5627 University Way NE
Seattle, WA 98105
or fax it to
206-527-8931

Have a heart?

Then you should be training with a heart rate monitor. Use this coupon to get the ECG2 heart rate monitor for \$20 off. Perfect for running or cycling. Calorie counter, watch, autozone feature and bottom line feature. Reg. \$60

Sale Price \$39.99

SAVE \$20



Offer expires August 30 2004. No cash value. Limited to stock on hand

The Squeaky Chain Gets The Oil

If your chain squeaks, you'll be happy that you picked up a bottle of triflo at R+E Cycles

Reg. \$3.50

With coupon just \$2.99



Offer expires August 30 2004. No cash value. Limited to stock on hand

WOMEN SWIMMING IN THE OPEN WATER!



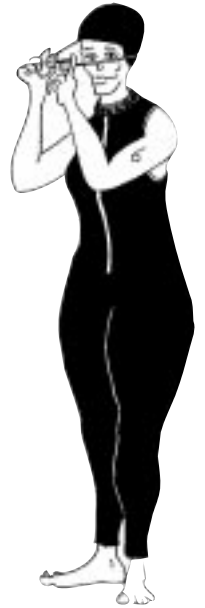
Lots of women are new to triathlons. Most new triathletes biggest fear is the open water swim. So I said to Dan "everyone does swim clinics for new triathletes, but they do them in a swimming pool." So I suggested that we conduct a real open water swim clinic in the open water. "What the heck" he said, we're always up for something new. So we're doing it on Tuesday, August 3rd, still well before the Danskin. Now you can experience open water swimming and learn all of the secrets without having to be in a race. We'll even have wetsuits there for you to try if you want to feel the difference.

Learn to get comfortable in the water in a supportive environment with other women training for there first triathlon or trying to improve their comfort and technique in the water for an upcoming race. Learn the strategies and gear needed to complete with comfort and confidence. **Wetsuits will be available for demo and purchase at the clinic.**

Tuesday, August 3rd @ Beaver Lake park

6- 7:30 pm. Directions to Beaver Lake Park at www.beaverlake.org/blt

For more information and to sign-up you can come into the shop or go to our website at www.rodcycle.com and visit the 'classes and events' page.



TRY BEFORE YOU BUY

So you're thinking of buying a wet suit, but you'd like to try one out first? No problem. Now you can rent a wet suit from R+E Cycles and find out for yourself if it's worth the money to buy one. We'll even put 1/2 of the rental price towards the purchase price if you decide to buy one.

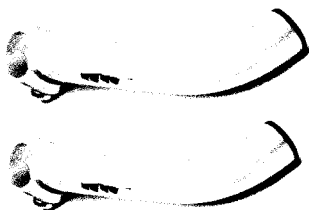
Rental rate is just \$40 for a 2-day rental. We have several in stock. We aren't set up for reservations at this time, so sizes are first come first serve.



GET A GRIP!

Get a grip on a new pair of bar ends for your mountain or cross bike. These give you another position for riding and will help to make your hands be more comfortable
Reg. \$20

Sale Just \$14.99



Offer expires August 30 2004. No cash value. Limited to stock on hand

A TRI-READY RIDE

Are you doing the Danskin or another triathlon? Use this coupon to save \$176 when you buy a Rodriguez Stellar Sport Triathlon package. This package includes:

- Stellar Sport Mirage bicycle with carbon fork
- Profile Airstrike aero bars
- Sigma BC500 bike computer
- Bell or Giro helmet
- Shimano shoes
- Speedplay Frog Pedals
- Rodriguez Women's cycling shorts

Reg. \$2,075

**With Coupon
just \$1,899**



Offer expires August 30 2004. No cash value. Limited to stock on hand

THE WHOLE ENCHILADA

Are you doing the Danskin or another triathlon? Use this coupon to save \$286 when you buy a Rodriguez Whole Enchilada Stellar Sport Triathlon package. This package includes:

- Stellar Sport Mirage bicycle with carbon fork
- Profile carbon fiber aero bars
- Cateye Astrale bike computer
- Bell or Giro helmet
- Shimano shoes
- Speedplay Frog Pedals
- Rodriguez Women's cycling shorts
- Aquaflex wetsuit
- Carbon fiber seat post
- Velocity Spartacus wheels

Reg. \$2,785

**With Coupon
just \$2,499**



Offer expires August 30 2004. No cash value. Limited to stock on hand

THE REALLY RAINY RALLY

Now that we're a family of 4, the tandem rally is a different kind of event for the Towles. This year, we set up a trail-a-bike for our 5 year old son to ride behind our tandem, and I talked my brother and his wife into pulling a trail-a-bike with our 3 year old daughter behind their tandem.

Day one:

Day one of our tandem rally started off with Grace, our 3 year old daughter, deciding at the last minute that she didn't want to wear rain gear even though it was raining. It took us 20 minutes or so to get her into her rain gear amidst lots of crying, screaming and yelling (Grace was pretty unreasonable too). Well, after we missed the mass start by just a minute or so, we ventured off into the light rain of day one. Apparently Grace had a few more tricks up her sleeve though. After the rain gear episode, she decided she just didn't want to ride, so she didn't put her feet on the pedals or her hands on the bars. Our 5 year old was having a blast, and tried very hard to convince his sister that she was having fun too, but to no avail. After just a few miles in, we decided to head back and go swimming instead. A good time was had by all.

Day two:

What a difference a day makes. On day 2, both kids were very excited to ride, despite the torrential downpour that was taking place outside. We waited out the storm (we thought) and took off around 12:00. A few miles out, the clouds opened up with a

vengeance! This time, when we said we would head back, Grace said "it's not raining very much". Realize that at the time she said this her face was completely covered with mud that was being thrown up from the rear wheel of my brother's tandem. So, we headed back once more, and readied for the banquet.

The banquet was organized very well, and the food was great! Eric Miller from the Rush Miller Foundation was the keynote speaker. The Rush Miller Foundation exists to procure tandems for families of visually disabled children. It was an inspirational and entertaining presentation.

The work that the Foundation is performing is certainly a worthy cause. If you'd like to know more about it, visit www.rushmillerfoundation.org

Well that's my rally wrap up for this year. I've accepted the fact that the monster mileage rallies are over for a few more years, but they'll be back. As long as the family has fun at the rally, I consider it a success.

-Dan



Another Rodriguez Adventure!



Sean's Rodriguez Adventure at St. Thibault, Burgundy France

This is a wonderful photo that one of our customers brought in after he returned from an extensive tour of Europe on his new Rodriguez touring bike. His bike has S&S couplings so that it fits into a 26"X26" suitcase or backpack. Sean uses the backpack case and just loved it. It was sure great to see his face when he visited the shop afterward to bring us some photos. I liked this one, and thought I'd put it in the newsletter for you all to see.



Blow Hard

Carry an air cartridge instead of a pump and you can save weight and time. This kit has everything you'll need to pump up a tire quickly on the road. You get 2 one use cartridges and the adapter to use them on you valve. Reg. \$15

With coupon \$7.50

1/2 OFF



Offer expires August 30 2004. No cash value. Limited to stock on hand

Ditch that old bag!

If you're riding with an old nasty trunk bag that's dirty, smelly and leaks, then you need a new one before all of your friends decide to ditch you! Well, if you act quick, you can get a great new Vaude trunk bag and **save 50%** at the same time. The Vaude trunk bag even comes with a water proof cover. reg. \$45

With coupon \$22.50

Hurry, limited supply



Offer expires August 30 2004. No cash value. Limited to stock on hand

Gorge Yourself

Cliff bars or Luna bars

Reg. \$2 each

7 for \$10

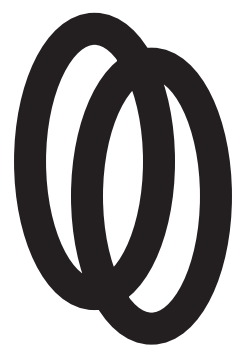


Offer expires August 30 2004. No cash value. Limited to stock on hand

Bald is Beautiful!


This is especially true when it comes to bike tires and riding on the road. If you're riding knobby tires on the road you're wasting energy and not getting the traction that you could get with a nice pair of 'bald' tires. Use this coupon to get a pair of slick tires for your mountain bike and save \$20 in the process. Installed price is reg. \$65

With coupon \$45



Offer expires August 30 2004. No cash value. Limited to stock on hand

A NEW COOL RIDE!

 **RAPSody 2004, August 28-29**
Ride Around Puget Sound

Welcome to RAPSody 2004!

The Capital Bicycling Club, Tacoma Wheelmen's Bicycle Club, West Sound Cycling Club, Seattle Bicycle Club and B.I.K.E.S. of Everett bring you the first ever Ride Around Puget Sound.

Description: RAPSody will be approximately 150 miles and 9,400 feet of elevation gain. It is a 2-day ride with a 1-day option. The route starts in Tacoma and goes through University Place, Steilacoom, the Nisqually Delta, Olympia, Shelton, Hood Canal, Belfair, Pt. Orchard, and Vashon Island before returning to Tacoma. There are 2 ferry rides. The overnight stop will be in Shelton.

Start Time: Riders should depart between 6:00 AM and 9:00 AM. The luggage truck will depart at 10:00 AM.

Parking: Overnight free parking in the Tacoma Dome Station parking structure. Please carpool if possible. You will need to remove your bike from the roof rack in order to park.

After the Ride: Visit the food court at Freighthouse Square just across the street.

RAPSody is the marquee event for Bike Summer 2004.

Price: \$75 through 7/23 then \$85 through 8/13. \$10 discount to BAW members. Riders can join BAW for \$25 and receive an immediate \$10 discount. Registration closes 8/13, or earlier if the rider limit of 1,500 is reached. On-line registration can be made through Active.Com.

What's included: Luggage support, overnight camp site and showers, rest stops with food/drink/water, sag wagon support along the route, cue sheets/maps, ride souvenir and special treats.

Ride Proceeds: All proceeds will be donated to the Bicycle Alliance of Washington (BAW).

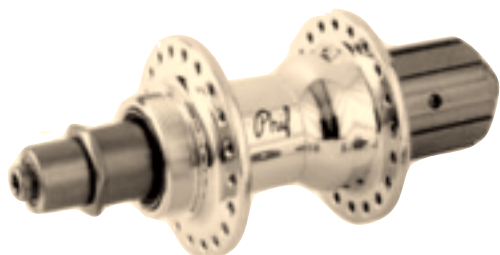
For more information, visit their website at
www.rapsodyride.org



**R+E Cycles will be the official
packet pickup destination
in Seattle on August 21st**

PHIL FILLS THE BILL!

I had it on my list to write a quick feature on Phil Wood hubs for this issue. We've used Phil Wood hubs and bottom brackets for decades and we just love them. Our customers appreciate quality and durability, and there is no hubs or bottom brackets that fill that bill better than Phil. But, instead of me writing something all technical, I'll just use an excerpt from a customer's letter that was sent to me just this summer after we installed his new Phil Wood hubs on his tandem.



"I didn't expect much of a difference with the new wheels, but we both noticed it right away. The Phil Wood hubs are not only incredibly smooth, but the freewheel makes no noise at all when we're coasting! It really feels like the whole bike is Teflon-coated."
-Scott C.

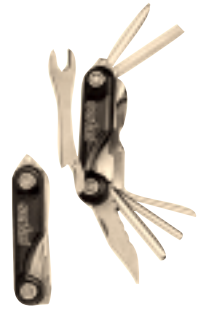
I couldn't have said it any better. If you want to buy a set of hubs that will give you decades of use, come on in to R+E Cycles and talk with us about Phil Wood products. Your bike will be glad you did.

Bigger isn't always Better

The Serfas Micro tool is just the thing that you'll need for fixing your bike on a ride like the RAPSody. 9-functions and unbeatable quality!

Reg. \$15

With Coupon Just \$11.99
Hurry, Limited Supply!

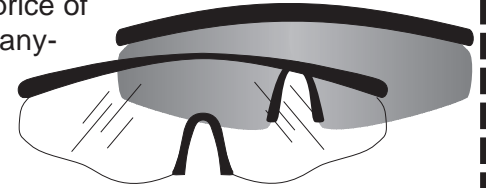


Offer expires August 30 2004. No cash value. Limited to stock on hand

Here comes the sun.... whoops there it goes again

The sun changes its mind in Seattle more often than Liz Taylor changes husbands! Well, at R+E you can pick up 2 pairs of sportshield glasses for the price of one, and be prepared for anything. Reg. \$20 each

**With coupon,
get 2 \$20**



Offer expires August 30 2004. No cash value. Limited to stock on hand

Flat Broke?

No problem. We'll save you some cash on spare inner tubes.

**Inner tubes
3 for \$10**



Offer expires August 30 2004. No cash value. Limited to stock on hand

Use Your Head!

Did you know that a helmet should be replaced if it's ever been dropped or crashed in? Did you know that the new helmets fit much, much better than the older ones, and that it's OK to replace your helmet just because you want a more ventilated, better fitting, cooler looking helmet that's a better color? Well, you only live once, and were going to make it easy for you. Trade in your old helmet, and get \$10 towards any helmet that we have in stock (\$45-\$120)!

\$10 Value!!



Offer expires August 30 2004. No cash value. Limited to stock on hand

You Must Eat!!

If you can call it eating. Use this coupon to save \$3 when you buy 10 cliff shots! Reg. \$1.00 per shot, we're selling them 10 for \$7. Cliff Shot gives a natural energy burst, is easy to digest, and is made from rice. Added electrolytes such as sodium, potassium and magnesium are essential in metabolizing carbohydrates and for the proper functioning of muscles. A Cliff shot is the perfect thing when you are about to bonk on a long ride, but you just don't have time to stop for a burger.

With coupon 10 for \$7

Offer expires August 30 2004. No cash value. Limited to stock on hand



FREE LUNCH!

You can eat right from your bike. The Bento Box holds energy bars, Cliff Shot, and other small food type items right where you can reach them easily while riding. Buy one, and we'll fill it up for you. Reg. \$20

With coupon

**Buy one and we'll give you 3
Cliff or Luna bars for FREE**
That's a \$6 value!

Offer expires August 30 2004. No cash value. Limited to stock on hand



From The Repair Bench:

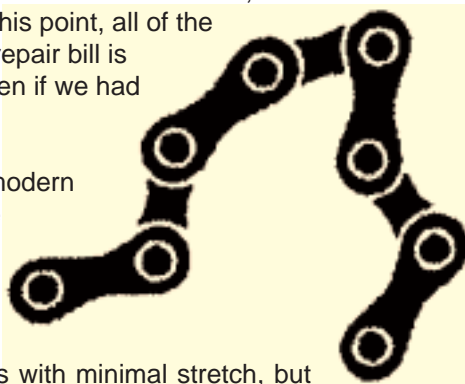
Seattle Bike Repair
5627 University Way NE
206-527-0360



STRETCH YOUR BUDGET, NOT YOUR CHAIN

Do you change the oil in your car? Most people will change the oil in their car every 3,000 to 4,000 miles as their manufacturer suggests. Why do they do it? It's still oil when the mechanic drains it out of the engine right? Isn't it still lubricating the parts inside the engine? But still it is drained out of the engine and brand new oil is poured in it's place. The reason that the oil should be changed at a certain mileage is simply preventative maintenance. The engine would continue to run on the same oil for 10's of thousands of miles, but slowly it would wear out, and the engine would become damaged. This is a much more expensive repair than regular oil changes.

The same is true for the chain on your bicycle. The chain on a bicycle is engaging on the gears on the front and back of the bicycle. The chain is manufactured with exactly 1/2" of space between each link, and the gears are precisely manufactured to 'mesh' with the chain. The chain is under incredible strain because the force and leverage that a cyclist applies. The chain is also subject to sand and other road grime that collect and act as abrasives that wear away the metal that it is made of. Even with these factors, a chain can last for 10's of thousands of miles just like the oil in your car. But, over time, the chain will stretch. As the chain begins to stretch, and is no longer 1/2" between each link. As it stretches, it wears the metal from the teeth of the gears to match it's new length. If a chain is allowed to stretch too far, it will wear all of the gears on the bicycle so much that they will not 'mesh' with a new chain. If a new chain is installed at this point, the chain will 'slip' on most of the worn gears and create a lot of rumbling noise on the others. Often a customer will come in with a chain that is so far stretched that the bike won't shift well, or the chain may even be broken. At this point, all of the gears have to be replaced and the repair bill is much greater than it would have been if we had just replaced a chain earlier.



What's the recommendation? On modern bikes we are seeing that people are getting about 1500 - 2000 miles before a new chain is recommended. On a tandem it's more like 1000 - 1500 miles. I've seen some people get 3000 - 4000 miles with minimal stretch, but that's the exception. I recommend that you start having your shop check your chain stretch at 1500 miles, and then every 500 miles after that. If you replace your chain at the first sign of stretch it will cost you about \$30. If you wait until your rear cogs have to be replaced along with your chain it will run approx. \$100. And if you wait until your chain just breaks and all of your gears need replacing it will run from \$250 to \$400 or so.

How many miles are on your chain?

Used bikes currently in stock:

Univega Mountain Bike (Large) \$125
Specialized Stumpjumper Mountain Bike (Medium) \$350
Rodriguez heavy duty touring bike (like new) with full racks, panniers and accessories (XXL) \$2,000
Rodriguez Stellar Sport (Test ride bikes) \$600-\$800

**This list was current at the time of printing, but used bike selection is always changing. Some items may be sold before you receive the flyer.*

A BLAST FROM THE PAST!

I was in the repair shop today and I noticed that there were 3 of the stainless steel bikes that we made back in '99 in there for tune-ups. We only made 50 of them, so it was pretty amazing to have 3 of them in at once. A closer look revealed that one of them belonged to Jackie. Jackie is one of my favorite customers. We like the same music, and when she comes in, the guys in the repair shop always switch the music to what she likes. So I get at least a few moments with my favorite music. I always liked the look of the stainless steel bikes that we made, and I always like to hear those classic 'blasts from the past'.



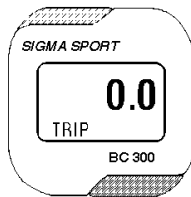
In the year 1999, we produced just 50 Rodriguez bicycles out of stainless steel. The bikes had no paint, and no decals. The Rodriguez logo was sandblasted into the polished stainless steel downtube, and the back of the bike was blasted except for the Rodriguez logo on the seat tube. Jackie's bike is exceptionally cool (black and white photo doesn't do it justice) because it has yellow spokes, handlebar tape, cable housing, tires, bottle cages and pedals. This bike just looks hot!

Maintain Your Chain!

If your not sure how many mile are on your chain, we're going to offer you an inexpensive way to find out. The Sigma Sport BC 500 cycle computer is a high quality, basic function computer that will keep track of your miles for you.

Reg. \$20

With Coupon Just \$14.99



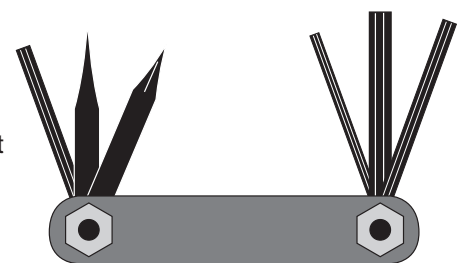
Offer expires August 30 2004. No cash value. Limited to stock on hand

Hey! Is that a tool in your pocket?

Now you can be prepared to whip this little guy out and adjust a seat, handlebars, or do a minor brake or derailleur adjustment. Fits in your pocket or seat bag. Reg. \$10

Sale \$4.99

SAVE 50%



Offer expires August 30 2004. No cash value. Limited to stock on hand

Be Prepared....

for any emergency with the Mentor tool from Serfas. This tool is like having a bike shop in your seat bag! 21 functions including a chain tool!

Reg. \$30

With Coupon Just \$22.99

Hurry, Limited Supply!



Offer expires August 30 2004. No cash value. Limited to stock on hand

Wheely Good Deal!

Your old wheels just barely hangin' in there? Well here's your answer. Use this coupon to get that old wheel rebuilt, save 10%, and get our exclusive 3-year warranty!

SAVE 10%

on parts and labor for any new handbuilt wheel



Offer expires August 30 2004. No cash value. Limited to stock on hand