

"People don't care how much you know, until they know how much you care."
-Unknown



January 2004



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

THE NEWSLETTER OF CYCLING VALUES! JANUARY 2004 EDITION

WHERE'S WILLIE?

**INDIA?
CUBA?
TURKEY?
THE BALKANS?
SOUTH AFRICA?**



He's at R+E Cycles...of course!

Adventure Cyclist, columnist and KUOW commentator Willie Weir is bringing his popular travel shows to R+E Cycles in January/February. If you haven't seen Willie, you're in for a treat this winter! Tickets are available at R+E Cycles. If you've got 'Winter Wanderlust',

See details, dates and times on page 3

Women & Triathlons

The last 3 years have been sensational years for women entering into Triathlon events. Not only lots of our women customers, but my mom, my sisters-in-law, my sister, and my wife have shown interest in doing a Triathlon next summer. Lots of women are looking to us for advice, so...we've brought in a pro! Meet Stacia McInnes. **You can read all about Stacia on page 2.**



Stacia will be conducting Cycling clinics, as well as Triathlon training clinics in the spring here at R+E Cycles. **Read about these on page 2**

WHAT'S INSIDE THIS ISSUE

R+E GETS COFFEE SHOP	Pg. 1
WOMEN'S BICYCLE CLINICS	Pg. 2
INDOOR TRIATHLON	Pg. 2
WILLIE WEIR'S SHOWS	Pg. 3
MEET STACIA McINNES	Pg. 3
THE ULTIMATE TOURING BIKE	Pg. 5
3 KILLER CLOSEOUT BIKES	Pg. 4
STACIA'S TRAINING TIPS	Pg. 6
ANNOUNCEMENTS	Pg. 8

WINTER HOURS

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

Bicycle Repair Classes Page 7

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INDOOR TRIATHLON SEE PAGE 6!

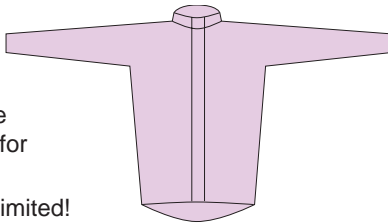


It's About Time!! A NEW COFFEE SHOP

For years our customers have asked us "is there somewhere close that I can walk to for a latte while you fix my bike?". Strangely enough, the answer is "no". It seems our neighborhood is the last one in the country to not have a coffee shop within a 6 block radius. So we're doing something about it. We will be opening Pedal-a-Latte coffee bar right here in our store. So the next time you won't even have to ask, you can just follow your nose.

Don't Get Soaked!

If you want to have some protection from the rain, but don't want to buy an expensive rain jacket, We have the one for or you. We have some Hind and some Pyramid clear rain jackets that are ventilated down the side. Usually, they sell for \$20. Now you can get one for **40% off.**



Just bring this coupon into R+E. Hurry, Supply is limited!
reg. \$20
With Coupon 11.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

Ditch that old bag!

Is that old bag under your seat looking all faded and filthy? Even worse, did you buy it when your taste in colors was, say, a little different than it is now? Are your tools embarrassed to admit that they live in there? Well, we're going to help you do something about that. Long story short, we've got too many seat bags. Use this coupon to pick up a Black Potenza seat bag for just \$11.99. It's just the right size for your tools, tube, patch kit and wallet.
reg. \$14.99.

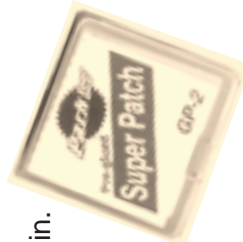


Limited to stock on hand

SAVE 20%

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

PRSR STD
U.S. POSTAGE
PAID
SEATTLE, WA
Permit No. 99999



Download the latest Patch

Be one of the first 20 people to present this coupon and receive a glueless patch kit

FREE!

No purchase is necessary, just come on in.

Limited to the first 20 coupons.

One coupon per customer. Not an in store coupon. The coupon must contain mailing label to be valid. reg. \$2

STACIA'S TRIATHLON CLINICS FOR WOMEN



No matter what your ability or fitness level, if you are new to triathlons, Stacia's triathlon clinics are right for you. She'll share her expertise in equipment, comfort, training technique, and how to select the right race. We will offer two different clinics. Learn how to be more efficient on your bike and run, and what type of things to expect before, during and after you race. Learn what type of equipment you will need and won't need.



The cost will be just \$30 per clinic, or you can purchase both for just \$50. If you have a bike, you can bring it during the April 13th clinic for bike handling drills.



On Tuesday, March 30th from 7 - 9 pm we will cover:

- Goal setting - picking the right race for you
- Swim basics - gear
- Bike basics - bike fit & gear
- Run basics - gear
- Sample training plan

Class size is limited to 25 women



On Tuesday, April 13th bring your bike and we'll cover:

- Heart rate training - getting the most out of a heart rate monitor
- Proper nutrition for training and racing
- Bicycle training and drills
- Combination workouts
- Race day prep - what to expect/how to prepare

Class size is limited to 25 women



WELCOME BACK STACIA!

Stacia McInnes is no stranger to a lot of you who have been our customers for a long time. She was our retail manager for 2 years (1996-1997) until she left to have a couple of munchkins.

Stacia is a four-time Ironman finisher and has worked as a personal trainer. While working as a personal trainer, she decided to pursue her passion for triathlons and marathons and became a certified coach. Now, when she's not busy with her two kids or pursuing her training for her own next big event, Stacia is coaching athletes of all levels, from beginners to advanced, to meet their personal goals. She has a wealth of knowledge about cycling, marathons, and triathlons.

This year we are pleased to be welcoming Stacia back to team R+E as our own coach and resident training expert. Here's an overview of the exciting events we have planned for you:

Women's Training Seminars

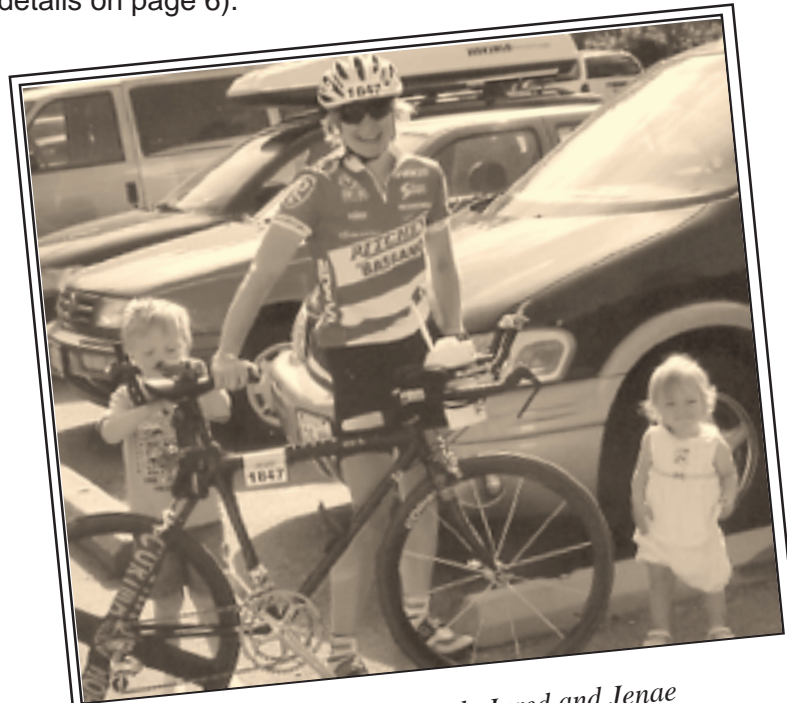
Plan to attend Stacia's **Women's Cycling and Triathlon seminars** in the spring (see left of this page).

Training Tips

Look for **training tips** Stacia will write in each of our newsletters. (see page 6).

Indoor Triathlon!

Come meet Stacia at our Indoor Triathlon this February! (see details on page 6).



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

WOMEN'S TRIATHLON CLINIC SIGN UP FORM

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

DAY PHONE _____

EVENING PHONE _____

EMAIL ADDRESS _____

March 30th (\$30) April 13th(\$30) Both (\$50)

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

Got Winter Wanderlust?

Lament no longer! Settle down for a nice hot cup of coffee, and enjoy an evening with the most entertaining bicycle tourist you'll ever meet.



**World's Best Travel Bargain --
Five Global Destinations for just Twenty-Five Bucks
(India, South Africa, The Balkans, Cuba, Turkey)**

Or just go to one great show for \$5*
All shows start at 7:00PM at R+E Cycles

SHOW DATES:

Tuesday	Wednesday	Thursday	Friday	Saturday
India January 20	South Africa January 21	Balkans January 22	Cuba January 23	Turkey January 24
South Africa January 27	Balkans January 28	Cuba January 29	Turkey January 30	India January 31
Balkans February 3	Cuba February 4	Turkey February 5	India February 6	South Africa February 7

It's a Small Price to Pay

Willie Weir is an award-winning commentator, actor, writer, and all around good guy. Come to one of Willie's shows and satisfy that Winter Wanderlust. ***Tickets are \$5 per evening in advance or \$7 at the door.**



Tickets are only available
at R+E Cycles
Hurry, seating is limited



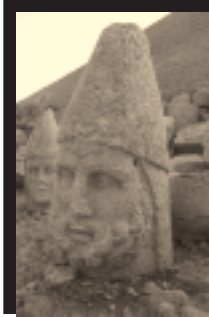
I am God: Cycling India

Join Willie as he takes you on a humorous 5,000-mile journey through India on a bicycle.



The Bad Road: Cycling Turkey

What do you do when you have a 3-month bicycle journey planned in Turkey and a week before you leave U.S. troops invade Iraq? If you are Willie Weir...you go anyway.



Love, War and the Bicycle: A Journey Through the Balkans

War, romance, crime, adventure! Willie takes you through war-torn Bosnia and the rest of this volatile region on a journey that would change his life forever.



Fear & Hospitality: Cycling South Africa

What are Chuck Norris and Dolly Parton doing together in tribal South Africa?

Come find out as Willie spins the tale of his epic bicycle journey.



So Close and Yet So Far: Cycling Cuba

Willie takes you on a 2,000 mile bicycle journey throughout the forbidden island of sugarcane, cigars and socialism.



Lights Out

It sure gets dark early out there! Use this coupon to get a fantastic deal on one of our favorite lighting systems. The Cygolite Night Rover is just what you'll need to get off that indoor trainer, and get back out on the road. The quality of the system is unsurpassed, and the performance is superb. The battery runs for 3-hours on one charge and fits in a bottle cage, and the lights are 12.5 watt halogen. Use this coupon to get one for \$10 off. reg.\$85

Special only \$74.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

The Ears Have It!

If not, they should. Ear muffs are one of those really unique items that we carry every winter. They are a small fleece triangle that velcro around your helmet straps. They keep your ears toasty warm, and they are always with your helmet. That means one less piece of clothing that you have to hunt for and put on before you go riding. Try a pair, and you'll want to buy a pair, I guarantee it! There's still a little bit of winter left. reg. \$14.99

With coupon just \$12.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

We're going to Pump You Up!



The pump that was the standard for more than 20 years for high pressure road bike tires is the Zephal HP. Use this coupon to get a classic Zephal HPX pump for

just \$24.99

reg. \$32.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

Five Finger Discount!

Are your hands cold? Of course they are. Then you need to use this coupon to save \$10 on Pearl Izumi winter gloves. These gloves are very warm, and use soft, supple Pittards leather palms. These gloves are great!

Reg. \$39.99

Just \$29.99 with coupon

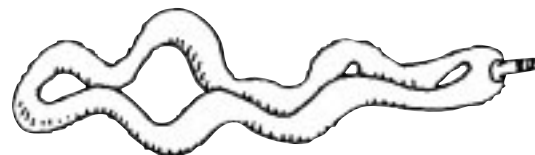
Hurry, Supply is Limited!



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

FLAT BROKE?

No problem, we set you up with 3 inner tubes for just \$10! Any size. That's the same price that we sold them for 10 years ago!



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

How Buff Are You?



All the rage! A head buff is fun and functional too. They can be worn in many different ways. It comes with instructions, and you can even go to there web site and view instructional videos! What's this world coming to? Be cool and save too.

reg. \$20

**With Coupon just \$10
SAVE 50%!!**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

CYCLING INDOORS

There are a number of alternatives for training indoors but mounting your own bike on a trainer has many unique advantages.

First of all, it lets you train in your own home with no wasted transportation time or schedule that you have to work around. It is safe and dry so you can work hard without worrying about the hazards of riding in the wet or dark.

Cross training (swimming, running, etc) is good, but it is important to put in some time on your bike so you have your cycling specific muscles in shape. If you use your own bike instead of a "gym bike" it will allow you to maintain your cycling

form. You don't have to worry about being on a different machine that may not fit you well.

Many people take indoor cycling classes because they enjoy the workout or the social factor. It can be equally fun to invite a few friends over to your house with their bikes and their trainers.

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

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



3 KILLER CLOSEOUTS!



2003 BIANCHI BRAVA

- Sport Road Geometry
- Triple Chain Ring
- Shimano Sora Components
- Reynolds Cro-mo Frame
- Sizes (49 through 58)

Reg. \$650

Closeout \$499

2003 BIANCHI EROS

- Sport Road Geometry
- Triple Chain Ring
- Campagnolo Mirage Components
- Carbon Fiber Fork
- Size 53 only
- Classic Celeste Paint Job

Reg. \$1200

Closeout \$999



BROWNING SMARTSHIFT

- Cross training bike
- Excellent commuting bike
- Lightweight aluminum frame and fork
- Automatic or manual shifting
- Size 17, 19
- Suspension seat post

Reg. \$1200

CLOSEOUT \$699!!

Would you like to earn thousands of dollars working just a few hours a week?

So would I, but that's not going to happen, so you better use this coupon to start saving big. When you bring this coupon in to R+E Cycles, you'll save 20% on a Hind Hydroloft winter jersey. Hydroloft wicks the perspiration away so it won't freeze to your body. Reg. \$50 With coupon \$39.99 It's not thousands of dollars, but it's a start.



SAVE 20%

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

Kick Start Your Heart

When used properly, a heart rate monitor can greatly increase the effectiveness of your workouts. Whether you are trying to improve on your time, or just lose a little around the waistline, you will benefit from knowing the proper use of your heart rate monitor. This book is a perfect match for your indoor trainer. Use this coupon to receive Sally Edwards Book, The Heart Rate Monitor Book for indoor cyclists, for the incredibly low price of just \$10 (reg. \$15)

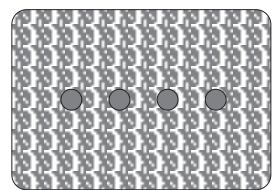


SAVE 33%

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

A Blast From The Past!

All winter people have been coming in looking for the old fashioned type of blinking tail light. You know, the bigger, rectangular shaped one that bolts right on to your reflector mount. Well, we've found them and they are back at R+E. The Vista is just like the original, except it's brighter and has more flashing patterns. Come and get 'em while we got 'em! reg. \$15



With coupon just \$12.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

Forecast: Clear Skies and 70....

Inside your living room. That sounds like perfect riding weather to me! Get a jump start on the season and ride your own bike in your living room. You can do this with an Elite trainer from R+E Cycles. We have 2 models. They both have adjustable, magnetic resistance, but one of them has a remote control adjustment device. Use this coupon to receive

15% OFF

either model for a limited time.
reg. \$220 and \$260



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

Where's Willie's bike?

At R+E Cycles...of course!



The Ultimate Traveller

Several years ago, the ultimate bicycle traveller, Willie Weir came to us and asked us to build the ultimate touring bike. A bike that he could take to the Balkans, Cuba, and other out of the way destinations around the world. The bike had to have very low gearing, very reliable componentry (there aren't a lot of high tech bike repair shops where Willie travels), and be durable enough to travel on some very rough roads. All of this, and the bike would have to easily pack up into a suitcase for convenient transport. The Ultimate Touring Bike, or UTB, was born.



Touring Explosion

Over the last 2 years, we've noticed a dramatic increase in the amount of people buying touring bikes. At R+E Cycles, we've always built a lot of touring bikes, but the invention of S&S couplings has spawned a different kind of traveller, the ultimate traveller. You see, when a bike is equipped with S&S couplings, it can be packed into a suitcase that is 27"X27". This means there are really no limits to where you can travel with the bike.

A New Design

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

This is not your father's touring bike

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

*The bikes will be ready in mid January
Come in and try one out!*

Now you can own
a Rodriguez W² Adventure for the
introductory price of just **\$1,999!**

Below is a list of just a few of the exciting things that you'll only find on this new bike:

1.) Tires: Willie doesn't ride skinny tires. This bike is set up to use whatever tire you might need to tackle the roughest roads (or non-roads). You can install from 1" to 2" wide semi knobbies if needed.

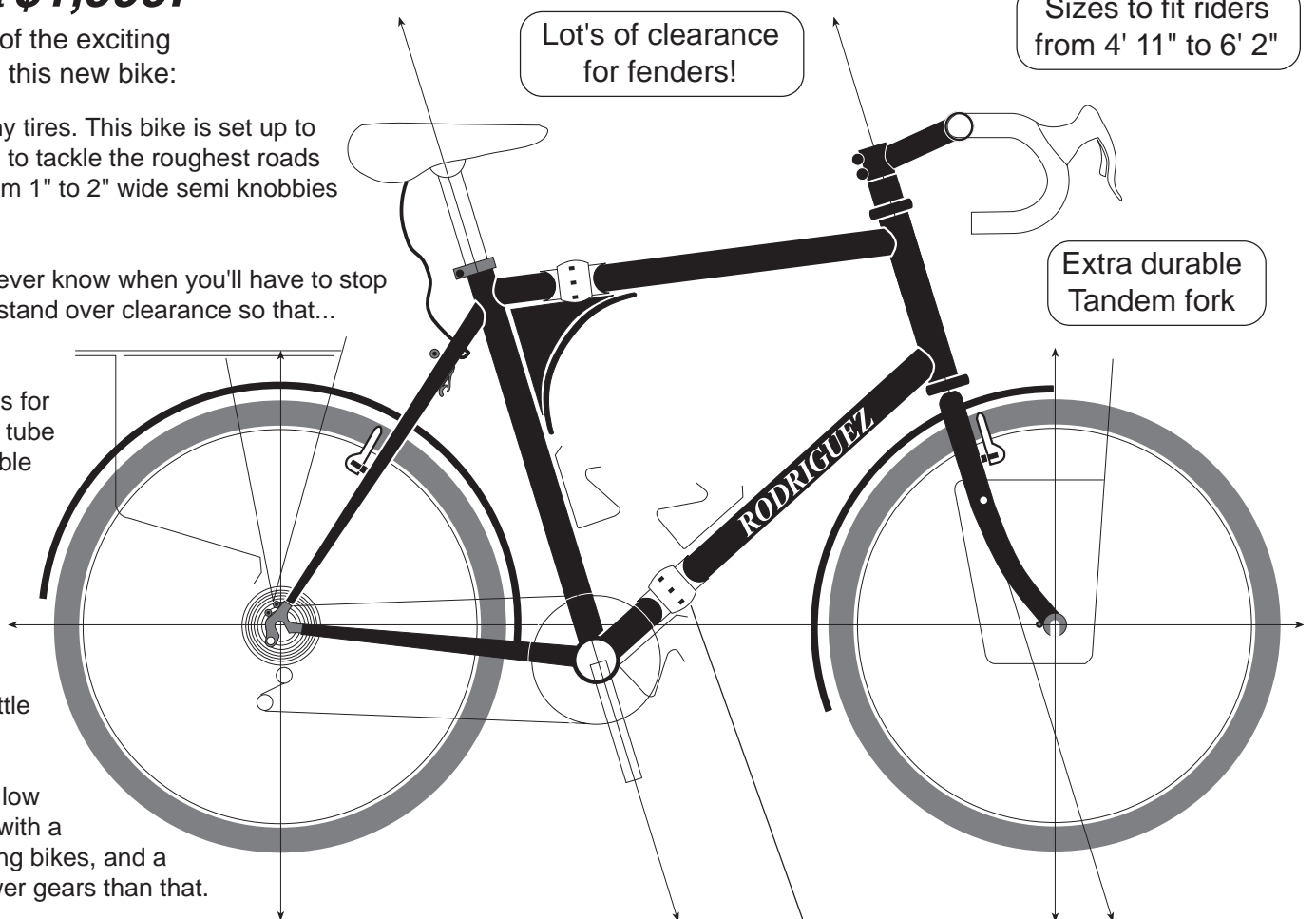
2.) Standover Clearance: You never know when you'll have to stop short! Willie likes to have a lot of stand over clearance so that... well you know why.

3.) Comfort: Ultimate touring calls for Ultimate comfort! The sloping top tube provides a higher, more comfortable handlebar position. The bike is offered with drop or flat bars.

4.) Luggage Room: The W² Adventure comes equipped with front and rear rack braze-ons so you can carry a motherload of equipment, as well as 3 water bottle braze-ons.

5.) Gearing: Willie likes low, low, low gears. The W² Adventure comes with a lower gear range than other touring bikes, and a crankset that will even accept lower gears than that.

MEET WILLIE'S BIKE!

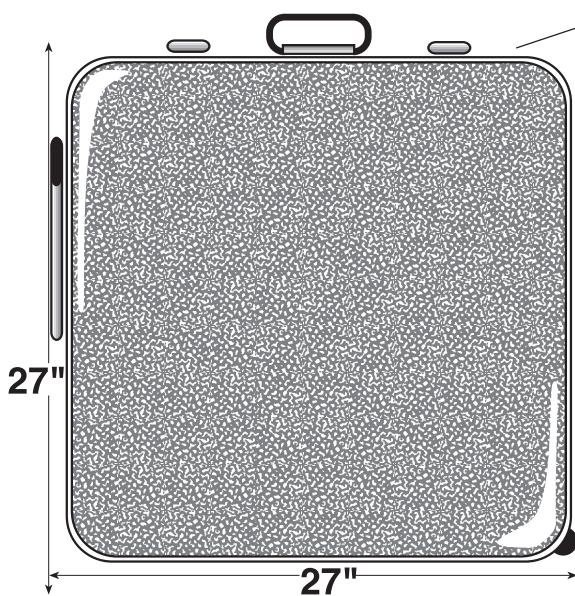


6.) Portability: The W² Adventure is equipped with **S&S couplings**. This means it can easily be packed into a 27" by 27" suitcase (sold separately)

7.) Durability: This bike is built from True Temper Butted Cro-moly. The components are selected for their durability and simplicity in design. All of the bearings are cartridge sealed and maintenance free.

Lot's more cool stuff:

- The W² comes with a shoulder pad carrying device. You can sling the bike up on your shoulder and carry it across a stream without killing your shoulder.
- The W² comes with our exclusive Rodriguez bottle opener (brazed on the seat stay). It is stainless steel, and always accessible so you won't have to dig through your panniers for your Swiss army knife just to open your drink.
- The Outrigger cable braze-on is another Rodriguez exclusive that you'll find on the W² Adventure. This little guy holds the cable stop away from the frame just a little bit. This allows us to use a cable splitter for the rear brake and it won't rub the paint off the frame.
- Ultimate travellers have a very strong attachment to their seat. The W² includes a seat leash so that your seat maintains its attachment to your bike!



FREE SHIPPING FOR ORDERS OVER \$15 • 206-527-4822 • <http://www.rodcycle.com>

CALORIES TO BURN!

STACIA'S TRAINING TIP

- How hard are you working?
- How many calories are you burning?
- How can you lose those extra pounds?

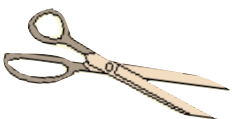
If you've ever asked yourself these questions - you are in the market for a heart rate monitor. One with a watch and chest strap so you can gauge effort and also track how many calories you are burning. With all the holiday parties and limited daylight hours, a heart rate monitor is a great tool! The monitor will work while cycling indoors or outdoors, while running, walking or jogging, or even while cross country skiing. The prices on these little guys range from \$50 to up in the hundreds. My suggestion is that most people will do just fine with the less expensive models for this type of training (I know you wanted to spend hundreds right?).



If you are trying to lose weight, remember, most licensed dieticians recommend that you lose one pound per week. This can be accomplished by creating a 500 calorie 'deficit' per day (you need to burn off 500 more calories than you take in via food and drink). If you have a heart rate monitor with a calorie counter, it will take away the guess work, at least on the 'burning' side of the equation. As far as the food and drink intake side goes, well, you'll just have to behave yourself.

That's it for now. See you next issue, I'm goin' riding!

-Stacia



CLIP AND SAVE

TRY THE INDOOR TRIATHLON!

Imagine yourself warm and dry indoors, on a rowing machine, at R+E Cycles. On your mark get set, go! How far can you row in 10 minutes? If you rowed



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

We'll total up the distances that the athletes each cover and we'll award lots of prizes. There will be a prize awarded to the fastest male and female (a box of Cliff or Luna bars), as well as a drawing for a door prize (ECG2 heart rate monitor).

You will need to pre-register, at which time you will select your start time. We'll start racers every 15 minutes. You can sign up by calling us at 206- 527 -4822. You can sign yourself up or surprise a friend by signing them up, too!!

The race will be held Saturday, February 7th.
Time slots available every 15 minutes
from 9:00am to 6:00pm

Entry fee only \$25

C'mon, what else you got goin' this winter?
Call us at 206-527-4822 to sign-up

YOU CAN ONLY HAVE THIS MUCH FUN AT



CALORIES TO BURN!

The best way to train in the winter is to train while using a heart rate monitor with a calorie counter. Well, it just so happens that we've got a spectacular deal on a basic one just like that. The sports instruments ECG1 is the best one you'll find for just \$59.99. Use this coupon, and we'll throw in a **FREE Heart Rate Monitor Book for Cyclists, by Sally Edwards.**



FREE \$18 Book
FREE is a very good price!

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

MORE CALORIES TO BURN!

The ECG2 is the same heart rate monitor as the ECG1 except that it has a stopwatch and will monitor your heart rate in 3 different zones. This heart rate monitor is a fantastic value at its regular price of just \$89.99. But now you can pick one up this winter at R+E Cycles for



Just \$79.99

and still get a free FREE \$18 Book
by Sally Edwards!

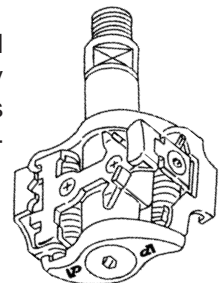
Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

CLICKITY CLICK!

OK, here's your chance. A few lucky people will get a free pair of clipless pedals when they buy any pair of shoes that we have in stock. That's right, any pair. We've only got 4 pair of these pedals in stock, so hurry up.

FREE CLIPLESS PEDALS!!

\$40 Value



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

I CAN SEE CLEARLY NOW

Sunglasses 2 pair for \$20. You can buy one clear and one dark, or one yellow and one dark, or.... mix it up any way you like. reg. \$20 each

2 for \$20



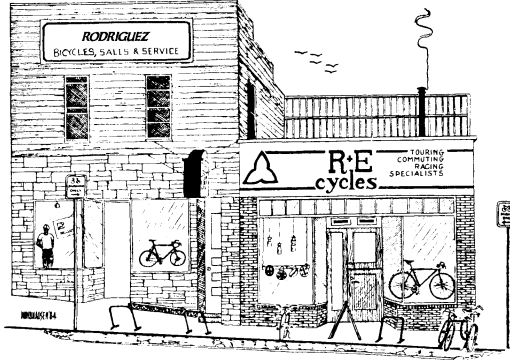
Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

WHY JUST BUY A BIKE WHEN YOU CAN BUY A BIKE SHOP?

"Buy a shop? Me?" you ask. Yes, you. That's the best advice that you can get when you are shopping for a bicycle. What it means is the difference between shops is greater than the difference in bike brands. So, what you are actually buying when you buy a bicycle is a relationship with that bike shop.

At a good shop, you'll get lots of attention to how your bike will fit, and good advice from staff that listens to your concerns. You'll find educational seminars, good educational materials, and long term staff members in every department.

These are just a few of the things that you'll find here at R+E Cycles. When you buy from us, you're buying the whole shop.



BICYCLE REPAIR CLASSES

Road Side Repair \$45

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

- Fix a flat tire
 - Fix a broken chain
 - Make a minor adjustment to your shifting & brakes
 - Know what tools and parts to carry with you on your bike
- Next Dates are: Jan. 14, 28, Feb. 4, 11, 18 (6:30pm)
To sign-up call 206-527-0360 or sign-up at www.rodcycle.com.
(This class is limited to 8 people)

The Well Tuned Bike \$150

This three-evening course is the perfect class for the person who wants to learn how to tune up their bike for the season. During the class, you will give your own bike a tune-up! You'll learn the following and more:

- Hub bearing adjustments
- Basic wheel truing
- Bottom bracket adjustment
- Head set bearing adjustment
- Thorough shifting adjustments
- Thorough brake adjustments
- How to use several specific shop tools

To sign-up call 206-527-0360 or sign-up at www.rodcycle.com. Dates are:
January 6, 7, 8 (6:30-9:30pm) (limited to 5 people per session)
One day Class Friday, Jan. 30 (11:00am-5:00pm) (limited to 4 people)
February 17, 18, 19 (6:30-9:30pm) (limited to 5 people per session)
All classes require 100% deposit for registration

The Overhaul Course \$210

This four-evening course is the class for the person who has the skills that the well tuned bike course covers, but wants to learn everything there is to know about their bike! In this class you will strip your bike and completely overhaul it. The price includes new bearings all around, and new cables & housings all around (other parts extra if necessary). Whew! Sounds like fun. Below are some of the things you'll learn in this extensive course!

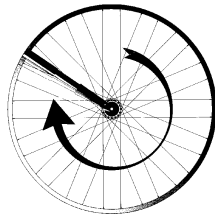
To sign-up call 206-527-0360 or sign-up at www.rodcycle.com. Dates are:
January 20, 21, 22, 23 (6:30 - 9:00 PM)
February 3, 4, 5, 6 (6:30 - 9:00 PM)
(These classes are limited to 5 people per session)



Visit our on-line store
www.rodcycle.com

YOU SAW IT HERE FIRST!

Once 'the new product' we brought back from interbike, now the Speed Levers an 'old classic'. Change your tire like a pro! This lever makes tire changing a breeze. It comes with easy to use instructions and can change a flat tire from a nightmare to a breeze. Reg:\$8

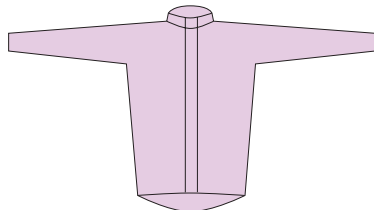


Coupon:\$6.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

BUILD YOUR CONFIDENCE!

Out there on the roads this time of year, a cyclist can sometimes feel a little invisible. We've got the solution. Pearl Izumi and Hind both make a comfortable, lightweight wind shell that doubles as a yellow beacon to the cars out there. Zip one on today for just \$39.99 (reg. \$60). ONLY AT R+E CYCLES

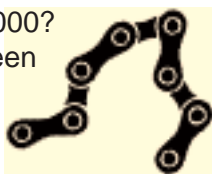


SAVE \$20!!

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

The Weakest Link

How many miles are on your chain? Is it over 1000? Do you even know? Well, if your chain hasn't been checked in a while, you should bring it by. We'll measure it with our chain stretch gague, and let you know if it's worn. This is a service that we will perform for you while you wait, and at no charge. While your here, we'll even lube your chain for you for FREE.



FREE CHAIN INSPECTION AND LUBRICATION

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

Get Some Class!

Use this coupon to save 10% on any repair class that we offer.



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

Reincarnate That Old Steed!

If you love your bike, here's a package deal for you. Bring your bike in for an overhaul and a paint job! That's right an overhaul and a paint job. Back in Idaho in the early 1980's, this was one of the most popular service packages that I did at my little bike shop. Well, now we're offering it to you at a package price that will save you \$150!! An overhaul is \$199 and a paint job is \$350. When you use this coupon, you'll get both for just \$400.



SAVE \$150

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

Wet Behind the Ears....

....and all over your back, butt, and feet? But you still don't want a pair of fenders huh? Well, we've got the fenders for those of you who don't want fenders. The Race Blades from SKS install easily without the use of a single tool. You can slip them on when no one's looking, and have them back off in seconds. No one will know....c'mon, give 'em a try. We'll even save you a few bucks on them. Reg. \$55

Buy a set of Race Blades, and use this coupon to

SAVE 10%

Hurry, Limited Supply



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 1/31/04

We Have the Best Customers in the World!

As most of you know, we don't do a lot of advertising outside of our newsletter. Our advertising is truly the 'word of mouth' type. We've been here 30 years now, and I've been here since 1987. I guess that's 17 years, but that sounds like a long time, and I don't feel that old, so I'll just keep saying 'since 1987'. Even after all that time, it never ceases to amaze me how many of our new customers hear about us from you. It happens every day. I'll ask someone "where did you hear about our shop", then I get a great story.

Yesterday, a man and woman were in looking at a pair of Rodriguez bicycles. I asked her how they found us. She told me that a woman whom she did not know, had rolled her bike into a public restroom and said "you have to watch this with me". The woman with the bike then rolled the front wheel while they both watched the odometer turn to 10,000 miles. She said, "I just wanted to share this moment with someone". Well, the bike was a Rodriguez. The two got to talking and low and behold, a new pair of Rodriguez owners were born.

This is a very common type of story to hear from a first time visitor to our store. I could go on and on, but instead, I'd like to just take a moment to thank all of you. A business like ours is unique in this industry, and we couldn't exist without our customers getting the word out. Our customers love their bikes, and the '10,000 miles in the restroom' story reflects that.

Some of you bike for fun with your family, some of you bike just for exercise, some of you are commuters or tourists, and to some of you, cycling is a lifestyle. No matter which category you happen to belong to, you are the reason we're here, and we thank you for 30 great years.

-Dan

ANNOUNCEMENTS AND UPCOMING EVENTS

THE NORTHWEST TANDEM RALLY

is coming to Seattle area this year. This is the first time that it's been this close since 1993 when it was held in Mt. Vernon. This is how my family and I like to spend our Memorial day weekend. Tandem riders are a fun bunch of people, and the food is great. The Evergreen Tandem Club here in Seattle took on this project 2 years ago, and it sounds like they're doing a great job with it. If you've never been to a tandem rally before, try this one and I guarantee you'll get hooked! For information contact the Evergreen Tandem Club at:



www.evergreentandemclub.org

A NEW ARRIVAL

R+E Cycles proudly announces the arrival of the KHS line of Bicycles. People come to us for our fitting expertise and our experience. The KHS line has several quality bikes priced from \$600 to \$1200 that we will be carrying this year. We chose KHS because of the diversity of the line. KHS has a very nice 'bounce around town' tandem for \$1400, those little folding bikes, and a wide selection of road and touring bikes for under \$1200.

KHS

GET YOUR ORDER IN NOW

For your Rodriguez Jersey! Every year that we do these, they sell out before we even get them in. The jersey will be a comfortable 'club' cut and sell for \$69.99. If you want to assure that you get one, call or come in to R+E Cycles, and put your deposit down today.



DO YOU TAKE TRADE-INS?

Until this year, the answer has always been NO. But in September of 2003, we did a trade-in special, and you all liked it so much, we decided to try it for the season. We will be accepting trade-ins on Rodriguez bicycles only. We will consider road and mountain bikes.

