

The secret of joy in work  
is contained in one word  
- excellence. To know  
how to do something  
well is to enjoy it.

- PEARL S. BUCK



5627 University Way NE • Seattle • 206.527.4822 • [www.rodcycle.com](http://www.rodcycle.com)

**R+E CYCLES NEWS • THE NEWSLETTER OF CYCLING VALUES! MARCH-APRIL 2008**

## Pioneers and Profits

**35 Years in the making** Now that bicycles are hugely popular, I'm sure you've noticed that a lot of companies are getting into bicycle fitting of some kind or another. If you were to step back in time though, say...30 years or so, you'd find that only a few very specialized companies had the passion to spend the time and resources to develop bicycle fitting technologies. One of these pioneer companies was, and still is, R+E Cycles right here in Seattle. For 35 years we've been developing fitting technologies to make your cycling experience all it should be.

### NEXT-fit™

You know us for our Rodriguez and Trillium bicycles, but our bicycle lines actually grew out of our fitting techniques. Without the poorly fitting bicycles being sold all over the world, we couldn't have performed over 50,000+ bicycle fits and collected the data to engineer our NEXT-fit™ Bicycle Fitting Software. Without the machines and experience of building bicycles, we couldn't have created our NEXT-fit™ adjustable fitting bike. Without the data, and the adjustable bike, we couldn't have engineered our 15 production sizes of Rodriguez bicycles to fit as well as they do.

We are a different kind of bicycle company. Sure we spend time making our bikes light, but probably 90% of our development goes to making our bicycles fit our customers more comfortably. We've found that no amount of weight trimming or aerodynamics can replace a comfortable ride when it comes to speed on your bike.



Over the past 35 years, this philosophy has evolved into our own complete fitting system, the NEXT-fit™ system. The system includes software for accurate fitting suggestions for the professional, as well as a plethora of tools for accurate measurements. The crown jewel of the system is the only completely adjustable fitting bike made that can be adjusted by the fitter as the rider is riding.

Most of our customers are not professional racers, but ordinary people who want to enjoy a comfortable, high-end bicycle. It only

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## You Must Be Mr. Rodriguez

This is a question I hear a lot. Actually, I'm not Mr. Rodriguez, my name is Dan Towle. I have been the owner of R+E Cycles for 15 years now. Before that, I worked for Angel Rodriguez as the Service and Assembly manager way back in the 1980's.



Angel was a very outgoing, well-known personality in the local Seattle biking scene. He was a kind of 'cycling ambassador' representing R+E Cycles. He wrote books, and did a lot of speaking engagements. I spend a lot of my time behind the scenes here in the company, and ended up working in every area of the store at some time or another throughout every season. After 15 years as owner, Scott, our manager, thought it was about time to let you connect the face to a name so to speak, so here it is.

Back in 1993, my wife and I, along with one other business partner, purchased R+E Cycles from Angel Rodriguez. Our business partner, who ran the sales dept., left the company five years ago. My wife does all of the accounting work, and I work in the shop just about every day. I write the newsletters, web site, and all other materials related to the shop, answer all the store e-mail, design and help write the software we use for all aspects of the business, and maintain the network of 20 or so computers. A book could be filled with all of the mundane details of everything I do here, but suffice it to say that I am kept very busy. I love to work on the sales floor, but time constraints only allow limited time for it. My favorite place in the shop to work is the repair department, so I often sneak off to assemble or overhaul a bike.

I try to keep my focus on improving our products and services for our

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**HOURS**  
Monday ~ Closed  
Tuesday - Friday 12 ~ 6  
Saturday - 10 ~ 5  
Sunday ~ Closed  
by Appointment ~ anytime



**R+E Cycles**  
5627 University Way NE  
Seattle, WA, 98105  
206-527-4822  
fax 206-527-8931  
email Sales@rodcycle.com

The only shop around with a real coffee shop built right in. If you would like to plan a ride to leave or start at R+E Cycles coffee shop, just call ahead and we'd be happy to accommodate your group.

## Like an Old Shoe...

...but why would you want an old shoe when you can get new Shimano shoes at R+E Cycles and save 15% in the process (reg.\$70~\$120)? That's right! We're closing out Shimano shoes to make way for the new Pearl

Izumi shoes and you get the savings!

**SAVE 15% on Shimano Shoes in stock**

**Hurry! Limited to stock on hand**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires 4/5/2008*

## See the Light!

Even though it's not dark when you commute, you still need some basic lights on your bike so cars can see you. This basic light combo kit gives you a blinking tail light, and an energy efficient front light. Be sure that drivers can 'see the light' on your way home. Reg. \$30

**With Coupon Just \$23.99**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires 4/5/2008*



## Is Your Brain Tired?

Mine sure is. Frankly, I just don't want to have to learn another complicated technical device right now. If you feel the same way, then why not look at a simple to use, no frills bike computer like the Sigma BC500. It just tells you what you need to know, and doesn't dazzle you with the bells and whistles that you can't figure out how to run anyway. Reg. \$24.99



**With Coupon Just \$18.88**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires 4/5/2008*

PRSR STD  
US Postage  
PAID  
Seattle, WA  
Permit No. 1578

## Five Finger Discount

Use this coupon to get a pair of Rodriguez Gel padded cycling gloves for just \$19.99. Reg. \$25



**SAVE 20%**

*Offer limited to stock on hand. No cash value. Expires 4/5/2008*

## Flat Broke?

Then use this coupon to get everything you need to fix your flat tire for just \$19.99. Tools, and the bag to carry them in. You get a pump, patch kit, tire levers, and the seat bag. Reg. \$25



**SAVE \$5**

*Offer limited to stock on hand. No cash value. Expires 4/5/2008*

## Air Time

If you've been finding yourself under pressure lately, there's not a whole lot we can do for that. For your bike tires on the other hand, we've got a solution. Use this coupon to pick up a Planet Bike Ozone ST floor pump for just \$28.99 and whip those tires into shape without expending too much effort. Reg. \$34.99

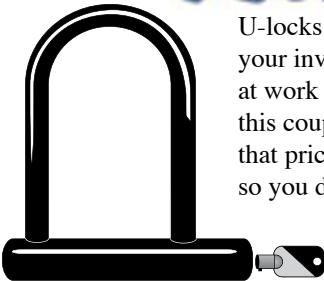


**SAVE 20%**

**With Coupon Just \$28.99**

*Offer limited to stock on hand. No cash value. Expires 4/5/2008*

## Lock Down!



U-locks are back and still the safest way to protect your investment! Buy one to leave locked on the rack at work so you don't have to haul it back and forth. Use this coupon to get a Knox U-lock for just \$18.88. At that price you can afford to get one to leave at work so you don't have to haul it back and forth! Reg. \$25

**With Coupon Just \$18.88**

*Offer limited to stock on hand. No cash value. Expires 4/5/2008*

## Morning Chill?



Arm yourself for morning with a pair of Canyon arm warmers! You'll be warm in the morning, but if it heats up, just whip those babies off and show off your toned forearms. Reg. \$30

**With Coupon Just \$22.99**

**Hurry! Limited supply**

*Offer limited to stock on hand. No cash value. Expires 4/5/2008*

## T-shirts off our back

Back by popular demand! You've all been asking to buy R+E Cycles Wing Logo shirts. Now they are back in stock, at least for a while. Get 'em while their hot! Reg. \$25



**With Coupon \$19.99**

*Offer limited to stock on hand. No cash value. Expires 4/5/2008*

...from front page



makes sense to innovate with that in mind.

As a custom bicycle manufacturer (Rodriguez and Trillium), as well as a bicycle shop equipped with a computer programmer and a full machine shop, we have a unique approach to bicycle fitting.



Pioneering is very expensive, but we think our customers are worth it. That's why we've dedicated huge resources over the years to improve our methods of adjusting bicycles for our customers. We have immediate feedback from thousands of clients, and we can make adjustments to our tooling or software on the fly. If you would like to read more about the NEXT-fit™ system, I've written oodles of info and it even has its own web site. I've got photos of a NEXT-fit™ session as well as sample forms that the software creates available for viewing on the site as well.

I've written a complete history of bicycle fitting here at R+E Cycles and it's available here: <http://www.rodcycle.com/nextfit.html>

Visit NEXT-fit™ online at

 [www.next-fit.com](http://www.next-fit.com)



## The Bikes for 2008!

The Rodriguez Catalog is online and ready for downloading! I know in the past I've put the current model year bikes all in this newsletter, but believe it or not, we have over 60 models now, and I just couldn't find the room. The web-site [www.rodcycle.com](http://www.rodcycle.com) is up to date (email me if you find an error) and the catalog can be downloaded right from the website. Make sure you email your friends the link!

Thanks again, and hope you have a fantastic 2008 season!

**Get our catalog at  
[www.rodcycle.com](http://www.rodcycle.com)**



## The Devil's in the Details

I've illustrated on the back page how our 'Fit to Finish' manufacturing method helps us evolve our bicycle fitting and building techniques at a much faster pace than a standard bike company. But, there's more benefits to the rider as well.

In a product-focused manufacturing facility, every bike is built one at a time, and improvements are viewed as fluid and continuous, just the rain water that flows down the alley in back of our shop. Even small detail improvements that you don't even see unless you look really hard are constantly being developed. We don't have to wait until we've sold through a large production run, and then poll our dealers or customers. We can make the improvement on the very next bike.



Some of those little details were developed almost a decade ago right here at R+E Cycles, and over time have been adopted by others in the industry. One such item is the outrigger cable stop. On a travel bike, like the Houdini or any other travel bike for that matter, plenty of thought must be put into how easily the bike can be taken apart and put back together.

Now, way back in the mid-1990's, we started making travel bikes. Because of the fact that we teach our travel bike customers how to put their bike into the box, and reassemble it again, we were able to rapidly come up with minor changes that made major improvements to dis-assembly and re-assembly. The use of the cable splitter became common use on our travel bikes immediately, but on the second travel bike, we designed and built our own cable stop that held the cable splitter away from the frame so that it wouldn't rub the paint off of the frame when you pulled the brakes. From bike number 2 on, the Rodriguez outrigger has been a standard on every travel bike we make.

Imagine my surprise when another company approached me in 2007 with a brand new product they had just developed.....I don't know what they call it, but it's 10 years too late, I told them. Our customers have been benefiting from outrigger stops since 1996.

I could obsess here on dozens of similar components that make our bikes unique and ahead of their time, but the point is that at R+E Cycles, we don't wait if an improvement is needed, we just do it now....on the very next bike. We have the machines and experience to make it happen.

You can read much, much more if you like at:

 [www.rodcycle.com](http://www.rodcycle.com)

## Team Rodriguez

Bruce, rocketing up Le Mount Ventoux on his Custom Rodriguez S3!

Read his story in our online customer scrapbook at [www.rodcycle.com](http://www.rodcycle.com)



## Captured!



A Rodriguez Ultimate Travel Bike captured in its natural habitat.....anywhere you want to go.

The Rodriguez W2 Ultimate Travel Bikes are designed after the bike that we build for Willie Weir. I've told you that this bike is the most versatile travel bike made, and Clay sent me some proof. Here's a shot of his Rodriguez UTB fitted with Studded tires. This is how he rides in Juneau Alaska. Thanks for the great photos Clay!

You can check out this and many other photos and letters from our customers in our on-line scrap book as [www.rodcycle.com](http://www.rodcycle.com)



## Get Back!

**Back issues are FREE on-line!  
FREE is a very good price.**

A lot of you have asked over the years if you could get a back issue of our newsletter. Well, I've put them on line back to about 2003, and you can view them anytime you like. Of course, the coupons will be outdated, but the info is there. You can get them on our website if you just go to the 'download our newsletter' section of the site. They are cataloged by date, and there's a brief description of the articles within.

Thanks for reading!

# I Want Those Big Fast Wheels!

A recent question came my way about 650c wheels being “slower” than “traditional” 700c wheels. This is not a new question. It has been a topic of conversation at least since the late 80’s when many triathlon-specific bikes started using smaller wheels. However, let me give you my view on 650c wheels since I’ve been racing on this wheel size for 10 years.

When I started cycling 15 years ago I bought a 49cm road bike with 700c wheels (I’m 5’5”). The first thing I noticed was how “out of proportion” the wheels looked on the bike, especially after I purchased a shorter stem to reduce the reach to the handlebars. I also noticed that my front wheel would hit my foot if I turned it very far. There was a pretty sizeable pedal/wheel overlap that was caused by trying to fit “big wheels” on my “little” frame.

Using 650c wheels for smaller frames makes a lot of sense and results in a better fit for the rider. The top tube can be made shorter and the smaller wheels allow for a better head tube/fork rake design. As a result the bike can still be made to handle like a Porsche instead of a station wagon. How “fast” a bike is has everything to do with fit and rider position.

But smaller wheels are SLOWER some say! This could not be further from the truth. Is a monster truck with its HUGE wheels faster than a Mustang with its “normal” size wheels? Why not? Because wheel size is not the primary factor in determining speed.

Without getting too technical, it is important to remember that the speed at which a wheel turns is based on the combination of gear ratio (front chainring to rear cog ratio), pedaling cadence, and the circumference of the rear wheel. In cycling terminology there is a concept called “gear inches”. This term refers to the distance the rear wheel travels with one revolution of the crank. The more “gear inches” the harder the bike is to pedal. A 650c wheel will travel approximately 3 inches less than a 700c wheel when turned by the

same gear ratio. However, it will be easier to pedal (fewer gear inches) so the rider will either pedal faster (increase the cadence) or switch to a slightly larger gear, either of which will equal out the effort. The end result is that the rider will typically “push” the same amount of “gear inches” regardless of which size wheel is on the bike.

Enough of all the techno jargon. Am I slower on my 650c wheels? Hardly. I’ve been racing for 12 years and last season had the fastest bike split at two local triathlons. I also had the 2nd fastest bike split at Danskin (fastest in the Elite wave - 3rd overall in the race). Both my race and training bikes have 650c wheels with 50/34 compact crank set-ups and 11-23 rear cassettes. More importantly, both my bikes fit and allow excellent, fatigue-reducing positioning.

I went out to the garage the other day and hopped on that first road bike just to see what it felt like to ride 700c wheels after all these years on 650c. It felt like I was riding my big brother’s bike! Very bulky and awkward compared to my nimble handling 650c machines.

Remember the best bike for YOU is the one that fits you! If speed is what you are seeking, FIT always wins out over frame material, weight, componentry, and yes, wheel size. I can’t count the number of athletes I see in races and long events who are ‘sitting up’ on the top of their bars due to discomfort from a poor fit. Get a bike that fits, train right, and attend one of my classes to learn more bike skills so that you will be faster on your 650c bike!

## About Stacia

- Stacia McInnes

As you read through our catalog, newsletters and our website, you’ll notice that this is the only article in it that I didn’t write. I liked this article from Stacia because she says it so much better than I can. She wrote this article after we built her new racing bike, and someone asked her why she didn’t get 700c wheels.

We build a lot of bikes every year, and most of the smaller bikes work out a lot better with a little smaller wheel (either 26” or 650). For some reason, a lot of shops out there feed people misinformation about wheel sizes, and smaller riders end up with bikes that don’t fit or handle properly. This is unfortunate because 26” and 650 wheels exist, and the industry has done a decent job responding, but tall guys who work at bike shops tend to resist recommending smaller wheels even for riders who are....let’s say....shorter than average.

If you think 650 wheels are slow, I suggest you go for a ride with Stacia (the mother of 2 children by the way). I have 700c wheels, and she kicks my butt so bad it’s embarrassing.

### Team Rodriguez

Stacia (on her 650 wheels) screaming through her best cycling season ever after receiving her S3 Triathlon bike! Read her incredible story and many others in our on-line customer scrapbook at

[www.rodcycle.com](http://www.rodcycle.com)



## The Power of Wheeling

It’ll feel like a new bike when you install a set of Easton EA50 wheels. We have 650 and 700c in stock, and you can get ‘em on sale. Reg. \$300 pair

**With Coupon**

**Just \$279**

While Supplies Last!



*Offer limited to stock on hand. No cash value. Expires 4/5/2008*

## No Excuses!

So you’ve got an old bike in the garage but you can’t ride it because it doesn’t shift very well and the seat is horrible? Those are some pretty weak excuses when we’ve got a deal like this. Bring in that old bike and schedule it for any one of our services packages (from \$77) and we’ll throw in for FREE a Planet Bike ARS saddle. The seats are soft as a baby’s bottom. Reg. \$30. You don’t even have to use the seat on the bike that we’re servicing if you want.



**FREE Planet Bike**

**ARS Seat**

While Supplies Last!

*Offer limited to stock on hand. No cash value. Expires 4/5/2008*

...continued from front page

# Mr. Rodriguez??



This is me now

Photo courtesy of Dan Schlatter, Puget Sound Business Journal In 2006, The Puget Sound Business Journal wrote an article on the store and myself.



This was me then

Photo courtesy of my mom. In 1970 something, I built this chopper out of a 'bike in a bucket' that I bought from a friend for 50 cents.

customers. After all, without the support of customers, a small business like ours would never exist.

I'm not as outgoing or well-known as Angel outside of the store, and you probably won't find me giving a speech at an industry trade show anytime soon. That's because I run the store in a different way than he did. I enjoy the day-to-day interaction with customers and their bikes. The current spotlight really belongs on the entire operation and all of the talented people that I am blessed to be working with.....all of whom share the same love of bicycles as myself. The spotlight also belongs on the customers who choose us as their bike shop, and keep sending us their friends. They are the R+E Cycles 'cycling ambassadors' of today.

All in all, owning a bike shop is much more work than I could have ever imagined, but more fun as well. My hat's off to Angel and anyone else who has put in the kind of effort it takes to make a go of it.

Thanks for reading

-Dan

## About Team Rodriguez

Looking through our catalog or newsletters, you may have noticed that Team Rodriguez is a very diverse team.

Every winter, a few different organizations approach us about team sponsorship. Some shops and manufacturers give extra service to people that race. We've come to realize that our team is really our customers. Some of our customers are racers, but lots of them are not. Those customers who don't race are just as vital to our existence as those who do. Why not give that "stop everything and help out" service to all of our Rodriguez customers that support our us?

Every single day a new customer comes in the shop and tells us that a friend sent them. Throughout our catalog and newsletters, you'll see short profiles on just a few of our customers that we consider a big part of Team Rodriguez.

Thanks for making our jobs so much fun! -Dan

## Team Rodriguez

Gary, Jean, Jake, Jenn, and baby Sara show off their Rodriguez Travel Tandems. Jake worked at R+E Cycles as teenager, and at one time (I think when he was 11) was part of the youngest tandem team on the Northwest Tandem Rally. Now he's serving our country in the military, and is married and has a daughter. Watch out world, here comes Jake! Thanks for your service and thanks for the great pictures!



## Fender Bender

Easy on, easy off again fenders!  
We've got 'em, and they're on sale.  
Use this coupon to get any pair of Freddy Fenders in stock for just \$34.99. Reg. \$40



**SAVE \$5**

Offer limited to stock on hand. No cash value. Expires 4/5/2008

## New Jersey

Use this coupon to get a \$10 discount on either a Men's or Women's Bellwether cycling jersey. Reg \$60 ~ \$70



**SAVE \$10**

Offer limited to stock on hand. No cash value. Expires 4/5/2008

## Ride + Eat

R+E Cycles stands for Ride and Eat, so it's no surprise that we have a way to do both right here in this little coupon. The Bento box allows you to carry your fitness bars, gel, cookies etc.... right where you need them. Reg. \$20



**With Coupon \$17.99**

Offer limited to stock on hand. No cash value. Expires 4/5/2008

## The iPhone of mini-tools

So you want an iPhone but you can't afford one? I know the feeling. That's why I carry the Mentor Micro tool instead. The Serfas Mentor Micro folding tool has 9-functions and is still small enough to fit in your pocket. You'll be able to perform just about any on the road repair. See if your buddies can do that with an iPhone. Reg. \$20



**With Coupon \$14.99**

Offer limited to stock on hand. No cash value. Expires 4/5/2008

## A Step in a New Direction

As you know, we try and limit our selection to brands that we like, and use ourselves. Another important component of brands we carry is the relationship we have with the company, and their willingness to go the extra mile for us and our customers. Over the last few years, we have developed such a relationship with the woman who represents Pearl Izumi.

For years now, we've carried a smattering of different shoe brands. Most shoe companies run out of stock or don't make a full line of cycling shoes for men and women. For 2008, we're moving to Pearl Izumi cycling shoes. We're excited because they make a complete line of shoes from economical touring shoes to high-end, light weight racing shoes. Another great thing about the Pearl Izumi shoe line is the fact that they make both men and women's sizes. As it happens, we have both men and women customers, so this works very well indeed.



The Pearl Izumi representative has promised us good delivery on the sizes and models we're carrying, so if all goes well, our shoe dept. should run as smoothly as all of our other departments this year.



If Pearl Izumi, the company, is as good as their representative, I think we may have a long history together. Welcome Pearl Izumi, and thanks Laura!

## Your Bike's Done Dave... And it's Amazing!

In our last newsletter, I wrote an article about Dave, and the bike he'd been lusting after for the last several years. Well, the bike is done, and it's truly incredible. Dave's Trillium is a travel bike, that can be either a fixed gear, single speed or a full standard drive train with as many gears as he would like. Not only is it versatile, it's a work of art. I know that the little tiny picture below doesn't do it justice, but maybe you'll see Dave out tearing up the roads on this new machine. Hopefully, you'll find him stopped somewhere, as it will be hard to get a good look at the bike as he whizzes past.



Thanks Dave, and I sure hope you enjoy that new ride!!



For more information and color photos visit us on the web!

[www.trilliumcycles.com](http://www.trilliumcycles.com)

### Looks Kinda Sidi



Use this coupon to get 20% off all Sidi shoes in stock!

**SALE 20% OFF**

While Supplies Last!

*Offer limited to stock on hand. No cash value. Expires 4/5/2008*

### Smiley's Bargain Box



Use this coupon to talk to Smiley about those incredible deals in his box of bargains. I've told him I want that thing to go away, but he says he needs to sell all the stuff out of it first. Please help me out. Come down here and make him an offer on some of this stuff....I've told him to take any reasonable offer he gets. Unreasonable offers will also be considered. Thanks

*Offer limited to stock on hand. No cash value. Expires 4/5/2008*

### String of Pearls

Use this coupon to get one pair of Serfas designer series sunglasses (fashion) when you purchase any pair of Pearl Izumi shoes (from \$90~\$200)



**FREE SUNGLASSES**

Hurry! We've got a limited supply of these sunglasses - \$30 value



*Offer limited to stock on hand. No cash value. Expires 4/5/2008*

### Flap Trap

Mount a mud flap to your bike fenders and start taping the mud before it flies into your friends mouth. Reg. \$6

**SALE \$4.88**

New Item!



*Offer limited to stock on hand. No cash value. Expires 4/5/2008*

# Fresh Squeezed in Seattle

## Give us a Brake!

If you've been in the tandem business as long as we have (since 1973) you've done a lot of adapting. It seems that most of the major manufacturers don't see a need to develop components specifically designed for tandem use. So, we tandem makers have had to make do by adapting parts made for single bikes and mountain bikes into our parts specifications. Brakes are one of those areas that have been completely abandoned by the big guys, so we decided to do something about it! While everyone else is busy trying to adapt the latest mountain bike brake for tandem use, we're thinking out of the box.

If you have a mountain bike, use a brake that was designed for a mountain bike. If you ride a tandem or touring bike, use a brake that is designed for a tandem or touring bike!

Introducing the Trillium Big Squeeze tandem brake from R+E Cycles. **Hand-made right here in Seattle, U.S.A.**

The benefits of cantilever brakes for tandems, touring bikes and travel bikes are undeniable. Length of pad wear, ease of mounting racks, fenders, wide tires etc... We love the cantilever brakes of the distant past (not to be confused with the U-brake or V-brake which we hated), and now we've developed the cantilever brake of the future. I've told a lot of you that we have a design that we've wanted to try and now it's here. Above is a picture of the Trillium Big Squeeze cantilever brake. We have now begun production of the Big Squeeze.



The Big Squeeze is an old school cantilever brake with several new, (patent pending) improvements over any other brake

available. It's also the only brake on the market specifically designed with the tandem rider in mind.

### Ease of adjustment

On any brake, adjusting the toe of the brake pads is essential for proper performance. On a true old school cantilever, the toe adjustment was very difficult to fine tune. A young bike mechanic will still tremble at the thought of adjusting the dreaded cantilever brake. The big Squeeze fixes this problem completely. No more dreaded 'preset notches' for toe adjustment. This makes it much easier to align the pads exactly where you want them and eliminate brake squeal.



### No more Mr. squeaky!

Adjusting the approach angle of the brake arms is necessary in a cantilever to adjust for different frame designs/sizes. Usually, this adjustment has to be done using the posts on the brake pads. This often causes a lot of flex resulting in loss of braking power or that deafening squeal. On the Big Squeeze, the pivot at the top of the arm allows for angle adjustment. This means that the pads can be set to full depth against the mounting hardware. A much firmer feel, and less vibration is the result (no squeal).

### Lots more power!

In a traditional cantilever design the brake loses power as the saddle (or yoke) raises upwards because the angle of the straddle cable changes. So, the more you apply the brake, the more your mechanical advantage is diminished. The Big Squeeze eliminates this problem by pulling from the bottom of the brake arm.

How about that? All the advantages of a cantilever with all the major drawbacks solved. If you ride a tandem or a touring bike, you can't get a lighter weight, better designed brake....why compromise?

### **The Trillium Big Squeeze Brakes from R+E Cycles**

## Used but Still Sensational

If you want a sweet ride, but you don't mind saving some money at the same time, check out some of the use bikes we have in stock!

From time to time we have a few bike in stock that are used. Some of them are sample bikes, some are trade-ins, and some are here on consignment. Most of them come with the same warranty as if they were new, and you can expect the same type of service from us as if you were purchasing a new bike.

**2005 KHS Tandem** - Size Medium, good condition  
New price - \$1,200 **Used Just \$600**

**2004 Rodriguez UTB** (Travel/Touring bike) With case - Size - 5S  
Good Condition - New price - \$3,300 **Used just - \$2,200**  
**Frame/Fork Warranty**

**2004 Rodriguez UTB** (Travel/Touring bike) With case - Size - 2S  
Easy Step through frame - New price - \$3,300 **Used just - \$2,200**  
**Frame/Fork Warranty**

**2006 Rodriguez SL Veloce** road bike with K-wing bars - Size 7S  
Like new condition - New price - \$3,300 **Used just \$2,500**  
**Full Warranty**

**2007 Rodriguez Adventure Touring** bike with Phil Wood - Size 7S  
Almost New condition - New price - \$3,300 **Used just \$2,500**  
**Full Warranty**

**1993 Rodriguez Fillet Brazed Tandem** - Loaded - Size Custom  
Excellent condition - New price - \$6,500 **Used just \$3,999**  
**Full Warranty**

**2006 Rodriguez Travel Tandem with cases and more** - Size Small  
Like New Condition! - New price \$7,500 **Used just \$4,999**  
**Full Warranty**

**2007 Rodriguez Sport Mirage** - Size 2S  
Excellent condition - New price - \$2,599 **Used just \$1,999**  
**Full Warranty**

**Call us at 206-527-4822 to set up a time to look over any of these bikes. We start with a basic fit work up just as if you were buying new, and you'll get the same attention to comfort and proper fit.**



# Fit to Finish Quiz

## Just a few questions:

How many bike shops do you know of that have 35 years of custom fitting bicycles and a staff with over 160 years of combined professional experience in the industry?

Make your list.....pretty short right?

Now, of those shops....how many of them actually build the bicycles they sell?

I know....the list just got shorter right?

Now, how many of them can guarantee a 4-week turn-around for any bike year round?

Hold on, I'm not done yet. How many of those shops wrote the software and built the fitting cycle that they use to perform their bicycle fitting services?

Wouldn't it be great if the professional who performed your fitting work introduced you to the person who will be designing your frame? Wouldn't it be great if the person who designed your frame was the same person who designed the fitting system? Wouldn't it be even greater if you got to meet everyone who would be creating your new bike in person? The frame builder, the painter, the assembler, even the machinist who makes your custom braze-ons? What if they all worked at the same place that you bought your bike, and you could tour the entire shop any time you wanted?

At R+E Cycles, we've learned that efficiency and accuracy are all related to proximity. Fit to Finish means that your bike never leaves our building during manufacturing.

For instance: if I have a question about the fit on a bike design that I'm working on, I can just ask the fitter. If

the frame builder has a question for me about a drawing, they can just ask me. If the painter has a question about the paint, she can ask the salesperson. All of this can happen instantly without anyone leaving the building, or leaving a message. This assures you that your bike is built efficiently without guess work on anyone's part.

## Fit to Finish at R+E Cycles



2008 R+E Cycles Staff

## The Buddy System

- Get comfortable before you spend the winter on a trainer.



- If you would like to be more comfortable on your bike, or if you have a buddy who would like to be more comfortable on theirs, here's your opportunity! Use this coupon to save 15% on any of our NEXT-fit™ services through April 5th. Call 206-527-4822 for an appointment

**SAVE 15%**

*Offer limited to stock on hand. No cash value. Expires 4/5/2008*



## Fit Services

- NEXT-fit™ computer recommendation \$35

This service is good for satisfying your curiosity. We will perform all of the body measurements, and print out a computer recommendation of a good 'starting point' for bike sizing for the type of riding you enjoy.

- NEXT-fit™ complete fitting solution \$200

(Does not include parts and installation charges)

This service is guaranteed to solve all of a rider's comfort problems. With this service the rider makes an appointment and brings in their bike and riding clothes. We perform the full fitting service, and make adjustments to the bike. Up to 3 follow up appointments are included if needed at no extra charge.

To schedule an appointment call:

**206-527-4822**