

R+E Cycles

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www.rodbikes.com



*"Don't let what you cannot do interfere with what you can do."
--John R. Wooden*

NEWSLETTER OF CYCLING VALUES • SPRING 2017

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SPRING SPECIALS INSIDE

Alright. I'm back in my OS8.5 environment to put together another newsletter. You've been telling me you miss them, so here we go again.

Another One Bites the Dust...But it's not us.

A few nights ago, there was a story on the local news about the second oldest bar in Seattle, The Knarr, being torn down to make way for a multi-story apartment building. Several of you saw our building in the news footage and checked in with me to see if we were part of the project. Thankfully no. The The Knarr is right next door to us, but we own our building and we are staying right here. Our building was in some of the footage because of the camera

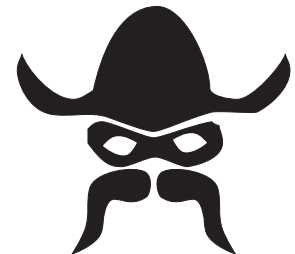
angle. So, those of you who were worried, thanks for your concern. We're just getting 60 or so new neighbors. New Seattle is a lot more dense. Hopefully, they'll be cyclists;-)

A New Flyweight, Gravel Bikes, Many bikes for Many, and Electric Assist

There's been a HUGE mix of different types of bikes going through the shop this winter. It all started with a bicycle built for 4 people that can easily be converted to a bicycle built for 3, 2, or 1. Then we got an order for a bicycle built for 5 that can be converted to a bicycle built for 3. Then we got a few more orders for bicycles built for 3 that can be converted to a standard tandem. Not many builders see a winter like that, but that's not where it ended. We had several more very unique bicycles to build.

The Bandito Steals The Show

We introduced the Rodriguez Bandito this winter as well. It's our famous Rodriguez Outlaw's disc brake cousin. It's also the lightest disc brake road bike around, and it's made of steel! It even got some national attention in a bicycle publication, and the orders poured in for the Bandito. It's a time consuming bike to build, but it is very unique in the bicycle industry.



SEATTLE SUN!

We've had a lot of sun so far this Spring....Seattle Sun that is. So, maybe you need a rain jacket? Well, in anticipation of great weather, we're closing them out at

25% OFF

Hurry, Limited supply

Limited to stock on hand. No cash value. Expires June 3 2017



Two Light!

This winter has also been filled with orders of our Super-Light, steel tandems. We've been building about double the amount that we would normally sell in the winter months.

But Wait! There's More! Gravel Grinding Takes Off

The Rodriguez Phinney Ridge, with its new light weight fork, has really taken off as a gravel grinder this year as well. See page 4 for more on this.

Finally, Electric Assist is Here

Until this winter, we had only done a few electric

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ENDLESS ENERGY



Dynamo, or generator, hubs have really come a long ways in their development. Back in the day, mostly self-supported tourists used them. Now-a-days, just about anyone likes to have one of these little dudes.

If you are a year round commuter/cyclist and are tired of dealing with dead battery powered lights, you can get some peace of mind by switching to a dynamo setup. Now you can even get a USB port and charge your phone, GPS unit, or other device as you ride! Ride with confidence and quit worrying about buying or charging batteries. Isn't technology great! Visit R+E Cycles today and feel the power of a dynamo hub on your bike.

"I gotta get a whole new front wheel laced up and everything. How much is all this gonna cost?" You're asking, right? Not much. We're going to make it easy for you. Use the coupon below to get the whole front wheel and save some \$\$\$\$ at the same time.

C'mon, you know you want one....just use the coupon.

UNDER CHARGED?

We'll charge you up, and you'll think you've been undercharged when you use this coupon to get a new hand-built front wheel for your bicycle that includes a Shimano Alfine Dynamo front hub for just \$198! 26", 700c, and 650c wheels sizes welcome. Reg. \$300 *Weinman rim with stainless spokes and 3-year wheel warranty.*

JUST \$198

Limited to stock on hand. No cash value. Expires June 3 2017



TIRED OF FLATS?

You might as well because we've got Serfas flat resistant tires on sale for 15% off. Perfect for Seattle Streets!

Reg. starting at \$29

**15% OFF
Serfas Tires**



Limited to stock on hand. No cash value. Expires June 3 2017

.....continued from page 1

assist bicycles, and that was several years ago. This winter, several of our customers wanted to make the step to electric assist. One customer wanted a tandem, and the others all wanted single bikes. So, we went to work. Mike learned all of the ins and outs of the electric assist programming. When the time came to set them up, it went very smoothly.

We've now built several electric assist bicycles in different configurations. If you, or anyone you know would like to learn a little more about it, give us a call.

The bicycle industry is in a constant state of change right now. Electric assist is only one facet of that change. Electric shifting, hydraulic disc brakes, single chain ring drive trains, you name it. There's people coming up with just about any idea you can think of.

All that being said, there's still constants in the industry. As we enter our 44th year into custom bicycles, rest assured, we'll still be here to serve you no matter what the industry throws at us.

Thanks again for choosing us as your shop. Now, bring on those new ideas!

Rodriguez

ERICKSON

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. It's just simply good preventative maintenance. The engine would continue to run on the same oil forever, but it would wear out prematurely running on dirty oil.

The same is true for the chain on your bicycle. The chain is manufactured with exactly 1/2" of space between each pin, and the gears are precisely manufactured to 'mesh' with it. The chain is subject to incredible force and leverage that a cyclist applies. The chain is also subject to road grime that collects and act as abrasives that wear away the metal.

What's the recommendation? On modern bikes people are getting about 1,000-1,500 miles before a new chain is recommended. On a tandem it's less. I've seen some people get 3000 - 4000 miles with minimal stretch, but that's the exception. I recommend that you start having your chain checked at 1,000 miles, and then every 500 miles after that. If you don't replace your chain in time, then your cogs and eventually your chain rings will wear out, costing possibly hundreds of dollars.

THE RODRIGUEZ RAINIER

Since its introduction in 2008, the Rodriguez Rainier has been our best selling model.

This is the bike that other bikes shops wish they had! The Rodriguez Rainier is perfect for the randonneur cyclist, or the commuter who doesn't need a low-rider front rack set up. Not really a touring bike, but a sport bike that comes specially set up to accept full fenders easily, and easily accommodates a rear rack. The bike is just about as light as our Competition models, but offers a little more versatility.

Naming the bike was easy. Mt. Rainier is part of everyday life here in Seattle. We have a famous ride every year called the RAMROD (Ride Around Mount Rainier in One Day). You can see the huge volcano from just about everywhere if you live in the Northwest. RAMROD calls for the rider to be prepared for rain, sun, wind, calm, rain, sun, wind, calm, rain.....you get the idea.

Not only is the Rainier versatile, it's handmade, custom for you, right here in Seattle (instead of mass produced overseas).

The Rainier is also our lowest priced model, and starts at just \$1,999 for a full bike! Come see and feel the Rodriguez difference today.



FROM \$1,999

FREE CHAIN CHECK UP

All right! It's been a long winter, and your chain has been taking a beating! Bring your bike in, no appt. necessary, and we'll check your chain stretch for FREE! **FREE is a Very Good Price!**



No cash value. Expires June 3 2017

FREEBY FENDERS

Buy a Rodriguez Rainier before June 3rd, and we'll install set of full fenders with standoff nuts for FREE! Reg. \$80

Free with Rainier Purchase



Limited to stock on hand. No cash value. Expires June 3 2017

WHAT'S A GRAVEL GRINDER?

Everyone's talking about gravel grinders (or gravel bikes). What are they? They are basically a road bike designed to work with wider, knobby tires. They can be ridden off-road or on road. Who likes these bikes? Anyone looking for a light, yet versatile bike for commuting and/or weekend fun rides and even bike packing (camping by bike).

Road bikes that fit wide tires, or even knobby tires, are nothing new to us here at R+E Cycles. For decades we've been building versatile bicycles like this, dating back to the Terra Tech Navigator of the 1980's. People thought that was a funny looking bike when Angel Rodriguez designed it, but it looks just like the gravel bikes of today. With the addition of disc brakes, a gravel bike can be ridden off road and through streams like a mountain bike. Our Rodriguez Phinney Ridge has really taken off as this type of bike becomes popular.



New for 2017: We've designed a new light-weight, but still rugged fork for the Phinney Ridge. This drops 3/4 of pound from the front end, and allows for design of the bike in 700c, 650b, or 26" wheel sizes and REALLY wide tires with fenders if desired. The Phinney Ridge has evolved into the most versatile Gravel Bike design as well as one of the lightest on the market.

TANDEM SEATTLE!

CHECK OUT NWTR.ORG/2017/
FOR TANDEM RALLY DETAILS

Tandems are incredibly popular this season, and that's great because the Tandem Rally will be right here in Seattle for 2017. We are proud to be the title sponsor of this event.

Rodriguez

NWTR 2017
SEATTLE



THE BUDDY SYSTEM

Use this coupon to buy any style R+E Jersey at regular price, and get a second one at 1/2 price!

Reg. price is 79.99



**SAVE
\$40**



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HATS OFF TO YOU!



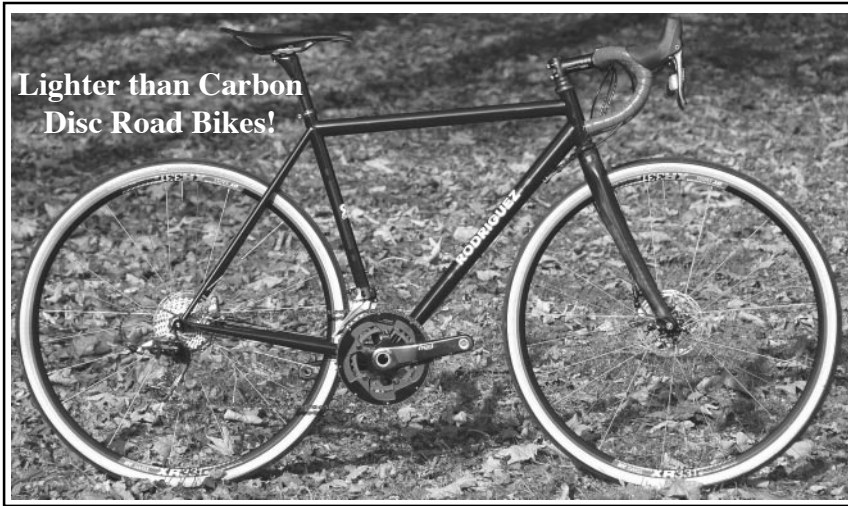
The first Rodriguez/Erickson Cycling cap in decades! Use this coupon to get one for just \$16.99. Reg. \$20

SAVE 15%

Limited to stock on hand. No cash value. Expires June 3 2017

DISCO FEVER!!

2 Sweet Disc Brake Road/Gravel Bikes Hand-built Right Here in Seattle



Lighter than Carbon
Disc Road Bikes!

The Bandito Steals the Show!

Most people didn't think it could be done, but the crew here at Rodriguez never gives up. For 2017, we've introduced the lightest disc brake equipped road bike the industry has seen, and it's made from American steel! Custom hand-built for each rider, this bike has a ride that cannot be beat with an imported carbon bike. Read more about this incredible ride at www.rodbikes.com

Rodriguez

Phinney Ridge

The Phinney Ridge has been our disc brake road/gravel bike for several years now, but this year it gets a fantastic upgrade. We decided to spec our own fork so we could have control of rake and trail. This allows us to make room for wider tires and fenders without toe/wheel overlap or sacrificing the handling properties of the bike. Not only that, but the new Phinney Ridge fork is a full 3/4 pound lighter than the old one.

Read more at www.rodbikes.com



Perfect for Bike Packing

SAMPLE AND SAVE!

Here's your chance to save big \$\$ on a Rodriguez hand-made bicycle! We have dozens of floor sample bikes in lots of colors and models. Use this coupon to help us rotate our stock and save 15% on any Rodriguez floor bike or tandem in stock right now.

15% OFF

any Rodriguez Floor Model

Limited to stock on hand. No cash value. Expires June 3 2017

NERVOUS NELLIE?

Well, if it's a sample bike, hasn't it been ridden a lot? Not a lot, but if you're nervous that there is some wear and tear on it, we'll make it easy for you. Go ahead and save that 15% on any floor bike, and use this coupon to get your first major overhaul for FREE on that bike in October through December 2017!

That's another \$300 VALUE!! You're already saving hundreds.....C'mon....you're killin' me here!

FREE OVERHAUL

Limited to stock on hand. No cash value. Expires June 3 2017. Must use in 2017

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SPEED METAL!!

It's been said that 'All Good Things Must Come to an End'

Well, while that is the case for True Temper bicycle tubing, there is a 'steel' lining.

Several months back, True Temper announced that they will ending their production of bicycle tubing. For us, this was a concern as we are one of the largest users of True Temper OX Platinum and S3 tubing in the business. A lot of our customers were asking us "what are you guys going to do?"

Our concerns were quickly alleviated when Randy of Vari-Wall contacted us with some great news: Vari-Wall was set to develop a replacement line. We were in the middle of trying to decide how we would replace True Temper tubing for our super-light steel bike frames, when he called and actually made us a big part of designing a replacement line.



Vari-Wall is no stranger to the bicycle tubing world. In fact, they began their business in 1985 as a bicycle tubing manufacturer. Their professional, 'can-do' attitude is much appreciated by a company like ours. It's been fantastic working directly with them to develop a replacement line of tubing for the OX Platinum and S3 tubing that we've become so accustomed to building with.

So, as 2017 begins, we can breath a great big sigh of relief! We now have even BETTER American Made high performance, light-weight steel tubing options to offer you. Not only that, but we've even had all of our input considered for the actual design of the new product! We're stoked to say the least!

You'll see on our website that Vari-Wall tubing begins to replace the True Temper offerings as the Vari-Wall options come on-line.

Vari-Wall and R+E Cycles are going to make a great team!

SERIOUS TUNING!

- It's been long wet winter, and your bike is showing that....I know mine is.
- Use this coupon to save \$20 on a Drive Train Clean and Adjust at R+E cycles.

Reg. \$95

With Coupon Just \$75

Limited to stock on hand. No cash value. Expires June 3 2017



FIT TO RIDE!

Use this coupon (or send in a friend) to receive a NEXT fit full fitting service for just \$100. Reg. \$200
Call 206-527-4822 for an appointment.



**SAVE
50%**

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AN ELECTRIFYING DEVELOPMENT

OK, it's official! Electric assisted bicycles are here and working well. For the last few years, we've been getting the question "do you guys make electric bikes?". Well, we have built a few in the past, but this winter really marked a change in the number of people willing to take the plunge.

People think of electric bicycles as more of a motorcycle design, because that's what they've been in the past. But modern electric assist is really cool, and for cyclists. You can set it to just 'amplify' your input on a bicycle that is more or less a regular bicycle. You are still riding the bike, the motor just adds a percentage of help to the effort you are putting in.



For some people, it meant the difference between commuting year round, vs. commuting only on nice days. For some of our customers, it meant being able to ride with other stronger riders, keeping up, and having fun on weekend rides. For some of our customers it meant being able to continue European organized bike tours in their retirement.

So far, we've settled on 2 different systems that we really like. The Bionx wheel mounted system, and the Bafang crank mounted system. both systems work on a bicycle or tandem that is built normally. We add just a few custom braze-ons for cable routing or battery placement, but the bike looks normal and rides normal.

You can see in the photo above a Rodriguez tandem with a motor in the rear wheel, and a battery mounted low in the frame. In the picture to the right, the Bafang motor is mounted to the cranks, and the battery mounts to the rear rack. Both of these systems work very well. If you think that you might be interested, or would like to find out more, just come on in to R+E Cycles and we'll chat.



GET A GRIP!

Your handle bar tape is nasty, and your bike needs a complete service right? Use this coupon to get free handle bar tape and free labor to wrap it too when you bring your bike in for a full Seasonal Service, or Overhaul (from \$200). Choose from any bar tape up to \$20. Reg. price with labor would be \$45

SAVE \$40!!

Limited to stock on hand. No cash value. Expires June 3 2017



FLOW DOWN...

...and lubricate your chain! Tri-Flow is the best chain lubricant for the Northwest, and it's what we use here in the shop. Pick up a 2oz bottle, and have it ready to lube your chain anytime. It's easy, and only takes a second....well maybe 10 seconds. Reg.\$6

With Coupon Just \$4.99

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WE HAVE THE BEST CUSTOMERS IN THE WORLD!

April, 2016
re: Soooooooo Fun!!!

Dan,

Just wanted to say thanks for the remarkable job you, Smiley, Dan P., Teresa and everyone at R+E Cycles did in making our tandem into a quad (and a triplet, and a tandem, and a single)! We've been out on short errands, day rides, and an overnight tour so far and I can say that riding as a family has exceeded all of our expectations. It's all the fun of a tandem (no one gets left behind) with twice the conversation and twice the joking. The kids said it's like going on a Disneyland ride. We like it so much that we are assembling our touring/camping gear now in preparation for spring.

15 years ago our tandem became our metaphor for marriage and now it's become our metaphor for family. I really can't thank you enough!

Our hats off to R+E!
Sincerely, Isaac L.



FLOTATION DEVICE

This is the post that we ride on our commuter bikes. I can guarantee you will love yourself for putting one of these on your daily rider. Use this coupon to get 50% off of any new saddle when you purchase a Cirrus Bodyfloat suspension seat post at R+E Cycles for \$250. We'll even adjust it for free!



Save 50%

off a new saddle w/Bodyfloat Purchase

Limited to stock on hand. No cash value. Expires June 3 2017

CHEAP SUNGLASSES!

For decades, you came to us for cheap sunglasses. This year, they are back. Clear (for Seattle sun) or tinted (for actual sun), your choice 2 for \$10
Reg. \$7 each



2 for \$10

Limited to stock on hand. No cash value. Expires June 3 2017

8.

5627 University Way NE • Seattle WA • 98105 • Since 1973