

Quote of the Month

Only a fool thinks price and value are the same.

-Antonio Machado



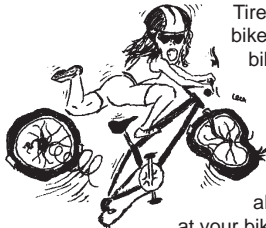
August 2003



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

THE NEWSLETTER OF CYCLING VALUES! AUGUST EDITION 2003

PUSH, PULL OR DRAG



Tired of that old, heavy bike? Tired of the repair bills, the broken spokes, or the old fashioned shifters? Does your neck or butt hurt when you go riding? Do all of your friends laugh at your bike? Well, now's your chance to do something about it!

We'll give you \$150 for that old bike, no matter what it is, when you push, pull or drag it in to R+E Cycles and buy a Rodriguez! That's right! Your old bike is worth \$150 in trade, no matter how old, broken, or out dated it is!

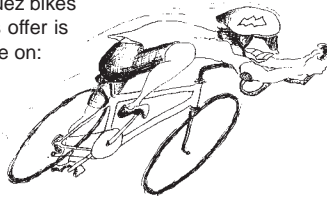
Think we're crazy? That's kind of what our accountant thought when we told her we were going to offer this fantastic promotion, but we want

to see more people enjoy cycling on a new Rodriguez!

Here's how it works. Just bring in your old bike. We'll measure you up for a new Rodriguez. It's that simple. You'll ride away on a comfortable, fast, up to date Rodriguez that will make all of your friends drool!

You'll have to hurry though, this offer is only good through August 31st!

Check out the list below to see some of the 'Rodriguez bikes that this offer is available on:



WHAT'S INSIDE THIS ISSUE

DOIN' THE DANSKIN ..... Pg. 4-6  
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HOURS

Monday - CLOSED  
 Tues. ~ Friday - 12-7  
 Saturday - 10-6  
 Sunday 11-5

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 FAX 206-527-8931  
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<http://www.Rodcycle.com>

YOUR BIKE GOOD FOR \$150 TRADE TOWARDS ANY OF THE BIKES LISTED BELOW

MEN'S BIKES

	Type	Size /Color	Reg.
Rodriguez 03	Adventure	Touring 51	Black \$1699
Rodriguez 03	Adventure	Touring 55	Black \$1699
Rodriguez 03	Adventure	Touring 55	Black \$1699
Rodriguez 03	Adventure	Touring 59	Black \$1699
Rodriguez 03	Arrow Sport	Road 53	Gray \$1699
Rodriguez 03	Arrow Sport	Road 55	Gray \$1699
Rodriguez 03	Arrow Sport	Road 55	Gray \$1699
Rodriguez 03	Arrow Sport	Road 59	Gray \$1699
Rodriguez 03	Arrow Sport	Road 61	Gray \$1699

MEN'S CLOSEOUTS

	Type	Size /Color	Reg.	Sale
Rodriguez 02	Arrow Race	Road 59	Red/White \$2199	\$1999
Rodriguez 03	Arrow Race	Road 53	Gray/White \$2199	\$1999
Rodriguez 03	Arrow Race	Road 55	Gray/White \$2199	\$1999
Rodriguez 03	Arrow Race	Road 57	Gray/White \$2199	\$1999
Rodriguez 03	Arrow Race	Road 59	Gray/White \$2199	\$1999
Rodriguez 01	Aluminum Race	Road 55	Blue/Yellow/White \$3499	\$2199
Rodriguez 03	Retro Lugged	Road 53	Silver \$1999	\$1699
Rodriguez 03	Retro Lugged	Road 55	Silver \$1999	\$1799
Rodriguez 03	Retro Lugged	Road 57	Black/Gold \$1999	\$1799
Rodriguez 03	Retro Lugged	Road 57	Silver \$1999	\$1799
Rodriguez 98	S+S Touring	Touring 53	Stainless Steel/Red \$2499	\$1799
Rodriguez 02	Navigator Sample	Road 51	Burgundy/White \$2000	\$1699
Rodriguez 01	Lugged Road	Road 55	Gray \$2300	\$1799

WOMEN'S BIKES

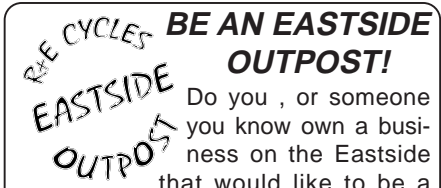
	Type	Size /Color	Price
Rodriguez 03	Stellar SL	Road L	Pearl White \$2199
Rodriguez 03	Stellar SL	Road L	Pearl White \$2199
Rodriguez 03	Stellar SL	Road M	Pearl White \$2199
Rodriguez 03	Stellar SL	Road S	Pearl White \$2199
Rodriguez 03	Stellar SL	Road XS	Pearl White \$2199
Rodriguez 03	Stellar SL	Road S	Pearl White \$2199
Rodriguez 03	Stellar Sport	Road L	Purple \$1699
Rodriguez 03	Stellar Sport	Road L	Purple \$1699
Rodriguez 03	Stellar Sport	Road M	Purple \$1699
Rodriguez 03	Stellar Sport	Road S	Purple \$1699
Rodriguez 03	Stellar Sport	Road XS	Purple \$1699
Rodriguez 03	Stellar Sport	Road XS	Purple \$1699
Rodriguez 03	Stellar Sport	Road XS	Purple \$1699
Rodriguez 03	Stellar Sport	Road M	Purple \$1699
Rodriguez 03	Stellar Tour	Touring S	Purple \$1699
Rodriguez 03	Stellar Tour	Touring S	Purple \$1699
Rodriguez 03	Stellar Tour	Touring XS	Purple \$1699
Rodriguez 03	Stellar Tour	Touring XS	Purple \$1699
Rodriguez 01	Road 24" Wheels	Road XXS	Turq. White \$1699

TANDEMS

	Type	Size /Color	Price
Rodriguez 02	Toucan Tandem	Tandem M	Blue Silver \$3499
Rodriguez 01	Race Alluminum	Tandem M	Silver/Blue \$5500

TANDEM CLOSE OUTS

	Type	Size	Reg.	Sale
Rodriguez 98	Softride Tandem	Tandem M	Steelhead \$4200	\$2199
Rodriguez 03	Custom Coupling	Tandem L	Green \$4999	\$3499



BE AN EASTSIDE OUTPOST!

Do you, or someone you know own a business on the Eastside that would like to be a pickup/delivery point for our repair shop? We would like to have a place that our eastside customers could drop off their bikes when they want to have a tune-up or overhaul done. If you, or someone you know would be interested in setting up a symbiotic relationship, call me (Dan) at 206-527-1384 or e-mail me at [dant@rodcycle.com](mailto:dant@rodcycle.com) and we'll discuss it a bit further.

PRSR STD  
 U.S. POSTAGE  
 PAID  
 SEATTLE, WA  
 Permit No. 15551

EVER WISH YOU HAD A BOTTLE OPENER ON YOUR KEY CHAIN?

Impress your friends with this RODRIGUEZ bottle opener. Normally we braze these onto our tandems and touring bikes but we've polished 20 of them and fitted them for your key ring. First 20 people to spend \$50 and ask for one gets one!



Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

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

# THE OLDEST BIKES ON EARTH



**RODRIGUEZ is the oldest bike manufacturer in Seattle** however, **Bianchi is the oldest bike manufacturer in the world.** Bianchi specializes in road bikes. Even their hybrids are designed for road riding. As a matter of fact Bianchi was the first production company to come out with hybrid bikes. Their hybrids are fast, efficient and nimble.

We've sold Bianchi bicycles since 1981. We just like the way they ride, the way they are built and the components that they are equipped with. If you are looking for a bike in the thousand dollar and under price range we encourage you to test ride a Bianchi. Our Bianchi bicycles start at \$569. We have hybrids (sometimes called cross bikes) and road bikes.

## OUR BIANCHIS ARE NOT LIKE OTHER SHOPS' BIANCHIS

A hamburger at the Metropolitan Grill is not the same as a hamburger at McDonalds. Agreed? Just as they are prepared and delivered differently, our bikes are prepared and delivered differently.

Bianchis are assembled overseas (as are most production bikes) and shipped to the bike dealer in a box. I would guess that it takes the average bike shop about 30 mins to assemble the bike. We spend closer to 2 hours. We basically take the bike apart and start over. This assures us and you, that your bike starts off with everything properly adjusted rather than installed by a machine.

We'll spend lots of time fitting you for your Bianchi and additional time adjusting it to you before you leave our store. It doesn't matter to us if you buy a \$600 bike or a \$3,000 bike, we want you to get the best fit you can!

**We make buying a Bianchi bicycle fun!!!!**

## BIANCHI Strada

This is the best hybrid if you are looking for performance and efficiency but want to sit upright. It has extremely low gears for easy hill climbing and an upright riding position for comfort and safety. What sets this bike apart from the run of the mill hybrids is that it is basically a road bike with upright bars. It has light efficient wheels with narrow tires for reduced friction and easy acceleration.



The Bianchi Strada also features an adjustable stem. This lets you fuss with your handlebars to help you find the maximum in comfort. If you want to have a lively responsive bike, without bending over to reach your drop handlebars, this is the bike for you!

**ONLY \$799**

## BIANCHI Boardwalk

If you are commuting or riding the Burke Gilman Trail, consider the Boardwalk. It puts you in an upright position so you can look around and it has wheels with a little wider tire, designed to put up with potholes, railroad tracks and urban obstacles. Its powerful V-brakes will stop you on Seattle's steepest streets and it even has a blinking light built into the saddle. It is perfect for rides under 25 miles. **ONLY \$579**



## BIANCHI Brava

This is the perfect bike if you want performance but have a budget restraint. The Brava is designed to be a go fast machine that is still capable of taking a rack in case you want to get away for a weekend or carry a rack trunk. It is equipped with Shimano STI shifting and a triple crankset. At **only \$799** it is our best selling Bianchi.



## BIANCHI Eros

Here's the Bianchi that is packed with value. The Eros is a cro moly (steel!) triple chainring road bike (low gears!) with a carbon fiber fork (absorbs shock!). It will accept a rack and is made for going fast and being comfortable over a long ride. It is equipped with classic Campagnolo equipment. It even comes in traditional Bianchi Celeste paint job or contemporary black and red. It is a bike that is hard to beat. **All this for only \$1149**



## BODY GLIDE

The name says it all. **BodyGlide®** is an easy to apply (it's like a deodorant stick) lubricant that keeps you from chafing OR helps you slide into your wet suit. Put it on your wrist or ankles for easy entry or put it anywhere you might chafe. It works for cycling, running, swimming etc. Reg: \$10



**Coupon: \$6.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## FIVE FINGER DISCOUNT

No one has ever told us "these gloves are just too comfortable", but our **Potenza** gel gloves are close to that. With the perfect amount of gel padding they relieve hand discomfort and they feel good on your hands. They are a bargain at the regular price of only \$20 but now they are an even better deal. Reg: \$20



**Coupon: \$14.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## THE PAIN THAT DARE NOT SPEAKS ITS NAME

Saddle discomfort is often felt in the front or nose of the saddle. The **Terry Women's Liberator** saddle revolutionized saddle design with its cut out in the nose. If your "girl parts" are getting sore when you ride try one of these. Reg: \$50



**Coupon: \$34.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## LIGHTEN UP YOUR BIKE

The **Cateye HL 500** has been the light of choice for many years. Its halogen bulb throws out a bright beam and its quick release mounting system lets you take it in to work or school with you. Buy a

light off season and you'll have it when you need it in September and you'll have saved a bunch of \$\$\$ as well

Reg: \$14.99

**Coupon: \$8.99**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## DOUBLE YOUR FUN

The 3rd Annual 2003 Yakima Valley Wine Country Ride is scheduled for the weekend of September 27 & 28, 2003. Also known as Goathead Run, this 2 day tandem tour covers 80 miles in the Yakima Valley, stopping at 4 wineries each day. If you are interested in attending, please sign up through Evergreen Tandem Club at [evergreentandemclub.org](http://evergreentandemclub.org). Go to the club's



calendar for the last weekend of September, and send an email to the email address provided to sign up. You will then receive information about the ride itself, lodging options, driving directions, and other things.

Ride leaders: Mike & Renda Murphy, Evergreen Tandem Club.

**THIS RIDE IS HEARTILY ENDORSED BY THE FOLKS AT R+E!!!!**

## SPECIAL! SPECIAL! READ ALL ABOUT IT

Our Hind rep needs to clean out his closets. Lucky for us, his closets consist of all of the clothing samples from the **Hind** line. If you are looking for cycling or multi sport clothing it's your lucky weekend. Stop by on **Fri Sat or Sun August 1 to 3** for great deals on great clothing. We'll have shorts, tops, tights, sports bras, socks and more. Most of the items are size "mediumish" but many items such as hats, socks, gloves etc fit a variety of sizes. You'll find Value Village prices on brand new clothing.

**Save 50-80% on your workout clothing!!!!**



## THE EYES HAVE IT

Just because it's not sunny doesn't mean you don't need to wear glasses while cycling. Look at all the bugs, dirt and grime that you get on your car windshield. Your cycling glasses should take that, not your eyes.

We, at R+E, have been wishing for a high quality pair of sunglasses that had interchangeable lenses, but didn't cost a fortune. Finally, a company, **Tifosi**, has emerged. These glasses come in different sizes and shapes to fit the many different sizes and shapes of riders' heads. They come with 3 different color lenses; dark for sunny days, clear for evening and night and yellow for cloudy days.



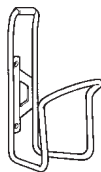
The Tifosi frames are made of **Grilamide®**. This is the material from which all of the high end sports

glasses are made. The lenses have great optics and all of the lenses are UV protective. The Tifosi glasses come with a lightweight reinforced case that has compartments for each of the lenses. They also come with a soft bag as an alternative carrying case.

It might surprise you to find out that the Tifosi glasses are **only \$49.99** for any of the styles we carry. We've got 4 styles with different shapes in different colors. You can look fashionable and risk eye injury at the same time.



### "I BOUGHT MY CAR BECAUSE I LIKED THE CUP HOLDERS"



More than one person has used this as the deciding factor in buying a car. Well, what about your bike? It needs cup holders, too. Our **Inline** water bottle cages come in black, silver, white or red. If yours are looking shabby try one of ours! Reg:\$6

**Coupon:\$2.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

### SOUND LIKE A SEMI

If you want the cars to know you are there then sound off with this air horn. Pressurize the bottle with your bike pump, slide it into your water bottle cage and blast off a real warning in a tight situation.

Reg:\$30

**Coupon:\$24.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003



### CUSH FOR THE TUSH

If you just want some extra padding but don't want to install a new seat, slide a **gel seat cover** over your current saddle. It doesn't get much softer than this!!

Reg:\$15

**Coupon:\$9.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003



### HEADS UP ON THIS ONE

The **Giro Gila** is a mega ventilated helmet with a visor. It extends a little lower in the back for maximum protection. Helmets do have a lifetime. It is recommended that you replace your helmet very 3-5 years.

Reg:\$75

**Coupon:\$44.49**

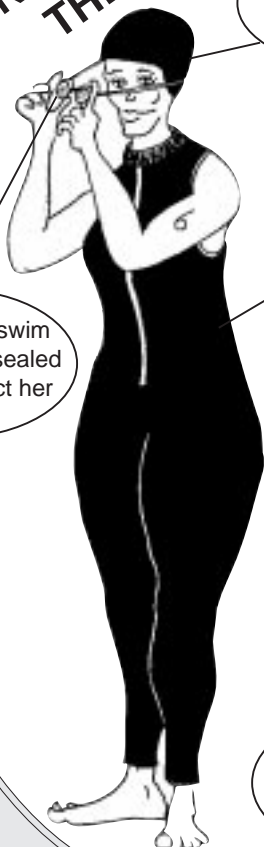
Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003





# DOWN! TH

## FAST FRITA PREPARES FOR THE SWIM



Ironman Swim cap. Keeps her head warm and dry.

Ironman Wetsuit. Keeps her body warm and dry, and more buoyant for easier swimming!

Open Water swim goggles stay sealed up and protect her eyes.

## READY RITA PREPARES FOR THE SWIM



Open Water swim goggles stay sealed up and protect her eyes.

Just a regular old swimsuit.

All types of women at all types of fitness levels do the Danshi Triathlon for that matter, comfortably. Below are 2 different women illustrate the difference between being prepared to have fun prepared for the event, and both will have a fun, memorable experience, and if you're prepared, it will be fun!

## FAST FRITA'S BIKE AND RUN SETUP

Cateye Astrale bike computer with cadence. She knows how fast she's pedaling.

Profile Clip-on Aero Bars Get's her down, out of the wind!

Rodriguez Stellar SL Racing bike for women. Gives her a leg up on all of the others riding men's bikes

Speedplay Frog pedals. She can pedal more efficiently.

Cycling shoes. Keeps her feet more comfortable, and helps her pedal with more power

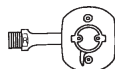
**R+E**  
CYCLES

## FRITA'S PEDALS

**SAVE \$25!!!!**

You'll can save time on your ride by pedaling more efficiently!

Use this coupon to receive a \$25.00 discount when you purchase a pair of **Speedplay Frog** clipless (reg. \$140) pedals along with any pair of shoes (70-150) that we have in stock.



Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## FRITA'S SWIM & BIKE GEAR

Treat yourself to the finest road bike made for women. The **Rodriguez Stellar SL** is our lightest, most responsive, and most comfortable racing bike yet. The Stellar SL will help you stay refreshed for the run. Just to ensure that you enjoy your ride, we'll give you an **Ironman wetsuit for FREE** with your purchase of a Stellar SL for \$2199.

**That's a \$210 value!!**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003





# MORE RITA AND FRITA SPECIALS



## FROM THE REPAIR BENCH



### DIAMONDS ARE FOREVER TIRES ARE NOT!



Unlike car tires, bicycle tires do not have a wear gauge built into them. Like car tires, your safety rides on this piece of your bicycle componentry. Purchasing a bike tire can be as in depth and technical or as simple as you'd like. In this article, we'll talk about tires on a level that most people will understand. If you want to get totally technical (how many threads per inch, rubber durometers, etc.), you can come by the repair shop and talk to our techno wizard mechanics.

#### When should I replace my tires?

There are two general rules of thumb about tire life. If a tire looks worn out or acts worn out, install a new pair.

There are many visual signs of a worn out tire. Examine the surface of the tire carefully. Do you see nicks and slits in it? If so, look at the inside of that tire. Are the threads cut all the way through or are the slits just on the surface? If, when you look inside, you see little holes, pitch the tire. If your inner tube creeps out of there while you are riding, you'll have a blowout and that may cause you to lose control of your bike.

**Look at the sides of the tire?** Is the rubber smooth and supple or is it rough and cracking. Even if you don't have a lot of miles on a tire the rubber dries out over time. An old cracking tire reduces the smoothness of your ride and may self destruct on you. This is not something you can fix on the side of the road.

Sometimes you can just look at a tire and see that it is worn out. What was once a nice tread pattern is no longer visible. If you take it off the rim and pinch the tire (thumb on the tread and fingers inside) you may be able to feel how thick the rubber is. Compare this to a new tire. A worn out tire will allow sharp objects to poke through and cause flats.

Generally speaking you can expect to get 1000-2000 miles on a road tire. This number depends on whether or not you have kept your tires pumped to full pressure, how smooth the road surfaces you ride on are and how much weight the tires are supporting.

A tire acts worn out when you begin to get multiple flats in a short period. If you have over a thousand miles on a tire and you get a flat every 100-200 miles, the time has come to install a new tire.

#### What are the major differences between tires?

Tires affect your speed, safety, comfort and the feel of your ride. The lighter the tire, the faster you'll go for a given effort. However, depending on just how light it is you may be subject to more flats and it may wear out sooner. As for safety, if a tire is worn out or has cuts and slits in it you are risking a dangerous "blow out".

The wider the tire, the more air it holds, the more cushioned your ride will be. However, road tires are designed for the road and knobbies are designed for off road. If you have a mountain bike and are looking for good traction and stability on the road a "slick" tire will perform better.

Tires come in different "thread counts". Generally speaking, the higher the thread count ( number of threads per inch in the casing or sidewall) the nicer your ride will be. A higher thread count usually provides flat resistance as well.

Tires can come with a kevlar belt or a kevlar bead. A kevlar belt is a layer of puncture resistant material between the tread and your inner tube. A kevlar bead is found on folding tires. The edge of the tire that sits in the rim is made of kevlar to save a lot of weight on the tire.

It can be fun to pick out a new pair of tires. Bring our bike in and tell our service writer, Matt, just what kind of riding you are going to do and what characteristics you might like to have in a tire. He'll talk with you and help you make the right choice. After all, bike riding is about "rubber side down".



Don't let this happen to you.

### RITA'S HELMET

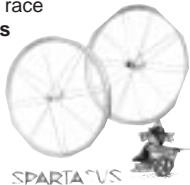
Rita uses the very practical **Giro Venus** helmet for women. It offers great protection, comfort and superior value at just \$44.99. Use this coupon to buy a Venus helmet for just **\$36.99** while they last!



Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

### FRITA'S FAST WHEELS

Show up on race day with a new set of race wheels. You will go faster on **Spartacus** race wheels. This is the best way to increase the speed of any road bike! 700c or 650 sizes in stock now! Buy a set for just \$300, and we'll install them **FREE!**



**That's a \$30 value!**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

### FRITA'S COMPUTER

#### FREE INSTALLATION!

Use this coupon to receive free professional installation when you purchase any bike computer that we have in stock. (\$25++ value)  
**FREE IS A VERY GOOD PRICE!**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

### RITA AND FRITA'S GOGGLES

Pool goggles have small flat lenses which limit and distort your vision. Open water goggles are curved, larger and lack a nose piece. They don't leak, they come in 2 sizes and they offer a large clear field of vision. They work well in lakes or pools. Leave your pool goggles inside!



Large Goggles: Reg: \$30 **Coupon: \$25.99**

Small Goggles: Reg: \$20 **Coupon: \$16.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

### FRITA'S PUMP?

Frita doesn't use a pump because a CO2 cartridge is a lot lighter and faster. Instead of wasting time and energy pumping your tire, simply push a button on the inflator and you are ready to ride!! Purchase an inflator and a cartridge and we'll give you an extra cartridge free! Inflator and 2 cartridges  
Reg: \$16



**AND one free cartridge!!**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

# MAKE YOUR BIKE FLY!



Have you considered taking your bike on vacation with you? Whether you are going away for a triathlon weekend or going to Italy it is usually more fun to ride

your own bike rather than a rental. With a little advance planning, it is actually quite simple to transport your bike. There are many options and we hope the following information answers your questions about bike transport. If not, call us and we'll be glad to help you further.

## Q: What is the safest way to transport my bike?



We think the "hard cases" are the way to go. They require minimal disassembly of your bike and they allow you to pack a little extra gear into them. These cases are usually on wheels for easy maneuvering. They are "UPS able" and also within airlines sizing requirements.

## Q: What about using a cardboard box?



Cardboard boxes "generally" work just fine. Make sure you pad your bike well and tie everything together. This way if the box gets busted open you don't end up with your pedals or saddle separated from the bike. We don't recommend putting extra gear in these boxes as they make the boxes heavier and harder to handle. They also run the risk of getting lost if the box is damaged. Airlines will

often make you sign a release just because it packed in just cardboard. (This is usually true any time you take a cardboard box as "luggage".)

## Q: What about those "coupled" bikes?

A coupled bike is a traditional looking bike only it has a stainless steel joint in two of the tubes. This lets you "unscrew" your frame so that you have two small triangles. The brake and gear cables have little couplings in them as well. You unscrew your frame, remove your wheels, seat and bars, and the whole thing stacks into a bike suitcase about 27" square by 12 inches wide. The case has small transport wheels and a pulling handle. Pretty nifty! This is an option to consider if you are purchasing a new bike.



## Q: How do you find safe and fun places to ride in other cities?



Cycling guide books exist for most of the major metropolitan areas of the US. There are also many regional guides. We stock the Seattle area guides as well as info on the San Juan Islands and the Pacific Coast. If you are interested in other guides you are welcome to peruse our wholesale book catalogues and we can order just what you want. We are also very friendly with many bike shops across the country and we can often recommend some locals who really know their way around.

## DOING A BIKE RIDE OR TRIATHLON OUT OF STATE?

Box your bike in a hard case instead of a cardboard box and you'll have a safe bike just in case the baggage handlers don't treat your bike with TLC. The **Trico** is the best on the market, hands down. Includes everything you need to pack your bike easily and safely. Great for UPS shipping or the airlines.



**Purchase the case and we'll ship it UPS for FREE for your first trip!!!! (Anywhere in the Continental US)**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## DO YOU DISLIKE HASSLING WITH YOUR INSURANCE COMPANY?

Be proactive and buy the best bicycle lock around. The **Kryptonite Value Pack** is a Kryptonite U-lock and a cable, too. Be extra safe instead of extra sorry. Reg:\$45



**Coupon:\$34.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## LISTEN TO YOUR HEART

Seems like everyone is training with a heart rate monitor these days. Train smarter and get better results more quickly. The **Sports Instrument ECG 3** heart rate monitor is a multi function heart rate monitor and watch. It even comes with a Sally Edwards booklet on how to really use this piece of equipment!!! Reg:\$120



**Coupon:\$64.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## HAVE YOU GOT ANY HANG UPS?

If not we suggest this nifty wall mounted bracket that holds your bike away from the wall but folds flat when not in use. Keeps your bike upright and your walls clean. Reg:\$15



**Coupon:\$9.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

# THE "BETTER THAN YOU CAN BELIEVE IT" PAGE

## LOWER THAN LOW

We keep lowering the price of the **Bianchi Volpe** touring bike and we keep selling them one at a time. We are down to 2 size 49 cm and our rock bottom blow out price is \$498 That is less than either the value of the parts or of the frame individually.



Reg:\$950

**Blow Out special:\$498**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## BIKE IN A BOX

We've got one **Rodriguez** coupled touring bike in stock. It's stainless steel, 56cm, with a highly polished finish and Campy components. It is a one of a kind bike with a retail value of \$2800. Our one time special is "purchase this bike for \$1799 and we'll include a hard shell case for it as well!



**Save \$1350!!!!**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## NEVER SHIFT YOUR BIKE AGAIN

The **Browning Electronic Automatic Shifting System** does it for you. We have 4 cross bikes equipped with this state of the art equipment.

Take one for a test ride and then make your purchase while they are on our



close out page! Reg:\$1100

**Blow Out Special:\$649**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## TOUR DE LIVING ROOM

Set your bike up in your living room and you can ride without worrying about traffic or rain. We've got one "Interim" trainer left. It gets its resistance from your rim rather than the tire. It's great with any style of bike including mountain bikes. You can use a knobby tire or a slick tire. Reg:\$179.99



**One only for only \$99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## LADY BUG, LADY BUG FLY AWAY...

Pass on the left with class. We have two life like lady bug bells left. They are quite cute and very effective. Kids and adults like them. Reg:\$6



**Only: 99 cents!**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## ARE YOU ON CALL?

We know that many of you carry your cell phones expecting a phone call. If you mount it on your handlebars you won't have to struggle to find it. Our cell phone holder clips onto your handlebars or a belt.



Reg:\$20

**2 left for only \$6.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## PI SOCKS

**Pearl Izumi** socks are not just for private investigators. Pearl Izumi makes some of the nicest cycling socks there are. Choose from white or black. Reg:\$7-8



**Only 2 bucks each while they last**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## MIRROR MIRROR ON THE BARS...

If you've got upright bars, we've got a great mirror for you. We have one **Cateye Bar End Mirror** specifically for upright bars. It has a large surface so you can get a good picture of the cars behind you.



Safety first! Reg:\$10

**One left for \$3.29**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## WOMEN'S SIZE 9 SHOE ANYONE?

The **Diadora Jalapeno** has been one of our hottest selling women's shoes. We have 2 pairs of size 41 left. They are recessed for either Speedplay Frog or SPD cleats. Even better than a glass slipper! Reg:\$85



**Two left for \$34.99 each**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003

## LITTLE FEET?

If you wear a size 37 shoe you are really in luck. We have one pair of **Lake** size 37 left. They are recessed for either Speedplay Frog or SPD cleats. Even better than two pairs of glass slippers!



Reg:\$85

**One pair left for \$19.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires August 17, 2003