

July-August 1999

"Whether you think you can, or think you can't...you're right"  
- Henry Ford

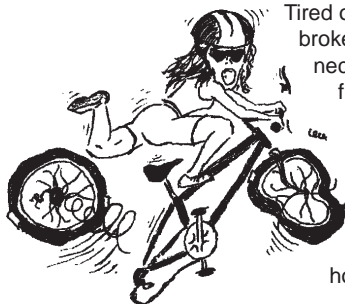


Seattle Bike Repair  
5619 University Way NE  
Seattle WA, 98105  
206-527-0360

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

**THE NEWSLETTER OF CYCLING VALUES! MAY 1999 EDITION**

**PUSH, PULL OR DRAG.....**

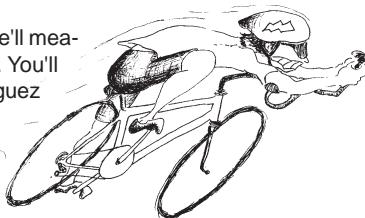


Tired of that old, heavy bike? Tired of the repair bills, the broken spokes, or the old fashioned shifters? Does your neck or butt hurt when you go riding? Do all of your friends laugh at your bike? Well, now's your chance to do something about it!

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!

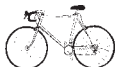


You'll have to hurry though, this offer is only good through August 31st!

Check out the list below to see some of the Rodriguez bikes that this offer is available on. We have lots more to choose from too!

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

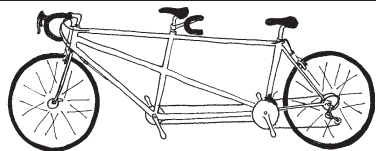
MEN'S BIKES	MODEL	TYPE	SIZE	COLOR	PRICE	
RODRIGUEZ	99	ADVENTURE	TOURING	51	BLUE	\$1299.99
RODRIGUEZ	99	ADVENTURE	TOURING	53	BLUE	\$1299.99
RODRIGUEZ	99	ADVENTURE	TOURING	55	BLUE	\$1299.99
RODRIGUEZ	99	ADVENTURE	TOURING	57	BLUE	\$1299.99
RODRIGUEZ	99	ARROW/MIRAGE	ROAD	51	KAMELEON	\$1299.99
RODRIGUEZ	99	ARROW/VELOCE	ROAD	51	KAMELEON	\$1599.99
RODRIGUEZ	99	ARROW/MIRAGE	ROAD	55	KAMELEON	\$1299.99
RODRIGUEZ	99	ARROW/VELOCE	ROAD	55	KAMELEON	\$1599.99
RODRIGUEZ	99	ARROW/VELOCE	ROAD	57	KAMELEON	\$1599.99
RODRIGUEZ	99	ARROW/MIRAGE	ROAD	57	KAMELEON	\$1299.99
RODRIGUEZ	99	ARROW/MIRAGE	ROAD	59	KAMELEON	\$1299.99
RODRIGUEZ	99	ARROW/VELOCE	ROAD	59	KAMELEON	\$1599.99
RODRIGUEZ	99	CUSTOM SOFTRIDE	ROAD	M	BLUE	\$2600.00
WOMEN'S BIKES						
RODRIGUEZ	99	STELLAR	TOURING	46	PURPLE	\$1299.99
RODRIGUEZ	99	STELLAR	ROAD	49	PURPLE	\$1099.99
RODRIGUEZ	99	STELLAR	TOURING	51	PURPLE	\$1299.99
RODRIGUEZ	99	STELLAR/VELOCE	ROAD	51	PURPLE	\$1499.99
RODRIGUEZ	99	STELLAR/SHIMANO	ROAD	51	PURPLE	\$1099.99
RODRIGUEZ	99	STELLAR/SHIMANO	ROAD	54	PURPLE	\$1099.99
RODRIGUEZ	99	STELLAR/VELOCE	ROAD	54	PURPLE	\$1499.99
TANDEM						
RODRIGUEZ	99	TOUCAN	TANDEM	L	BLUE	\$2499.99
RODRIGUEZ	99	TOUCAN	TANDEM	M	BLUE	\$2499.99
RODRIGUEZ	99	TOUCAN	TANDEM	M	BLUE	\$2499.99
RODRIGUEZ	99	PARROT	TANDEM	M	FADE	\$3099.99
RODRIGUEZ	99	25TH ANNIV.	TANDEM	L	RED/BLUE	\$4899.99
RODRIGUEZ	99	25TH ANNIV.	TANDEM	M	GREEN/PURPLE	\$4899.99
RODRIGUEZ	99	SOFTRIDE TANDEM	TANDEM	M	STEELHEAD	\$4399.99
SAMPLES, RENTALS & CLOSEOUTS						
RODRIGUEZ	98	TOUR (CUSTOM)	ROAD	51	BLUE/WHITE	REG. \$2000 SALE \$1699
RODRIGUEZ	98	TRIATHLON BIKE	ROAD	56	RED/WHITE/BLUE	REG. \$3199 SALE \$2699
RODRIGUEZ	98	ARROW/MIRAGE	ROAD	55	BLUE	REG. \$1199 SALE \$899
RODRIGUEZ	98	ARROW/MIRAGE	ROAD	57	BLUE	REG. \$1199 SALE \$899
RODRIGUEZ	98	ARROW/MIRAGE	ROAD	53	BLUE	REG. \$1199 SALE \$899
RODRIGUEZ	97	ARROW SAMPLE	ROAD	59	BLUE	REG. \$999 SALE \$699
RODRIGUEZ	97	COUPLING BIKE	TOURING	56	YELLOW/RED	REG. \$1799 SALE \$1599
RODRIGUEZ	98	TOUCAN (RENTAL)	TANDEM	S	ORANGE	REG. \$2399 SALE \$1899
RODRIGUEZ	99	TOUCAN/SR RENT.	TANDEM	M	BLUE	REG. \$2850 SALE \$2499
RODRIGUEZ	98	PARROT (RENTAL)	TANDEM	L	PURPLE	REG. \$2899 SALE \$2399
RODRIGUEZ	99	TEST PILOT(RENTAL)	TANDEM	L	WHITE	REG. \$1899 SALE \$1699
RODRIGUEZ	99	TEST PILOT(RENTAL)	TANDEM	M	WHITE	REG. \$1899 SALE \$1699
RODRIGUEZ	99	TEST PILOT(RENTAL)	TANDEM	M	WHITE	REG. \$1899 SALE \$1699
RODRIGUEZ	99	CUSTOM	MOUNTAIN	17	BLACK/GRAY	REG. \$3000 SALE \$2100



**RODRIGUEZ BIKES IN STOCK NOW!**

**WHAT'S INSIDE THIS ISSUE**

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**BIG SAVINGS INSIDE!!**

**SUMMER HOURS**  
**MON.-FRI. 12-7**  
**SATURDAY 10-6**  
**SUNDAY 11-5**

5627 UNIVERSITY WAY NE  
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 e-mail RodTandem@aol.com  
<http://www.rodcycle.com>

Bulk Rate  
 U.S. Postage Paid  
 Seattle WA,  
 Permit No. 12977

**FREE SOX!!**

With your purchase of \$30 or more at R+E Cycles. Limited to stock on hand. Offer good only with coupon that has a mailing label attached.

Offer good with coupon only. Expires Aug. 15 1999

## WET SUIT WITH A MOTOR!

These are the state of the art triathlon wetsuits worn by the most elite athletes. The technology incorporates advantages such as buoyancy, reduced drag and water elimination, increased oxygen consumption and increased power output. These suits are easily recognized by their "blue back".

Why the blue back? This distinctive panel is a very strong ultra-stretch elastic knit with a thin neoprene micro-membrane. Not only is it water proof, but it allows heat to release to prevent you from overheating. The elastic also gives you great freedom of movement for a faster swim and a better fit. The knit surface texture breaks up water as it passes over the wetsuit which improves the hydrodynamics for a faster swim. It also reduces your rear wake which is a disadvantage to the people trying to draft behind you!! This fabric is exclusive to the IRONMAN® Wetsuits and makes it the best triathlon wetsuit available.

You'll also find Freedom Panels at the underarms. This will allow you full rotation for the swim stroke. The adjustable collar provides the optimum water seal with the ultimate comfort.

A wetsuit is a big purchase. It can take many minutes off of your swim and transition time. IF you are going to invest in one we suggest you try on an Ironman®. It will prevent you from having to buy another one down the line.

We stock both men's and women's sizes in the top of the line VO2 Stealth and the Elite Long John. Don't wait to the day before your race to make your purchase. Get one now while we have a good selection of sizes!

## IRONMAN WET SUITS IN STOCK NOW!



## TAKE ME OUT TO THE BALL GAME...

**Buy me some peanuts and a baseball hat...**

Make that a RODRIGUEZ baseball hat. This is our first ever custom made cap. They are black and come with your choice of purple, blue or white lettering. The front of the cap sports our trillium logo and the back is embroidered with our motto "bikes that fly". Check them out. You'll be the envy of all your bike riding friends.

**Only \$19.99**



# ORDER BY PHONE 206-527-4822

# www.rodcycle.com



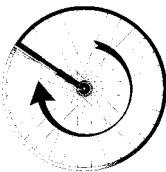
### FLAT TIRES ARE THE SIGN OF THE BEAST

People fear flat tires because they think they are hard to change. Wrong!! This handy little tool quickly and easily removes your tire and amazingly reinstalls it without requiring hand strength or cursing. We love this tool!!

Reg: \$8

**Coupon Price: \$6.66**

*Offer good with coupon only. No cash value. Expires 8/15/99*



### The eyes have it!

They say that Seattle goes thru more sunglasses per capita than any other US city. That's probably because we lose them before we get another chance to wear them. Not only do we have dark sunglasses we also have clear sunglasses (?), as well as amber.

Reg: \$20 **Coupon Price 2 for \$19.99**

*Offer good with coupon only. No cash value. Expires 8/15/99*



### Tough Luck

When you install these tough liners between your tires and tubes you'll prevent lots of potential flat tires. Let's face it, no one wants a flat. Here's your protection (available in road or mtb sizes). Reg:\$8

**Coupon Price: 2 for \$12**

*Offer good with coupon only. No cash value. Expires 8/15/99*



### IF THE SHOE FITS BUY IT

As the season winds down, we end up with incomplete size runs of shoes (Shimano, Nike, Diadora). We have a selection of various cycling shoes that accept clipless pedals (the kind you can walk in) and we have them at clearance prices. **Check out our clearance shoes at 25% off!!**

*Offer good with coupon only. No cash value. Expires 8/15/99*



## HAVE YOU EVER ATTENDED A TUPPERWARE PARTY?



Now is your chance to attend a Stellarware party. We had so much fun with these last summer that we are going to do them again. If you would like to invite 5 or more of your friends to your home, we'll show up with refreshments, all of our bicycle fitting tools and our demo women's' bicycles, the STELLAR. We'll measure and fit everyone and they will have a chance to take a test ride.

It is a fun opportunity to get a small group together and get our undivided attention. We'll focus on these bikes but of course we'll digress and have lots of fun talking about biking in general. These evenings are lots of fun and if you'd like to have one at your home or work place give us a call and we will arrange things!!

**206-527-4822. Ask for Estelle or Justine.**  
Or e-mail us at [rodtandem@aol.com](mailto:rodtandem@aol.com)

## OUR ANNUAL STELLAR RIDE IS SAT AUG 21

Can you imagine a hundred women on purple bikes riding down Ravenna Ave? You can help make that happen. Meet at R+E on Saturday Aug 21st at 10 AM with your STELLAR ( and a friend if you'd like). We'll do a relatively easy 20 mile ride on quiet neighborhood streets in north Seattle. We'll come back for cake and coffee and trade phone numbers so



we can ride again with our new found riding buddies.

**Don't miss this ride.**  
**It's a one of a kind.**

**If you'll RSVP we'll know how big a cake to order!**

**206-5271384 or [rodtandem@aol.com](mailto:rodtandem@aol.com)**

## WHAT ZONE ARE YOU IN?

Does all this zone talk concerning heart rate monitors (hrm) confuse you? Does it make you feel like you are in the "twilight zone"? Then you might want to think about the AutoZone HRM. This monitor is simple to use and the main feature of it is that it tells you which zone you are in and exactly what percentage of your max you are working at. It has other features often found on HRMs but no other monitor offers you this valuable information. Knowing that you are working at 76% of your max or 94% often means more than "zone 4". You'll also find that its sale price of \$109.99 (see coupons) is a really good deal.



RE  
CYCLES

### WHAT ZONE ARE YOU IN?

Get the most out of your workouts with an Autozone heart rate monitor! Reg. \$129.99

See article this page.

**With Coupon only \$109.99**

Offer good with coupon only. No cash value. Expires 8/15/99



RE  
CYCLES

### HOLY COW!

The Rodriguez Holy Cow is our most popular glove. Air conditioned comfort and leather palm. Reg. 19.99

**With Coupon \$14.99**

Offer good with coupon only. No cash value. Expires 8/15/99

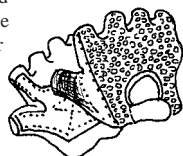


RE  
CYCLES

### RETRO GROUCH!

Rodriguez has been around for 25 years, and these are the same gloves that were popular 25 years ago! Crochet mesh back with natural brown leather palm. Reg. \$12.99

**With Coupon \$9.99**



RE  
CYCLES

### KIDS LOVE JELLO!

And so do adults when it's in their cycling gloves! Experience the ultimate in hand comfort and save money at the same time when you grab a pair of Rodriguez Gel cycling gloves! Reg. \$32.99

**With Coupon \$26.99**

Offer good with coupon only. No cash value. Expires 8/15/99



RE  
CYCLES

### DO YOU WANT TO KEEP YOUR BIKE FROM GETTING SCRATCHED?

Kickstands weigh hardly anything and they sure are convenient. You don't even know it's there until you use it. Reg: 10 With Coupon: \$4.99

**Save 50%**

Offer good with coupon only. No cash value. Expires 8/15/99



RE  
CYCLES

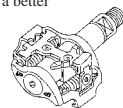
### ARE YOU USING ARCHAIC TOE CLIPS?

If you've balked at the price of clipless pedals we have the solution. Our Rockwerks pedals are 2 sided for easy entry, adjustable and SPD® compatible. You can even try them out on our indoor trainer. They were a good deal at \$70 and they are even a better deal

**at only \$49.99**

Compare to \$100 pedals!!

Offer good with coupon only. No cash value. Expires 8/15/99



RE  
CYCLES

### EVERY BIKE NEEDS CHAIN LUBE

Pick up a bottle and we'll give you a free one (save it for a stocking stuffer!). Finish Line lube is available in 2 or 4 oz. squeeze or 8 oz. aerosol. Pick a size you like and we'll give you another one of equal value

**FREE!! Save \$4-\$10**

Offer good with coupon only. No cash value. Expires 8/15/99



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# TANDEM EXPLOSION

This is the year that the Kingdome implodes and tandems explode. It has been a fantastic year for our tandem sales. Every year we try and predict how many we'll sell and what the trends will be. Sometimes we are right on and other times... oh well. This year we guessed right about the trends but we missed on the quantity.

The three biggest trends have been that we have sold a large number of tandems with Softride beams, a significant number with the couplings, and a fair amount of tandems of which the stoker would be a kid.

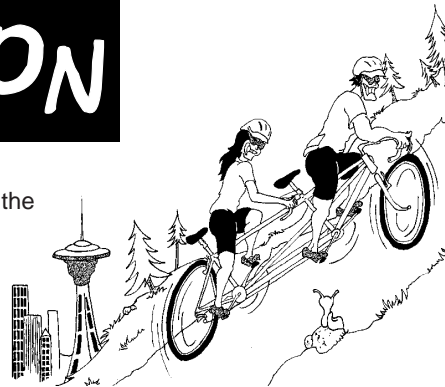
There is no doubt that the Softride beam is the ultimate in comfort. It is our philosophy that stoker comfort is the most important component on a tandem. No one who has bought one of these bikes has come back complaining that it is "too comfortable". When my STP partner bailed on me 3 days before the ride, I was forced to find a new partner and ride an unfamiliar bike. My only stipulation was that the bike had to have a beam. 200 miles later I was still smiling and still talking to my first time captain.

It is rare that our tandem customers have any regrets about the tandems they have purchased from us. However, in the last few years, it has been expressed to us that many of these couples wished that they had us build their tandems with couplings, so they could fly with them, more easily and economically. This year we built a lot of "S+S" bikes that could be broken down into thirds and fit into a small case. We also came up with a new design that allows the bike to be broken in half instead of thirds. This reduces the cost significantly and allows it to be packed in a traditional bike case. We currently have one on the shop floor for you to see.

It is exciting to see how many new tandems were bought with the purpose of the child being the main stoker. It used to be that we sold bikes to an adult couple and then they adapted it to fit the kid. However, this year many times the couple who came in to purchase the bike were an adult and a child.\*\*



At this point in the year, we have sold almost as many tandems as we sold all of last year.



That catches us by surprise. We also thought we would sell one or two of our "8 balls" (a tandem that converts to a single) but we actually sold a few more than that!

You might find it a surprise that traditionally August and September are the months that we sell the most tandems. We still haven't figured out why. We can only guess that because these are the nicest months, people get fired up to go tandem riding. We still have a selection of tandems and we are continuing to teach our tandem riding classes. We invite you to stop by and "talk tandem" with us. We'd love to show you where we build them and even take you for a test ride. Join the tandem world...it's twice as much fun.

\*\* It was a highlight of my summer when I saw Lindsey and Lang, brother and sister, ages 18 and 16, cross the STP finish line on a tandem, as one day riders. One of the reasons it was so significant to me, is that when I first met them, they were 3 and 5 riding on kidbacks!

## ORDER BY PHONE 206-527-4822

**R+E  
CYCLES**

### IF YOU HAVE A TEN DOLLAR HEAD, BUY A TEN DOLLAR HELMET

But if you want the best protection and the most comfortable fit we recommend a Giro Gila Helmet. With 23 vents, a snap mounted visor, a pony tail compatible, height adjustable retention system it's considered one of the best helmets on today's market. And we are fussy about helmet fit. We'll adjust it so that it fits securely on your head.

Reg:\$80

**Coupon Special: \$64.99**

*Offer good with coupon only. No cash value. Expires 8/15/99*

**Giro**

**R+E  
CYCLES**

### LEARN TO RIDE A TANDEM!

If you're thinking of buying a tandem, or maybe just want to try one out, your experience will be much more fun if you know what you're doing. Learn from the pros at R+E Cycles. Use this coupon to save \$10.00 when you sign up for our tandem 101 class (Reg. \$25 per couple). Next classes • July 31, August 28th. **\$15 with coupon**

Limited to 5 couples per class

*Offer good with coupon only. No cash value. Expires 8/15/99*



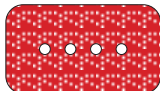
**R+E  
CYCLES**

### REALLY LIGHT

And bright too. These Cygolight rear flashers are visible for over 1/2 mile. A single button allows you to choose from 3 different flashing patterns and the multiple attachment system lets you bolt it onto a rack or clip it onto a pack or piece of clothing. Be seen, be safe. Reg:10

**Coupon Price: \$7.99**

*Offer good with coupon only. No cash value. Expires 8/15/99*



**R+E  
CYCLES**

### AVE CRUISIN'

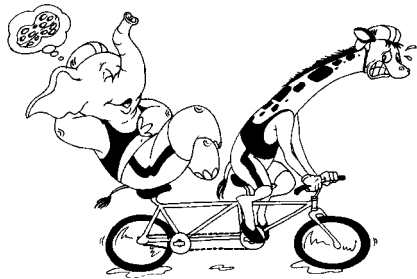
The Bianchi Avenue is a perfect bike for city riding. It's a hybrid that gives you lots of low gears for climbing the hills, an upright comfortable position, durable gears and powerful brakes. We only have one 1998 model left. It is 18 inches which will fit someone around 5'6" to 5'10". It's a great deal at

**only \$249.99**

Reg: \$320 Save \$70

*Offer good with coupon only. No cash value. Expires 8/15/99*





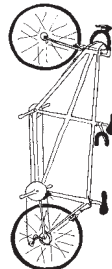
**OWN A RODRIGUEZ TANDEM  
FOR AS LITTLE AS \$1549.99!**

**RODRIGUEZ TANDEMS USA**

**TAKE \$150 OFF THE PRICE OF ANY TANDEM BELOW WHEN YOU TRADE IN YOUR OLD BIKE (SINGLE OR TANDEM)**

*OFFER GOOD THROUGH AUGUST 31ST 1999. LIMITED TO STOCK ON HAND.*

1999 TANDEMS	MODEL	HIGHLIGHTS	SIZE	COLOR	
RODRIGUEZ 99	TOUCAN	PHIL HUBS & CAMPY ERGO	L	BLUE	\$2499.99
RODRIGUEZ 99	TOUCAN	PHIL HUBS & CAMPY ERGO	M	BLUE	\$2499.99
RODRIGUEZ 99	TOUCAN	PHIL HUBS & CAMPY ERGO	M	BLUE	\$2499.99
RODRIGUEZ 99	PARROT	INSIDE OUT FADE PAINT	M	FADE	\$3099.99
RODRIGUEZ 99	25TH ANNIVERSARY	LIMITED EDITION	L	RED/BLUE	\$4899.99
RODRIGUEZ 99	25TH ANNIVERSARY	LIMITED EDITION	M	GREEN/PURPLE	\$4899.99
RODRIGUEZ 99	SOFRIDE TANDEM	SOFRIDE BEAM	M	STEELHEAD	\$4399.99
RODRIGUEZ 99	SOFRIDE TANDEM W/S&S COUPLINGS		L	BLUE FADE	\$4799.99



**SAMPLES, RENTALS & CLOSEOUTS**

					REG.	SALE
RODRIGUEZ 98	TOUCAN (RENTAL)	TANDEM	S	ORANGE	\$2399	\$1899
RODRIGUEZ 99	TOUCAN/SOFRIDE	TANDEM(RENTAL)	M	BLUE	\$2850	\$2499
RODRIGUEZ 98	PARROT (RENTAL)	TANDEM	L	PURPLE	\$2899	\$2399
RODRIGUEZ 99	TEST PILOT(RENTAL)	TANDEM	L	WHITE	\$1899	\$1699
RODRIGUEZ 99	TEST PILOT(RENTAL)	TANDEM	M	WHITE	\$1899	\$1699
RODRIGUEZ 99	TEST PILOT(RENTAL)	TANDEM	M	WHITE	\$1899	\$1699

**PARTY WITH THE THE PRO!!**

**MEET THE PRO ATHLETE WHO FINISHES LAST! WIN A WORKOUT WITH SALLY EDWARDS...ANYWHERE IN THE WORLD!!**

R+E CYCLES and DANSKIN are hosting a book signing/benefit for Danskin Team Survivor USA\* Sally Edwards will be at R+E Cycles on Friday August 13 from 7-9PM. Hot off the press, Sally will be autographing her brand new book The Heart Rate Monitor Guide Book. Sally has top finishes in every Ironman® Triathlon she has done (about 17 of them!) and finished last in 52 Danskin Triathlons. It takes a remarkable person to do either one of those feats!

Friday night we'll raffle off a few entries to the Danskin Triathlon in Seattle which is already full. This is the only way to get in if you are not already signed up. You'll also be able to purchase raffle tickets for one of a kind items including a workout anywhere in the world with Sally. You can pick a marathon in Australia or lunch in Paris, whatever you wish! Other items will include an entry to the next R+E Women's Cycling Camp, Giro helmet, heart rate monitors and more.

This party is not limited to Danskin Triathlon participants. Everyone is invited. Bring your children, grandparents, brothers and sisters.

Please RSVP by August 11 so we know how big a cake to bake!!

206-527-8931 ext 911... or e-mail us at rodtandem@aol.com and let us know how many will be attending.

\* Danskin Team Survivor USA is an exercise and fitness program for women who are cancer survivors. It welcomes women of all ages and fitness levels.



**www.rodcycle.com**



**WHEELY GOOD DEAL!!**

Help us clean up our stock of rims! Come into Seattle Bike Repair and we'll build you the best set of wheels you've ever had and at the same time save you some \$\$\$\$.

Buy any rim that we have in stock, and we'll sell you a second rim of equal or greater value for 1/2 price.

**(Save up to \$50)**

*Offer good with coupon only. No cash value. Expires 8/15/99*



**WA HOO AND YABBA DABBA DO!**

Enjoy the summer screamin' around on your Fisher WAHOO. This 1998 model will take a city beating. It has a rigid fork, Shimano equipment, bar ends. Perfect for commuting or trail riding. The only problem is we only have one left. It is 18" and will fit a rider about 5'7-6'. It even comes with a free fitting and is

**only \$258.**

Reg:\$330 Save \$72

*Offer good with coupon only. No cash value. Expires 8/15/99*



**CROSSWAY 450 IS OUR BEST SELLING CROSS BIKE**

We have 2 1998 Mongoose Crossway 450's left over. They feature a lightweight aluminum frame with easy to use Grip Shift levers. A cush saddle makes it easy to take a 10-100 mile ride. We have 2 left. The 15 inch fits riders about 5'3-5'7 and the 23 fits "tall" riders (6 foot and over).

Reg: \$390 Sale \$90

**Sale:\$300**

*Offer good with coupon only. No cash value. Expires 8/15/99*



**KEEP ON TRUCKIN'**

If you want to securely carry your bike in your pick up, then this is the ticket. These little mounts fit on any truck or you can mount them to anything else to make a "custom mount". They are very handy and easy to use! Reg\$20

**Coupon Special: \$14.99**

*Offer good with coupon only. No cash value. Expires 8/15/99*





**FROM THE REPAIR BENCH  
SEATTLE BIKE REPAIR  
5619 UNIVERSITY WAY NE  
SEATTLE, WA 98105  
206-527-0360**

## NEW, OLD DIGS FOR SEATTLE BIKE REPAIR

It's deja vu at Seattle Bike Repair. Some of you may recognize SBR as it used to be about 10 years ago. Here's a little bit of R+E history if you are interested.....

In 1975 R+E Cycles moved from Roosevelt Way and took over the Earth Shoe Store in what was the South half of the current R+E Cycles. In 1982 we expanded to encompass both halves. In 1983 we opened up Mountain Bike Specialists, the first shop in the US to exclusively cater to mountain bikes. In 1984, we moved the repair department to its current location and named it Seattle Bike Repair. In 1986 we consolidated and opened "The Cycleplex" which housed Second Gear, Mountain Bike Specialists and Seattle Bike Repair (SBR). Most importantly it allowed us to donate 3000 square feet to the Cascade Bicycle Club.

The mountain bike craze ended, and we consolidated that shop into R+E 2 years ago. Now, Cascade Bicycle Club has rented their own space at Sand Point and we were rattling around in the cavernous basement space. We were lucky enough to be able to get our old SBR storefront location back, with easier access, easier parking and lots of daylight.

The move took a lot of time and effort and we did not get as many newsletters out as we hoped. But now it is over and we are hopefully back on track! Thank you for your patience. We'll look forward to seeing you on the road or in the shop!!



### THE BARGAIN BIN!

**TOO GOOD TO THROW AWAY  
BUT CERTAINLY USEFUL?**

Have you ever had the joy of moving? You end up finding a lot of stuff that you've been hanging on to for a while but aren't sure quite when you'll use it next. That's what happened to us when we moved the repair shop. We came across a lot of older parts, tools and accessories that just don't deserve the high price tags they used to have. So we have a "Bargain Bin" full of just that. Great bargains on good stuff. Take advantage of our pack rat nature and you'll find some really good deals. See the coupon page for extra incentive to browse our Bin.



### DELUXE DIGS

Dig through our bargain bin and if you purchase \$25 dollars or more worth of merchandise we'll give you an **extra 10% off.**

Offer good with coupon only. No cash value. Expires 8/15/99



### GOT GRIP SHIFT?

It is easy to maintain with this Finish Line GripShift Maintenance kit. Includes the degreaser, lube, wrench, and special cleaning brush. Keep your shifting at its best.

Reg: \$ 10

**With Coupon: \$3.89**

Offer good with coupon only. No cash value. Expires 8/15/99



### A NEW TOOTH BRUSH!

Yes it's a toothbrush, but unless your teeth are made out of steel you won't use it in your mouth! It's for brushing the teeth on the gears of your bicycle. Save yourself time and mess!

**SALE \$3.99**

Reg. \$4.99

Offer good with coupon only. No cash value. Expires 8/15/99



### COLLECT THEM ALL

You can't maintain your bike with a set of Beanie Babies® but you can with the Finish Line kit. This package contains, degreaser, lube and frame protectant. Everything you need to keep your bike running and looking good.

Reg: \$20

**With Coupon: \$10.99**

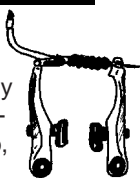
Offer good with coupon only. No cash value. Expires 8/15/99



### STOP!!!!

Get your new brake pads here. Buy one pair and we'll give you the other pair for \$1. Choose from any of the many brands and models we sell. Cantilevers, V brakes, Kool Stop, Shimano, Aztec, etc.

Offer good with coupon only. No cash value. Expires 8/15/99



### ABDUCTED BY AN ALIEN

If you were to be abducted by an alien this would be the tool you would want to employ for your escape. It also can fix just about any part of your bicycle and compactly folds to fit into a small tool bag.

It's a must for off road riding.

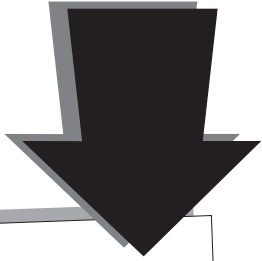
Reg: \$40

**Coupon Price: \$32.99**

Offer good with coupon only. No cash value. Expires 8/15/99



**WATCH FOR THIS FLYER  
IN YOUR MAIL BOX**



**R+E CYCLES**  
5627 UNIVERSITY WAY NE  
SEATTLE WA, 98105  
206-527-4822

**SEATTLE BIKE REPAIR**  
5619 UNIVERSITY WAY NE  
SEATTLE WA, 98105  
206-527-0360



**R+E CYCLES BLOCK PARTY!!**

**SAVE 10% ON  
EVERYTHING IN STOCK!**

**MAKE NEW FRIENDS!**

**COMING SOON  
TO YOUR NEIGHBORHOOD**

**DRINK COFFEE!**

*"One night I delivered a pair of shoes to a customer's home. As I pulled into their driveway I realized I knew 2 other bike riders who lived within 2 or 3 blocks of them. They didn't seem to know each other. The next week the same thing happened in the same neighborhood. I thought about it all night and we decided to have a BLOCK PARTY!"*



**R+E CYCLES**  
5627 UNIVERSITY WAY NE  
SEATTLE WA, 98105  
206-527-4822

**SAVE 10% ON  
EVERYTHING IN STOCK!**

Bulk Rate  
U.S. Postage  
Paid  
Seattle WA.  
Permit No \*\*\*\*\*

**Block Party - For you & your neighbors**

**"BALLARD - WHERE THE CARS ARE SLOW  
BUT THE BIKES ARE FAST!"**

First 50 people to arrive, get a cool bumper sticker!



**R+E Cycles will be having a block party for you and your neighbors!**

**MEET YOUR NEIGHBORS WHO SHARE YOUR ZIP CODE AND YOUR INTEREST IN CYCLING.**

*We will be inviting you, your neighbors and their bikes to R+E Cycles for an evening of refreshments, fun, and a little bit of riding.*

**Watch your mail for an invitation to R+E Cycles Block Party!**

We'll be offering sale prices in the store from 4-8 pm and then we'll have cake and coffee from 8-8:30. At 8:30 we'll break into neighborhoodly groups and ride home! We'll also have lots of door prizes.

*"I wonder who drives that Explorer with the bike rack on it . It's parked around the corner from me...."  
"I always see that family riding on Sunday morning with their kids. I wonder who they are...."  
"It sure would be nice to meet someone to bike commute with...."  
"Meeting some other active neighbors sure could be fun..."*



# BICYCLE FEATURE!



## ALUMINUM SPELLED BACKWARDS?

Muni Mula of course. One of Kona's finest aluminum mountain bikes. The 1998 model features a Rock Shox Judy fork and XT/LX parts. Kona's attention to detail ensures that it even has a replaceable derailleur hanger. Its riser handlebars make for a very comfortable riding position and increased control. The polished aluminum finish makes it a really "cool" looking machine. They were a very good value at \$1030.

***We have one of each size left over and we are blowing them out the door at only \$799.***

*You might want to come in soon while we have the size run.*

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

**ORDER BY PHONE 206-527-4822**

**RE CYCLES** **SAVE 30%!!!!**

All Bellwether jerseys 30% OFF with this coupon! Limited to stock on hand!



Offer good with coupon only. No cash value. Expires 8/15/99

**R+E**  
CYCLES



**RE CYCLES** **Our Favorite Lock**

Even better than a U-lock this Kryptonite Armadillo, is easier to use and pretty darn indestructible. The armor plated outside hides a twisted steel core. It's the lock we recommend when you don't want to test your insurance policy.



Reg: \$39.99  
**Coupon Price: \$28.99**

Offer good with coupon only. No cash value. Expires 8/15/99

**R+E Cycles**

5627 University Way NE

Seattle WA

206-527-4822

