

Quote of the month
You must do the thing you think you cannot do.
 -Eleanor Roosevelt



Expo 2002



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

THE NEWSLETTER OF CYCLING VALUES!

EXPO 2002 EDITION

WHAT'S INSIDE THIS ISSUE

**RODRIGUEZ BIKES...MADE FOR SPEED
 DESIGNED FOR COMFORT**

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Can you imagine riding your bike in total comfort from Seattle to Portland? Can you imagine yourself turning your best time at the Danskin® triathlon and feeling great when you got off your bike? How about completing an Aids ride, TrekTri Island or Chilly Hilly and wondering what was supposed to be so hard about the ride?

Just because a bike is made for speed or performance does not mean it should not be totally comfortable. You can be efficient without experiencing discomfort. This is the underlying philosophy in the design of RODRIGUEZ bikes.

We also believe that comfort can translate into speed. If a rider is set up in a totally bent over, stretched out aerodynamic position but keeps taking 15 minute breaks to stretch, they may turn a slower time than the rider who sits a bit more upright.

There are many factors that go together to make a bike "fast". It goes without saying that the motor (aka the rider) is the most important factor. The overall weight of the bike is of some importance, the weight of the wheels is of major importance, the materials and design of the frame play a role, too. However, we believe that if your

bike is not comfortable you won't be efficient. You won't want to put on the training miles, you'll spend time wiggling around on the saddle and most importantly you won't have fun.

RODRIGUEZ bicycles do not come in a box. They are designed and hand built here, and each bike is assembled specifically for you. We work with you to decide exactly how high your handlebars need to be and we'll make sure you have the proper width. We'll help you select a comfortable seat and pick low enough gears to get up the hills. You can choose upright handlebars or "drops". Whatever is going to work best for you, is what is "right".

Most people have never seen the process involved in building a bicycle frame. The next time you are in, we invite you to visit our frame shop. It's just underneath our retail store. We will be flattered to give you a tour. It's our version of "Show and Tell".

RODRIGUEZ bikes are built for speed, but they are designed for comfort.

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

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**WALK YOUR DOG
 NOT YOUR BIKE**

Don't be caught flat, stock up on extra tubes now.
 Reg: \$4.99

SALE 3 for \$10

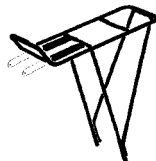
Offer good with coupon only. No cash value. Limited to stock on hand. Expires 3/24/02

RACK 'N ROLL

This is one of the lightest rear racks on the market. It fits road, mountain or cross bikes and is easy to install. Take the load off your back and put it on the rack. Reg:\$25

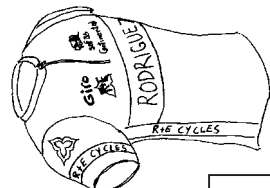
Coupon Price: \$17.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 3/24/02



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PRESORTED STANDARD



SHOW YOUR STYLE

Tired of that same old jersey?
 Choose from our very own
 Rodriguez jersey, Shebeest,
 Bellwether, Hind or Kucharik.
 Reg:\$34.99-\$74.99

30% Off With Coupon

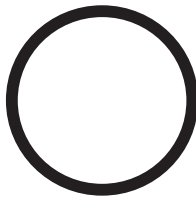
Limited to stock on hand. No cash value. Expires 3/24/02



WATCH YOUR BEHIND

Over the years I have heard people refer to making a better mouse trap and I've wondered why they didn't put some of this creativity into making a better cycling mirror.

Well, the folks at "Tiger Eye" have done it. And they've done it in a very creative manner. First of all the mirrors mounts are made from bicycle spokes. We all know how strong and reliable spokes are. This is a mirror that will not break and it will not fall off. Secondly, they contract the finishing work to three disabled people, giving them fair wages, companionship and a sense of accomplishment.



We've road tested this mirror and are confident that it surpasses all other mirrors. It comes in a helmet version as well as eyeglass mount. Now you can look forward to looking behind you! Only \$19.99 (or see the coupon on page-----)

SOME THINGS NEVER CHANGE... EVEN WHEN THEY SHOULD

Often, waterbottle cages look easier to use than they really are. If you find that it is hard to get your bottle in and out of the cage, don't blame yourself. It may be the equipment. If you have a small frame, a tandem, or a double suspension frame, you may find there is not enough clearance to easily manipulate your waterbottle. If you find you are fumbling with your waterbottle cage, try a Twist and Sip Cage.



The Twist and Sip is the first rotatable water bottle holder. We have tried it and it works. All you have to do is "start" the bottle in the cage and then you can twist it around so that you'll have easier access to it. Come by and try one on our demo bike. You just might like drinking a little more!!

U LOCK IT OR YOU LOSE IT

A U-lock is still the most secure bike lock there is. Not all U-locks are made of the same materials. The Shackle U-lock is a hardened steel which makes it very strong. The key has a little light built into it to help you at night. It includes a mount and has a key slot protector to keep dirt and grime out.

Reg: \$35

Coupon Price: \$22.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 3/24/02



READING, RIDING AND 'RITHMETIC

Well how about reading and riding? Check out these cool tandem book ends. They'll dress up your home or office or they make a nice gift! One size fits all.

Reg: \$50

Coupon Price: \$29.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 3/24/02



THE BEST COUPON IN THE NEWSLETTER

A pair of panniers for only \$29.99! We've got two pairs of Potenza rear panniers left, so hurry. They attach to your rack with a standard hook and bungie system, have one large compartment and one outside pocket. They also have reflective piping and compression straps and they snap together. They are a fantastic bargain. Reg: \$70

Coupon Price: \$29.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 3/24/02



TIME TO RETIRE

Spring is the best time to install new tires. Start the season off with a pair of fresh Vittoria Techno Twin tires and you'll be doing your best to beat the odds of a flat tires. These kevlar beaded tires fit road bikes.

Reg: \$23.00 Coupon Price: \$18.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 3/24/02



THE PERFECT SEAT BAG!

There is no need for us to invent the perfect day touring bag. It has just been done. Thank you Vaude. The High Tail uses a quick release clamp to allow you to snap this on or off your seatpost in seconds flat. And it has all the bells and whistles that make it perfect.

- Aerodynamically shaped and light weight so you don't even know it's there
- Compact, but expandable, just in case
- Slides off its frame and includes a shoulder strap so you can take it with you
- 2 side pockets and an internal key pocket so you can find your things
- Reflective piping for visibility and an integral bungie for extra stowage
- A hidden raincover, just in case!



It's great for STP, a jaunt down the BGT, or even a jaunt for SBC.

ONLY \$69.99

FUN SOX

Remember when cycling socks used to be just boring white? Then they got bold by introducing black socks. Whoopee! Now cycling socks are available in oodles of fun patterns. We just added the line of Lin socks to our stock. These high tech, fast wicking, soft, comfortable cycling socks or packed with function and fashion.



They are constructed of coolmax and lycra for quick wicking and a snug fit. The fabric features an open weave that allows air to circulate which will keep your feet dry. A double layered elastic cuff ensures that they don't sag and the reinforced heels and toes supply extra strength where socks need it the most.

Come in and check out our selection of over a dozen patterns.

Be the best dressed one in the pack! \$7.99

2002 RODRIGUEZ BIKES



MEN'S BIKES



WOMEN'S BIKES

ARROW SPORT

The Rodriguez Arrow Sport features double butted True Temper tubing which we have ovalized at the bottom bracket to reduce the frame's flex. We include Campagnolo Mirage equipment with a triple crankset, and handbuilt wheels. It's a comfortable versatile bike that is perfect for a full day's ride.



\$1399

STELLAR SPORT

The Stellar Sport is our best selling Stellar. It's great for just about any non-extreme application. Great for commuting, day touring, sport triathlons, organized rides, training, or just havin' fun! It comes equipped with **Shimano Sora at \$1249, or Campy Mirage/Veloce at \$1399.**



ADVENTURE TOUR

The Rodriguez Adventure is a full on touring bike with rack braze ons, cantilevers, clearance for wider tires and low gears. The Mirage equipment is durable and touring friendly. The Asphalt Black paint matches anything and your bike won't scream "steal me", no matter where you're at.



\$1399

STELLAR TOUR

The Stellar Tour comes with wider tires, and heavy duty cantilever brakes. A triple chainring makes hill climbing a breeze. And the Touring Stellar comes equipped with braze ons for front and rear racks. **Shimano Sora at \$1249, or Campy Mirage/Veloce at \$1399.**



ARROW RACING

The Arrow Racing model is an all out, kick ass, go fast, testosterone charged, machine. This is the bike Popeye dreams of! (It's the next best thing to spinach.) Handbuilt with True Temper OX Platinum (made in the USA tubing), Veloce equipment, handbuilt go fast wheels and a classic 2-panel, paint job, it's ready to be at the front of any pack.



\$1799

STELLAR RACE

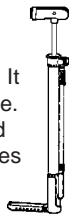
Our Stellar Race is the leader of the pack. Again, the heart of this bike is its great fit. However it is enhanced by using OX Platinum Tubing- the lightest strongest tubing, a Carbon Fiber fork and an exquisite paint job. Since the Stellar is designed and made in the Northwest, we've taken into consideration the challenging hills. You can select to outfit your Stellar Race with either a double or a triple crankset. Fast and comfortable, you can race it or just ride it fast.



\$1799

OUR FAVORITE PUMP

The Topeak Morph is one of our 10 favorite accessories. It makes pumping up a tire on the side of the road a breeze. It is frame mounted but has a fold up hose, handle, and foot peg. It's just like using a floor pump and even includes a gauge. Fits both valve styles. Reg:\$40



Coupon Price: \$34.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 3/24/02

JUST LUBE IT

You wouldn't drive your car without any oil and you should not ride your bike with a dry chain. Lube your chain, before get it gets dry and crunchy. A well maintained chain makes your bike last longer, shift better, and lets you ride more efficiently.

Choose from our wide selection of lubes.
10% off all lube in stock



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 3/24/02

HOW MUCH FURTHER IS IT?

Your kids pester you with this in the car and then your riding buddies want to know the same thing. With the Cateye Enduro computer you'll know how far you've come, your current and average speeds, elapsed time and time of day. We especially like the Enduro because its beefed up wire makes this computer extremely durable. Reg: \$26.99



Coupon Price: \$19.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 3/24/02

THE PAIN THAT DARE NOT SPEAK ITS NAME

If you are a female rider who's saddle makes you sore, then we may have the saddle for you. The Serfas Curva is narrow in the horn and seems to be pretty comfortable all the way around. The titanium rails, offer even more comfort and they save you precious ounces. Reg:\$100



Coupon Price: \$69.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 3/24/02

FREE SHIPPING FOR ORDERS OVER \$25 • 206-527-4822 • <http://www.rodcycle.com>

A WORD ABOUT CYCLING SHORTS

Every fall I attend an industry trade show where we see all the products that will be available for the following spring. It never ceases to amaze me how many companies make black cycling shorts. It also amazes me how subtle the differences are between many of them. Sometimes the differences are intangible. How well will the chamois hold up? Will the logo stand up to a washing (they all have logos on them!), or will they look old after just a few wearings? Will the elastic hold its shape or stretch out before the summer is over?

We have dealt with enough companies and seen enough shorts to be able to identify the good values. We've done a lot of comparative shopping and we are offering what we believe are the best value shorts at various price points. All of the shorts that we have chosen are offered in both men's and women's cuts. We don't have unisex customers, so we don't sell unisex shorts.

\$39.99 RODRIGUEZ SHORTS

Our ever loving, back to the basics, Rodriguez shorts. Only with something new and different this year!

This is a 6 panel black lycra short. Enough panels for a great fit and a one of a kind, black chamois. For years, we've been urging manufacturers to use a darker chamois but they don't want to do anything "too different", so we have speced that in our own shorts. The best value at a great price.



\$64.99 Hind Ultradrylete shorts

Fabric, fit, and chamois. Hind uses the best of each. The Ultradrylete fabric is incomparable in the way in which it wicks moisture. It also has a very soft feel. The 8 panel construction offers and unrivaled fit and Hind has cut these generously so they are not super tight. They come in a traditional length and a "shorty", which is great for spin classes or a great tan. The chamois features a one piece molded construction which eliminates seams and it is coating. The logo is reflective and their durability is excellent. If you are looking for a performance oriented short, look no further. We've done the looking for you.



• Baggy shorts

BEWARE OF BIKE AND HIKE SHORTS! YOU BIKE, THEY HIKE UP! It is easy to be fooled by baggy shorts. Some of them offer function and some are strictly fashion. We've tried many of the and feel that the Hind brand offers the best in this styling.

\$54.99 Hind Wasatch Shorts

If you want the comfort and performance of a cycling short but don't want to run around in black Spandex then the Hind Wasatch shorts are the ticket. They look like a standard hiking short but incorporate a performance oriented cycling short as a liner. They have 2 side seam pockets, a rear pocket and a key keeper. Perfect for casual riding.



\$74.99 Sport Utility Bike Short

This is the short for the rider who wants top performance but a casual look. It includes Hind's Hydrator Lycra mesh liner with a seamless Hydrator chamois for maximum sweat absorption. Other features include: reversed belt loop with adjustable ladder-lock fasteners, front surplus pockets with drainage grommets, back darts for a contoured fit, and back pockets. You can ride these on a gnarly mountain bike adventure or an all day tour.

ESTELLE'S BIKE CAMP FOR WOMEN

ESTELLE GRAY AND RODRIGUEZ BICYCLES ARE CONDUCTING WOMEN'S CYCLING CAMPS!

The Stellar Women's Cycling Camp is designed for women of all ages and abilities. We teach skills, drills, and techniques. It does not matter how fast or fit you are, or what kind of bike you have. Everyone has fun and learns a lot. Most of the women are in their 40's and 50's with a handful of 60 year olds and some 30 year olds. (But we would love to include some older teenagers!)

The material is designed for the woman who wants to gain a better understanding of her bike and learn how to use it most efficiently.

We work indoors on trainers helping you achieve the best fit, positioning and form. We do skills drills in a parking lot, practice gear shifting and cadence on a beautiful, quiet road next to the river, and we climb and descend a hill that will earn you bragging rights.

The food is spectacular. Imagine: Thirty five women gathered in a beautiful setting (no kids, no house chores, no phones ringing), all with the common thread of enjoying riding their bikes... It is bound to be a weekend you'll not want to miss. **JUNE 7-9, JULY 26-28**

Cost of the camp is \$499 and includes: 2 nights lodging (single beds, 4 to a room) • 6 meals (Fri dinner thru Sun lunch) • Snacks and soft drinks • Instruction and all materials • Use of a cycling computer with cadence function or heart rate monitor.

To sign up:

Name _____ Phone(s) _____

Address _____ e-mail _____

city, st. zip _____ Date of camp _____

Form of Payment: Check enclosed

Credit Card # _____ exp. _____

Type of card Visa MC Discover

We will send follow up confirmation with detailed information
To receive further information e-mail us at Estelle@Rodcycle.com

LIGHTER THAN YOU THINK

This clip on light set may not look like much in the package but the halogen bulbs throw out more light than you would think.

Quick release mounts make it easy to install or remove them. Batteries are even included. Don't be caught in the dark.

Reg: \$35

Coupon Price: \$24.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 3/24/02



HELMET BLOWOUT

The better your helmet fits the more protective it is. If your helmet is slipping around on your head, creeping up into your hairline, then it may not do you much good in a crash. Try on a Louis Garneau helmet and see the difference. Let our helmet pros spend 10 or 15 minutes helping you with the fine adjustments that can be made.

All Garneau Helmets 30% off

Reg \$40-\$75 Now only: \$28-\$52

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 3/24/02



WEIGH COOL

This Tanita scale measures your weight but equally importantly it monitors your body fat, too. You might start riding a lot and find that you are not losing any weight but indeed you have gained muscle mass and lost fat. Know for sure.

Reg: \$120

Coupon Price \$99.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 3/24/02



HOLY COW

That's what you'll say when you see how nice these gloves are for only \$8.99. With a terry cloth thumb, breathable top, and a supple palm, these gloves have everything you want in a cycling glove.

And they are washable, too. You might even want to buy a second pair.

Reg: 20

Coupon Price: \$8.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 3/24/02



R+E Cycles

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