2009
BICYCLES, TANDEMS AND MORE

Rodriguez



R+E CYCLES

35 Years and still rollin' strong!

SINCE 1973

5627 University Way NE

Seattle, WA 98105

206-527-4822

Fax 206-527-8931

www.rodcycle.com

Why buy a bike, when you can buy a whole bike shop?

"Buy a shop? Me?", you ask. Yes, you. That's the best advice that you can get when you are shopping for a bicycle. What it means is the difference between shops is greater than the difference between bike brands.

Our philosophy is that when you choose your bicycle, you should choose it based on the folks who will not only build your bicycle, but also those who will help you get comfortable on the bike, as well as provide service down the road as you need it.

Have you heard of us?
If you've heard of us, it's not because you saw us in an expensive magazine advertisement, or glossy magazine product review. Magazine ads and reviews take a lot of time and money, and don't improve a company's product or service. We use what's called a 'product focused' business model. This simply means that we choose to focus our efforts (and money) on developing new products and improving our existing products. We also choose to work directly with our customers (no dealers or distributors). This provides us with direct, immediate feedback, and helps us improve our product in a more effective manner. Another plus for the customer is that our pricing can be extremely competitive, as there is no middle man.

If you've heard of us, we hope it's because someone you ran into along the way....a friend or an acquaintance perhaps....recommended our shop. (Many thanks to all of you who are getting the word out.)

We feel that a recommendation from a friend or acquaintance is much better than recommendation from a magazine. This is why we focus our efforts on making top-notch products, and satisfying our customers rather than 'getting press.'

Who are we?
As you look through our 2009 catalog, you'll notice that we manufacture more than just bikes. You'll notice that we write software, manufacture highly specialized bicycle parts, and made our own phenomenal adjustable fitting machine. All of these products were designed, engineered, and produced right here in our shop by people who have dedicated their lives to the bicycle business.

A lot of people are surprised when they learn that we are just 15 people, fitting, selling, manufacturing, and servicing bicycles all in one shop in Seattle's University District. The truth is, the talented people that work here do it because of their love for bicycles and our customers who ride them. Everyone here is a long-term employee with at least two years here. We have several employees who are approaching the 'decade' mark with the shop, and some who have been here even longer.

When you buy a bicycle from us, you're buying the whole shop. We promise to do our best to make that the best value of all!

Thanks for reading, and have a great 2009 season!

-Dan



"You must be Mr. Rodriguez?"

This is a question I hear a lot. Actually, I'm not Mr. Rodriguez, my name is Dan Towle. I have been the owner of R+E Cycles for 16 years now. Before that, I worked for Angel Rodriguez as the Service and Assembly manager way back in the 1980's.

Angel was a very outgoing, well-known personality in the local Seattle biking scene. He was a kind of 'cycling ambassador' representing R+E Cycles. He wrote books, and did a lot of speaking engagements. I spend a lot of my time behind the scenes here in the company, and ended up working in every area of the store at some time or another throughout every season. After 16 years as owner, Scott, our manager, thought it was about time to let you connect the face to a name so to speak, so here it is.

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

I try to keep my focus on improving our products and services for our customers. After all, without the support of customers, a small business like ours would never exist.

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



This is me now

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



This was me then

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

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

ECONOMICAL

How about an American made, high quality handbuilt bicycle for well under $2,000?

PRACTICAL

It's been several years since there was a sub-$2,000 U.S. made bicycle on the market, but here at R+E Cycles, we've done it for you in 2009.

VERSATILE

The $1,599 Navigator is a Randonneur/Sport bike with clearance for fenders and wide tires, as well as a rear rack mount just like our top-selling Rainier. The frame is hand-built for you right here in Seattle and features butted True Temper tubing which provides a classic light weight 'steel feel' and at the same affordable pricing as the 'big guys' bikes made overseas.



We've set the bike up with a component group that is a mixture of Shimano/Tektro and other mid-level components (marry the frame, date the parts we say). Handbuilt wheels with a 3-year warranty are another unique feature that you'll get on the Navigator.

The Navigator is a comfortable, versatile bike that is perfect for commuting, day touring, or a weekend ride with your buddies.

Only $1,599

2009 Rodriguez Navigator

Frame	True Temper Steel
Fork	Lugged Cro-moly
Shift/Brake levers	Shimano 2200 STI
Brakes	Tektro Dual Pivot
Bottom Bracket	Shiamno Cartridge
Cranks	Alloy w/Triple
Front Derailleur	Shimano 2200 Triple
Rear Derailleur	Shimano 2200 Triple
Hubs	Formula 32 hole
Rims	Weinmann
Spokes	Stainless 14G
Wheels	Hand-built
Tires	Kenda
Handlebar	Alloy Drop
Head Set	A-head set
Bar tape	Black Cork
Seat post	27.2 Alloy
Seat	WTB or Planet Bike

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

www.rodcycle.com

Pioneers and Profits

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

NEXT-fit™

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

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

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

Most of our customers are not professional racers, but ordinary people who want to enjoy a comfortable, high-end bicycle. It only makes sense to innovate with that in mind.

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

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

Visit NEXT-fit™ online at
www.next-fit.com

NEXT-fit
BICYCLE FITTING FROM FIT TO FINISH!

Team Rodriguez

For the first time, Marguerite leaves her friends in the dust!

"You can see in the photo that I am a blur, riding ahead of the pack. That tells the story, right there!"

Read Marguerite's full story, plus many more in our online scrapbook at www.rodcycle.com



SPORT

Hey! What's going on here??

Hey! What's going on here..... you just want a comfortable riding bike for riding STP, a few entry level triathlons, or some weekend club rides, but everyone's trying to sell you an aluminum bridge truss made in Taiwan?

COMFORT

Don't be fooled! The American made Rodriguez Limited model features double butted True Temper tubing which provides a classic light weight 'steel feel' and at the same affordable pricing as the 'big guys' bikes made overseas. We've decked the bike out with Campagnolo Mirage equipment, and even a Profile carbon fiber fork! The Limited also includes handbuilt wheels with a 3-year warranty . It's a comfortable, versatile bike that is perfect for a full day's ride.

VALUE

The Limited is in our Sport line, and comes in classic gloss black with Rodriguez chrome script decals (custom paint is $300 extra). Available in 7 sizes to fit men and women from approx. 4' 11" to 6' 4".

Rising to the challenge once again, we put our heads together and came up with a sweet Sport/ Race bike that is $400 less than our least expensive option last year.



$2,199

The 2009 Rodriguez Limited

Dan: I would like to add
- I LOVE MY RODRIQUEZ!!!!!



Ele at Stevens Pass with her Rodriguez Sport bike. Read her whole story, and others in our customer scrap book at www.rodcycle.com

Frame	True Temper Steel
Fork	Profile Carbon Fiber
Shift/Brake levers	Campagnolo Mirage Ergo 9x
Brakes	Tektro Dual Pivot
Bottom Bracket	FSA Omega MegaExo
Cranks	FSA Omega MegaExo
Front Derailleur	Campagnolo Triple
Rear Derailleur	Campagnolo Champ Triple
Hubs	Formula Sealed Bearing
Rims	Alex RL2002
Spokes	DT 14G
Wheels	Hand-built
Tires	Serfas Seca Kevlar belted
Handlebar	Alloy Drop Bars
Head Set	Cartridge Sealed
Bar tape	Black Cork
Seat post	27.2 Alloy
Seat	WTB or Planet Bike

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

www.rodcycle.com

Fit to Finish Quiz

Just a few questions:

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

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

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

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

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

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

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

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

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

Fit to finish at R+E Cycles

Team Rodriguez

Aaron winds up in the Seattle Post Intelligencer riding his Rodriguez road bike.

Congratulations girls!

Read his amazing story and more in our online customer scrapbook at www.rodcycle.com



UTILITY TOURING

Fenders, front and rear racks, big wide tires, bomb-proof frame and fork, these are no problem for the Rodriguez Adventure Touring bike. This is a comfortable, classic touring bike with modern as well as old-school conveniences.

We started building these again when the bike industry gave up on making well-designed touring bikes. This bike is a class act, right down to the stainless steel bottle opener on the seat stay. Whether you are planning an extended bicycle tour, or commuting to and from work, this bike is for you!

COMMUTING

Our touring bikes are made from lightweight, comfortable riding OX Platinum tubing. Our customers ride their touring bikes a lot, so all of the components are selected for their quality and ability to be repaired as needed. This year we're offering the Adventure with the Ultimate component package, which includes Phil Wood hubs and Phil Wood bottom bracket.



- True Temper OX Platinum tubing
- Available in 15 sizes to fit men and women (custom for just a $200 upgrade)
- Available in 4 color choices (custom paint upgrade also available)
- Five different decal options (see page 26 for more)
- Travel Option - $700 (see page 12)

Specs

	Adventure Flat Bar $2,349	Adventure Mirage $2,599	Adventure Veloce $2,899	Adventure Ultimate $4,449
Tube Set	OX Platinum	OX Platinum	OX Platinum	OX Platinum
Fork	Aluminum	Aluminum	Aluminum	Aluminum
Shift Levers	SRAM X-7 trigger	Campagnolo Mirage 9x	Campagnolo Veloce 9x	Campagnolo Centaur
Brake Levers	Tektro ATB	Campagnolo Mirage	Campagnolo Veloce	Campagnolo Centaur
Brakes	Tektro Cantilever	Tektro Cantilever	Tektro Cantilever	Trillium Big Squeeze
Bottom Bracket	Shimano Sealed	Shimano Sealed	Shimano Sealed	Phil Wood
Cranks	FSA 28/38/48	FSA 28/38/48	FSA 28/38/48	DaVinci 28/38/48
Front Derailleur	SRAM X-7	Campagnolo Triple	Campagnolo Triple	Campagnolo Triple
Rear Derailleur	SRAM X-7	Campagnolo Champ	Campagnolo Comp	Campagnolo Comp
Chain	SRAM PC-951	Campagnolo C9	Campagnolo C9	Campagnolo C9
Hubs	Shimano	Formula Sealed Bearing	Formula Sealed Bearing	Phil Wood
Rims	Alex Crostini	Alex Crostini	Alex Crostini	Alex Crostini
Spokes	DT 14G	DT 14G	DT 14G	DT 14/15 Butted
Tires	Serfas Kevlar Belted	Serfas Kevlar Belted	Serfas Kevlar Belted	Serfas Kevlar Belted
Handle Bars	Alloy Flat Bar	Alloy Drop Bars	Alloy Drop Bars	FSA Carbon K-Wing
Head Set	Cartridge Sealed	Cartridge Sealed	Cartridge Sealed	FSA Orbit Equipe
Tape/Grips	ATB Grips	Black Cork	Black Cork	Black Cork
Saddle	WTB or Serfas	WTB or Serfas	WTB or Serfas	WTB or Serfas

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

www.rodcycle.com

Retro-Grouch or Just Good Planning?

"Why don't you guys use the new 10-speed shifters on your touring bikes?"

That's a great question that we get hundreds of times per year, it seems. Most companies think it's because we're Retro-Grouches (people who don't like new technology). I don't believe that is a fair characterization, so let me explain why.

The answer is that we **do** use the new 10-speed shifters where appropriate. I ride 10-speed shifting on my Record equipped S3 bike myself and love it. I recommend 10-speed quite often. On a lightweight racing bike, the situation is completely different than a touring bike, tandem, or commuting bike.

I don't take a curmudgeonly approach to any new technology. Our choices are rooted in serving our customers' needs over the long haul. We lose touring bike and tandem sales each year due to the fact that we don't always jump on the newest technology, but I see that as a small price to pay for good customer service. Educating you, the rider, and letting you make the decision for yourself based on professional experience instead of an advertisement in a magazine creates a stronger relationship.

Would our lives be easier if we just put the new 10-speed shifting on all of our touring bikes like the rest of the world? Maybe at first. It costs much more money on our part to import 9-speed shifters direct from Italy. Sounds crazy, right? Read on....there is a method to our madness.

We have a unique product testing facility. You see, unlike almost every other manufacturer, our customers bring their bikes into our repair shop for service over the course of years. We get to experience first-hand the frustration of a customer when their new bike parts are not as durable as the parts on their old bike.

Our customers come to us because of our decades of experience in the bicycle world. They hold us to a standard, and we are proud of these things. I want to be clear, that we would be more than happy to build your new touring bike, commuting bike, or tandem with 10-speed shifting just like everyone else. We just want you to consider the facts first so you won't be surprised, or feel let down.

9-speed vs. 10-speed

One great advantage to being a manufacturer who has a large customer base and a repair shop is the opportunity to see the durability of components first hand.

In the 9-speed vs. 10-speed arena, there are some important things you should know.

Durability:
10-speed chains are very thin, as are the 10-speed cogs. This means that they don't last near as long as a thicker chain and cogs. In cases of heavy commuting or touring we've seen many customers who get about 700 to 800 miles out of their chain and cogs. For some of those customers, that's about 1 month of commuting. That's 12 chains and 12 cog sets per year. For a customer riding across the United States, that's 4 chains and 4 cog sets. When used on a tandem, the mileage decreases by about 30%.

By contrast, these same customers would be getting 1,200 to 1,500 miles on a 9-speed chain and cog set. Does this mean that an 8-speed chain and cog set would be even more durable? Yes, but 8-speed shifters are not available in anymore, so 9-speed shifters are the new durability choice.

Increased Cost:
A 9-speed chain sells for $25. A 9-speed cog set sells from $30 to $60. By contrast a 10-speed chain costs $50, and 10-speed cog sets are $100 and up.

When you multiply the frequency of replacement by the cost of equipment, your maintenance costs are increased by 200%.

A 200% increase in maintenance costs are not the direction that most of our commuting and loaded touring customers want to go.

Some people have no problem with the increased costs or service. Rest assured we still build touring bikes with 10-speed shifting quite a bit. We just want to share why 9-speed shifters are standard on our touring bikes.

Thanks for reading. -Dan

Team Rodriguez



Matt on his custom-sized Rodriguez Adventure, tearing up the streets of Seattle. Read his story in our online customer scrapbook at www.rodcycle.com

Hard-Boiled Travel Rugged



Willie Weir - on his Rodriguez W² Adventure

This bike has become a standard in the industry for the 'go everywhere' traveler. The Rodriguez W² Adventure is ready to conquer any terrain your heart desires. Originally designed in 1996 for bicycle adventurer, columnist, and writer Willie Weir before his bicycle adventure in the Balkans, this bike can do anything. It is rugged, well-designed and can pack easily into a 26" X 26" suitcase for airline travel.

The Rodriguez W² Adventure has many features that you won't find on any other bike.

This bike is set up to use whatever tire you might need to tackle the roughest roads (or non-roads). You can install anything from 1" slicks to 1.75" knobbies on the fly, as needed.

Stand-over clearance is maximized because you never know when you'll have to stop short. Ultimate travel calls for Ultimate comfort! The sloping top tube provides a higher, more comfortable handlebar position. The bike is offered with drop or flat bars. The W² Adventure comes equipped with front and rear rack braze-ons so you can carry a mother-load of equipment, as well as 3 water bottle braze-ons. The W² Adventure comes with a lower gear range than other touring bikes, and a crank set that will even accept lower gears. The W² Adventure is equipped with S&S couplings. This means it can easily be packed into a 26" by 26" suitcase (sold separately).

Versatile



- True Temper OX Platinum tubing
- Available in 15 sizes (read more on page 3) to fit men and women (custom for just a $200 upgrade)
- Available in 4 color choices (custom paint upgrade also available)
- Five different decal options (see page 26 for more)

Specs

	W² Adventure Flats $2,949	W² Adventure Mirage $3,199	W² Adventure Veloce $3,499	W² Adventure Ultimate $5,149
Tube Set	OX Platinum	OX Platinum	OX Platinum	OX Platinum
Fork	Aluminum or Tandem	Aluminum or Tandem	Aluminum or Tandem	Aluminum or Tandem
Shift Levers	SRAM X-7 Trigger	Campagnolo Mirage 9x	Campagnolo Veloce 9x	Campagnolo Centaur
Brake Levers	Tektro ATB	Campagnolo Mirage	Campagnolo Veloce	Campagnolo Centaur
Brakes	Tektro Cantilever	Tektro Cantilever	Tektro Cantilever	Trillium Big Squeeze
Bottom Bracket	Shimano Sealed	Shimano Sealed	Shimano Sealed	Phil Wood
Cranks	FSA 28/38/48	FSA 28/38/48	FSA 28/38/48	DaVinci 28/38/48
Front Derailleur	SRAM X-7	Campagnolo Triple	Campagnolo Triple	Campagnolo Triple
Rear Derailleur	SRAM X-7	Campagnolo Champ	Campagnolo Comp	Campagnolo Comp
Chain	SRAM PC951	Campagnolo C9	Campagnolo C9	Campagnolo C9
Hubs	Shimano	Velocity Sealed Bearing	Velocity Sealed Bearing	Phil Wood Cassette
Rims	Alex Crostini	Alex Crostini	Alex Crostini	Alex Crostini
Spokes	DT 14G	DT 14G	DT 14G	DT 14/15 Butted
Tires	Serfas Barista	Serfas Barista	Serfas Barista	Serfas Barista
Handle Bars	Alloy Flat Bars	Alloy Drop Bars	Alloy Drop Bars	FSA Carbon K-Wing
Head Set	Cartridge Sealed	Cartridge Sealed	Cartridge Sealed	FSA Orbit Equipe
Tape/Grips	ATB Grips	Black Cork	Black Cork	Black Cork
Saddle	WTB or Serfas	WTB or Serfas	WTB or Serfas	WTB or Serfas

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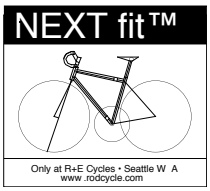
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High-tech Comfort!

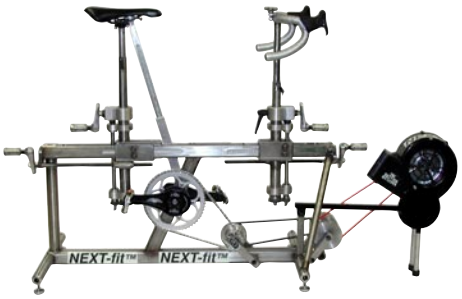
I'm sure you've noticed that a lot of money goes into developing aerodynamic bicycles and parts. You've probably also noticed that a lot of cycling companies spend thousands, or hundreds of thousands on race technology.

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

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

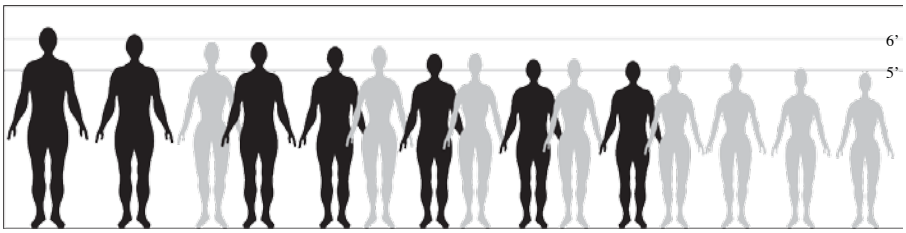


Most of our customers are not professional racers, but everyday people who want to enjoy a comfortable, high-end bicycle. It only makes sense to innovate with that in mind.



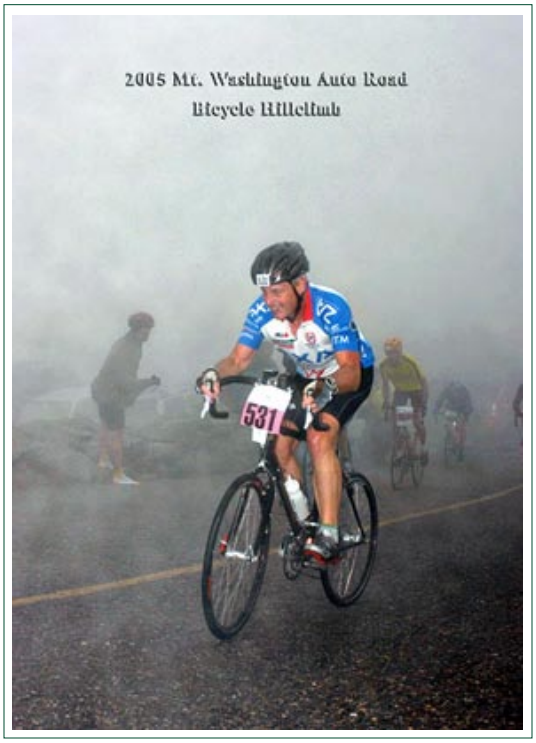
As a custom bicycle manufacturer, as well as a bicycle shop equipped with a computer programmer and a full machine shop, we have a unique approach to bicycle fitting. We've dedicated huge resources over the years to improve our methods of adjusting bicycles for our customers. We have immediate feedback from thousands of clients, and we can make adjustments to our tooling or software on the fly. If you would like to read more about the NEXT-fit™ system, I've written oodles of info and it even has its own web site. I've got photos of a NEXT-fit™ session as well as sample forms that the software creates available for viewing on the site as well.

Visit NEXT-fit™ online at www.next-fit.com



More Sizes for More comfort

Rodriguez bicycles are all made in 15 sizes to fit men and women. We can fit 90% of riders from 5'0" to 6' 5" without going custom. For those who need custom sizing, it's only $200 extra



Team Rodriguez

Joseph on his Rodriguez UTB (W^2 Adventure) during an incredible performance at the Mt. Washington Hill Climb.

Read his story in our online customer scrapbook at www.rodcycle.com

Pack up and Get Out!

The Rodriguez Travel Option

You get a LOT MORE with the Rodriguez 'Travel Option'

Many manufacturers offer an S&S 'travel version' of their bicycles. It usually runs about the same $700 for a single bike or $2,000ish for a tandem. Even though the prices are similar, you **get more** with the Rodriguez Travel Upgrade.

The travel upgrade is included on the W2 Adventure, and costs $700 as an upgrade on our other single bikes, or $1,995 as an upgrade on a new Rodriguez tandem.

The beauty of the S&S coupling system is that you can have a regular bike that performs just like a regular bike, but at the same time you can pack it into a 26" X 26" X 10" suitcase for flying on airlines. You don't have to have a regular bike, and a 'sub-par' folding bike for travel.

At Rodriguez you get the above and beyond level of service that our customers have come to expect from us. You'll get the same S&S couplings as other manufacturers offer, but that's really where the similarities end.

Last season, I had several customers who had bought travel tandems or bikes from other manufacturers call and ask for a lesson on how to pack and un-pack their tandems. It seems that they had heard of the lessons that we give to our Rodriguez customers and they wanted that same advantage. We came up with a price to charge them (this service is FREE with any Rodriguez purchase) of $500. This is a price they were glad to pay to receive the one-on-one attention and the professional prep work that we include with every Rodriguez Travel bicycle.

I was surprised to hear that other manufacturers are not including this type of 'after the sale' service, and I realize that there is a lot of value in this service. I thought I should lay out those differences here so that customers can compare value as well as price before choosing who will build their new ride.

The Rodriguez 'Travel Option' includes:

- S&S couplings
  (2 on a single bike or 6 on a tandem)
- Cable Splitters (see next page)
- Rodriguez exclusive 'outrigger' cable stops
- Protective padding custom cut and labeled
- Packing and un-packing lessons

Look over the next page to see what this can mean to you.





S&S couplings allow you to take your bike in half for easy packing.

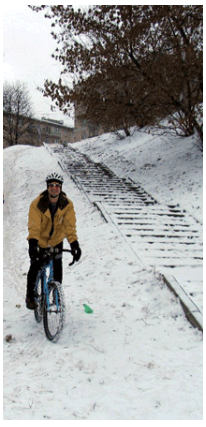


Team Rodriguez

Brian and Olga at Red Square (photo 1)
Brian uses his Rodriguez travel bike to brake the harsh Russian winter.

Read their complete story, and many more in our online customer scrapbook at
www.rodcycle.com





The Devil's in the Details

Any bicycle builder with a business license and insurance can build a bicycle with S&S couplings, but not every builder has built thousands of them and worked directly with every customer to improve the bike to make packing/un-packing as easy as our Rodriguez bikes. S&S couplings are just half the story when it comes to travel bikes. I've already illustrated a few pages back how our 'Fit to Finish' manufacturing method helps us evolve our bicycle fitting and building techniques at a much faster pace than a standard bike company. But there are many benefits to the customer as well.

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

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

I mean it...SPLIT!

Cable splitters are one of those things that most travel bike makers will include these days. For several years we were one of the only manufacturers including them.

Cable splitters are installed in the middle of the brake and shift cables and allow you to disconnect your brakes and derailleurs without having to use any tools. During re-assembly, you simply screw them back together with your fingers and there's no need to re-adjust your brakes or derailleurs. The only catch to cable splitters is the fact that they will rub on the paint of your bike when you pull the brakes or shift the gears. That brings us to our next Rodriguez exclusive product...Rodriguez Outrigger Cable Stops



Stop that scratchin'

It's not many bike shops that have their own machine shop and machinist.





The use of the cable splitter became common use on our travel bikes immediately, so we designed and built our own cable stop (the Rodriguez Outrigger) that held the cable splitter away from the frame so that it wouldn't rub the paint off of the frame when you pulled the brakes. From bike number 2 on, the Rodriguez outrigger has been a standard on every travel bike we make.

A Cut Above



S&S padding in the 'roll' state that it comes in



S&S padding that has been cut and labeled

When you pack your bike into the case, you'll want to put some padding on the frame to protect it. The padding that S&S makes comes in a roll state, and has to be cut to size for each particular bike. Some manufacturers include a roll or two with the purchase of your bike, but most do not. I was surprised to learn that the companies that do include it, send the padding along with the bike but never 'fit' the padding to the bike. They apparently expect the customer to 'finish' the job for them.

That just won't do here at R+E Cycles with our 'fit-to-finish' process. Finish means finish, right?

Included with your Rodriguez Travel bike you'll get S&S padding that is measured, custom-fitted and labeled by an R+E Cycles technician.

How do I do this?

Imagine being handed (or shipped) a bicycle and a suitcase and being expected to figure out from scratch how to dis-assemble the bike, install all the protective padding, and fit all the pieces into the suitcase. Then, after flying for 12 hours, pick the pieces out of the box and re-assemble the whole thing and start riding. If this sounds easy to you, it's either because you haven't done it yet, or you've already done it hundreds of times.

The truth is that it's not easy at first, but when you're taught by an instructor who's done the procedure hundreds of times, the learning curve is quick.

We learned early on that customers can beneffit greatly from our experience with travel bikes.

We have a staff of techinicians that pack/un-pack hundreds of travel bikes each year. **Included with your Rodriguez travel bike is your own personal, one-on-one lesson** where you learn every trick in the book when it comes to packing/un-packing your specific bicycle. Sure, you don't need a lesson, but it will save you hours of learning.

Randonneur

This is the bike that everyone has been clamoring for! The 2009 Rodriguez Rainier is perfect for the randonneur cyclist, or the commuter who doesn't need a front rack set up. Not really a touring bike, but a sport bike that comes with full fenders already installed, and easily accommodates a rear rack. The bike is just about as light as our Sport and SL models, but offers a little more versatility.

New for 2008

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.

This bike is light, fast, and versatile! But can it get even lighter or more versatile, you ask?

For the weight conscious, we're offering the Rainier Lite...an S3 version of the bike at a $600 upgrade.

For the well-travelled to-be rider, we're offering the Rainier travel version ($700 upgrade) that uses S&S couplings and fits in a 26" X 26" suitcase. (see page 12)

- True Temper OX Platinum tubing
- Available in 15 sizes to fit men and women (custom for just a $200 upgrade)
- Available in 4 color choices (custom paint upgrade also available) (see page 26 for more)
- Five different decal options (see page 26 for more)

The Rainier

Rodriguez



Specs

	Rainier Mirage $2,799 (w/fenders)	Rainier Veloce $3,099 (w/fenders)	Rainier Ultimate $4,749 (w/fenders)
Tube Set	OX Platinum	OX Platinum	OX Platinum
Fork	Carbon fiber	Carbon fiber	Carbon fiber
Shift Levers	Campagnolo Mirage Ergo 9x	Campagnolo Veloce 9x	Campagnolo Centaur
Brakes	Tektro Long Reach	Tektro Long Reach	Shimano R600 Long Reach
Bottom Bracket	FSA Omega MegaExo	FSA Omega MegaExo	Phil Wood
Cranks	FSA Omega MegaExo	FSA Omega MegaExo	DaVinci
Front Derailleur	Campagnolo Triple	Campagnolo Triple	Campagnolo Triple
Rear Derailleur	Campagnolo Champ Triple	Campagnolo Comp Triple	Campagnolo Chorus
Hubs	Formula Sealed Bearing	Formula Sealed Bearing	Phil Wood
Rims	Velocity Fusion	Velocity Fusion	Velocity Fusion
Spokes	DT 14G	DT 14G	DT 14/15 butted
Tires	Serfas With Kevlar Belt	Serfas With Kevlar Belt	Vredestein Fortezza
Handle Bars	Profile H2O	Profile H2O	FSA Carbon K-Wing
Head Set	Cartridge Sealed	Cartridge Sealed	FSA Orbit X
Tape	Black Cork	Black Cork	Black Cork
Seat Post	Alloy	Carbon	Carbon
Saddle	WTB or Planet Bike	WTB or Planet Bike	Vitesse or somethin' good

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

www.rodcycle.com

With a Grain of Salt

When I was in high school I had a good friend named Monty. He and I used to terrorize all of southern Idaho on our bicycles. I built Monty a Motebecane out of the scrap yard for about $12. Monty relied on me throughout our high school friendship to maintain his bicycle and give him good bicycle advice, but if there was something to be cooked, Monty was the cook.

Monty's mom worked the graveyard shift and his dad lived hundreds of miles away. He ended up doing most of the cooking for his family. He was a natural born cook. He could open up the cupboards and pull out anything and make something incredible. I remember him making excellent doughnuts out of a tube of Pilsbury biscuit dough because it had popped open when he had accidentally dropped it. Fast forward 25 years and what do you think Monty does for a living? He's a chef of course. He's been a chef ever since high school and he is a very talented one at that. Working as a chef for 25 years has made him an even better cook than he was when it was a fun hobby for him.

Me on the other hand, I'm an awful cook. My most famous recipe is cinnamon toast flambé. The first and last time I made it was back in 1986. When I first moved to Seattle, we really had no money at all, so we rarely had great food available. One morning, I was really in the mood for a hot breakfast. I decided to try and cook what ever I could find in the cupboards like Monty used to. Unfortunately, my search turned up the same crud I'd been eating cold for the last several days.....bread (the last few slices) and some margarine. The only kitchen device I had used to cook bread was a toaster, but we didn't own one, so until now I was out of luck. Determined to have a hot meal, I spread the margarine onto the last few slices of bread, and then sprinkled on some cinnamon and sugar. I then put the whole thing on a pizza pan and into the oven then turned it up to 'broil'. I was certain that I'd seen my baby sitter do this when I was little so I figured this would be a way to have a hot breakfast.

I watched the concoction through the oven window. It looked and smelled just like I remembered when Mrs. Skiver (our baby sitter) made her famous cinnamon toast. The butter bubbled and the scent of cinnamon permeated the air. I waited for the bubbling to stop, and then I opened the oven. Much to my surprise, the entire thing burst into flame! Not just any flame either, this was really fire and smoke. Fortunately I had the oven mitt on my hand already, so I grabbed the pizza pan I had used to cook this stuff on, and ran for the front door. I threw the burning concoction onto the front lawn and sprayed it with a hose. I watched as a couple of our resident dogs (there were several living in our house) sniffed it and then walked away. My buddies thought the whole sight was very funny, until they realized there was no more bread in the house.

Needless to say, I didn't go into cooking as a profession, but rather cook out of necessity. My cooking will do in a pinch, and I rarely have to use a hose to put out the fire. Dogs will often eat food that I've cooked, and once in a while I even enjoy some of my own cooking.

I continued on the path that I enjoyed (and exhibited some talent).....bicycles. When Mr. Krog (a Rodriguez bike customer) called me in 2004 and told me his doctor said he had to stop riding his bike because of a neck injury, I asked him to bring the bike in. He and I worked on a solution to his extreme problem until he was comfortable. His doctor signed off on his new fit, and Mr. Krog hasn't stopped riding since. Although I do have talent and enthusiasm for bicycle fitting, it was really my decades of experience working with hundreds of customers just like Mr. Krog that enabled me to give him the proper advice to keep him riding. These decades of experience are not only important when designing a bicycle, but also when choosing the proper components for the type of riding.

My friend Monty still rides his bike all the time. He's still a chef in Idaho, and he commutes to work on his bicycle. He's learned about his bicycle, and his needs when it comes to his bicycle. His real talent is cooking though, and his ability to cook is only amplified by decades of honing that skill as a professional.

If I want a suggestion about how to cook something, I would trust Monty's opinion above anyone else's. He's extremely talented, and has decades of experience. His opinion about bicycles though is much more limited. He has only his own experience to draw from, and has never worked in the bicycle industry. Although he rides a lot, his opinions cannot reflect the experiences of hundreds of thousands of hours working on and manufacturing bicycles.

The age of the internet has spawned an unbelievable number of enthusiastic "experts". I post opinions all the time about things that I love to do, but are not a big part of my everyday career. As a computer enthusiast for instance, I share my opinions all the time about computer stuff. My father-in-law always says "paper doesn't refuse ink". I would say here in the new century that "keyboards don't refuse fingers". My suggestions on computer programming or cooking are not nearly as sound as my opinions on bicycle stuff. Although a talented enthusiast can give you some good advice, a talented enthusiast with decades of professional experience can even be more helpful if you know one.

Just as a talented cooking enthusiast who can follow an intricate recipe must learn to be a chef through years of professional experience, a bicycle enthusiast learns to be a professional through years of designing, building, painting, or repairing bicycles all day long.

Although I am willing to give advice as an amateur cook, my suggestions for an elegant dinner may not be nearly as useful as Monty's suggestions. As a self taught computer hack programmer, my suggestions on how to write a computer program are certainly based on my experience, but they are not nearly as sound as my brother's suggestions. My brother writes computer programs for a living 8 hours a day, and he's very talented at it.

At R+E Cycles, when you are working with any one of us, you are working with someone who has chosen to work in the bicycle industry as a career. We do what we do as a full time job because we love it. Our mechanics work on every type of bicycle, and we've run into just about every situation. As a matter of fact, a guy from Texas just sent me a tandem to work on because we're apparently the only shop with the know-how to do the job he needs done. Our frame builders and our painter each have decades of experience, as well as our bicycle fitting team. It's a great pleasure for me to work with such a talented and experienced staff as we have here.

Now, don't get me wrong, if you want some recipe's, we're more than happy to oblige, but they may not be as good as the ones you'll get from Monty.

Thanks for reading -Dan

Team Rodriguez

Hey Dan,

Dan J. gathers info and whoops up on his carbon fiber clad buddies.

"Thanks to Smiley, Scott and the rest of the R&E ... for making such a great bike!"

Read his complete story, and many more in our online customer scrapbook at

www.rodcycle.com



JUST YOUR SIZE!

The pains of poor fit remain long after the sweetness of low price fades away.

Would you buy a pair of shoes that didn't fit because they were cheaper than the ones that did? People do this all the time in bicycles.

Just like a pair of shoes that's too small, a bicycle that doesn't fit comfortably is bike that doesn't get ridden. A bicycle that doesn't get ridden is a sad bicycle :-(. Here at R+E Cycles, we're here to help prevent the creation of sad bicycles.

Rodriguez bicycles are offered in 15 production sizes, in addition to our custom offerings. That's more than any other production bicycle. As we developed our NEXT-fit™ software, we came to the realization that we could fit 90-95% of our customers in 15 production sizes. With our NEXT-fit™ Adjustable bicycle, you'll get to try the fit before you buy it as well. If a rider doesn't fit one of our 15 sizes, $200 is all it takes for us to build a custom bike. You might be surprised to learn that even if your bike has to be made custom, it doesn't slow down delivery time.

Fit is guaranteed:
Fit is the most important component in a bicycle, period. We guarantee fit on our bicycles. When you purchase a Rodriguez or Trillium bicycle from us, we continue to work with you on fitting for as long as you need us to. With some companies, the bike is the product, and once you've received it, the relationship ends. At R+E Cycles, we see the delivery of your bike as the beginning of that relationship. We encourage you to give us feedback, and hope that you will work with us further to 'dial in' your fit. Fitting is a very personal thing, and once in a while we work with a customer over the course of years to get things perfect.

Anecdotal Evidence:
Recently, I had my yearly meeting with one of our major parts suppliers. He told me a story that I though was very telling.

During Jim's meeting with another custom bike maker (we'll call them Acme for this story) he asked the owner a question. 'What do you do if a customer who purchased one of your bikes from a dealer doesn't think it's comfortable and they don't want it anymore?'. "Nothing I suppose, that's really the dealer's issue, what should I do?" Said the owner of Acme. Jim then said "R+E Cycles guarantees fit, and will even build the customer a new bike if they need to in order to make them comfortable". "That's crazy!" Came the reply.

What 'Jim' said was true. Word of mouth is the main form of advertising that we rely on, and if our customers aren't happy, we work on it until we come up with a solution that works for them.

The owner of Acme is also correct, no matter who makes the bike, the dealer is the one that you have to trust is going to make it right for you.....it's just that in the case of R+E Cycles, the dealer and the manufacturer are the same place.

For more information about our fitting and sizing, visit us online at www.rodcycle.com

Team Rodriguez



Anna - After winning 1st place in an Olympic distance triathlon riding her new Rodriguez S3 road bike.

Read her full story as, well as many others in our online customer scrapbook at:

www.rodcycle.com

Perfect Blend

Comfort

The Rodriguez S3 - The frames that 'STEEL' the show...

"When I ordered the bike I stated that I wanted a bike that had both performance and comfort. You guys delivered!.....My sincere thanks for building one of the best bikes on the planet!"

Mike M.- after riding 230 miles on his Rodriguez S3

Our Rodriguez customers are loving their new S3 bikes! A Rodriguez S3 frame is as light or lighter than an aluminum, titanium or carbon fiber frame, but the ride is the same feel as that comfortable, nimble, high-performance steel bike that you loved so much back in the day! You see, the S3 rides like a steel frame because it IS a steel frame! With a Rodriguez S3 hand-built frame, you don't have to compromise weight for comfort anymore.

Performance

You won't believe your finger! Come by the shop and lift a complete steel S3 Rodriguez bike that weighs less than 14 pounds (pedals, bottle cages and all), ready to ride!



Open up a can of whoop ass, and hit the road with a vengeance! The Rodriguez S3 is your bike if you'd like to send your buddies 'off the back' for a bit. Your friends will marvel as you step off your comfortable, steel frame after a long ride, and can still sit down for a beer without screaming in pain. Handbuilt with True Temper S3 steel (made in the USA) tubing, 4 different parts packages to choose from, Profile AC fork, and your choice of 4 stock paint designs (plus custom), it's ready to be at the front of any pack.

Look at that! You can get the full bike for less than most high-end custom frames cost, and our S3 even weighs less!

Specs

	Rodriguez S3 Veloce $3,949	Rodriguez S3 Chorus 10x $5,149	S3 Super Record 11x $9,299
Frame	True Temper S3	True Temper S3	True Temper S3
Fork	Profile BSC	True Temper Alpha Q	True Temper Alpha Q
Rear Derailleur	Campagnolo Comp	Chorus Carbon	Super Record
Front Derailleur	Campagnolo Triple	Campagnolo Triple	Super Record
Shift/Brake levers	Veloce Ergo 10x	Chorus Carbon 10x	Super Record 11x
Brakes	Campgnolo Veloce	Chorus	Super Record
Cranks	FSA Gossamer MegaExo	FSA SLK MegaExo	Super Record
Head Set	Sealed Cartidge Bearing	FSA Orbit X	Chris King
Wheels	Easton EA50	Easton EA70	DT 190 Hand-built
Bars	Alloy Drop	FSA K-Force Carbon	FSA Carbon K-wing
Stem	Alloy	FSA	Thomson
Bar tape	Black Cork	Black Cork	Black Cork
Tires	Serfas Seca	Vredestein Fortezza Tri-comp	Vredestein Fortezza Tri-comp
Seat post	Carbon	Carbon Fiber	Thomson Elite
Seat	WTB Speed V	Vitesse	Your Choice

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

www.rodcycle.com

Shiftless

Why run with the crowd?
Seems like everyone has the same mass-produced fixie frame, why not get something unique?

At Rodriguez you can design your own Shiftless frame, pick from several different upgrade options, and we'll paint it any color you want! (Choose from PPG or 'House of Kolor' colors)

Simplicity

The Shiftless is hand-made right here in Seattle from True Temper butted steel tubing. The bike market hasn't seen a hand-built frame of this quality at this low of a price since the 1980's. We've even designed the bike for use with full fenders if needed. We thought is was time to offer something truly unique at an incredible introductory price.

Unique



A bike as unique as you are.

Specs

Frame	True Temper Double Butted steel
Fork	Steel with cast crown
Sizes	47, 49, 51, 53, 55, 57, 59

Frame w/lugged steel fork $799

Full Bike From $1,499

"I am extremely pleased with my decision to ask R&E Cycles to design and build my bike. They had endless patience and flexibility as we determined the details of my dream bike"

"Thanks R&E Cycles! See you at the Marymoor Velodrome for Wednesday and Friday night racing!"

- Rob Pezely

Read Rob's comlete letter, as well as many more in our online customer scrapbook at www.rodcycle.com



Team R+E Cycles

Have even more fun!

Customize your Shiftless frame:

Upgrade to a Bushnell eccentric chain adjust system for $50
Schizo convertible (braze-ons for brakes and gears) $50
Schizo with Bushnell ebb just $75
2-color paint job $100
Carbon fork $75

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

www.rodcycle.com

Dirty Digs Cyclocross

Smooth

So you've done a season or two of cyclocross racing, and you think you might like to get a bit more serious?

What if a company offered a cyclocross bike that rode smooth like a steel road bike, and fit you just as well as your every day steed? Surprise! Our company does.

Introducing the 2009 Rodriguez Cyclocross bike!

If you want to go off-road for a while, this is the bike for you. The 2009 Rodriguez Cyclocross bike is the perfect choice for the cross racer who wants a light bike that actually fits well! This puppy is available in all of our 15 sizes, and gets fit to you just like one of our road bikes. No more after-thought 'junk bike' for Cyclocross season!

Enduring

- True Temper OX Platinum tubing
- Available in 15 sizes (read more on page 3) to fit men and women (custom for just a $200 upgrade)
- Available in 4 color choices (custom paint upgrade also available)
- Five different decal options
- $700 for travel upgrade

(see page 26 for colors and decals)



Specs

	Cyclocross Mirage $2,699	Cyclocross Veloce $3,199	Cyclocross Ultimate $4,649
Tube Set	OX Platinum	OX Platinum	OX Platinum
Fork	Carbon fiber	Carbon fiber	Carbon fiber
Shift Levers	Campagnolo Mirage Ergo 9x	Campagnolo Veloce 9x	Campagnolo Centaur
Brakes	Tektro Cantilever	Trillium Big Squeeze	Trillium Big Squeeze
Bottom Bracket	FSA MegaExo	FSA MegaExo	FSA MegaExo
Cranks	FSA Gossamer Cross	FSA Energy Cross	FSA Energy Cross
Front Derailleur	FSA Gossamer	FSA Energy	FSA Energy
Rear Derailleur	Campagnolo Champ Triple	Campagnolo Comp Triple	Campagnolo Chorus
Hubs	Formula Sealed Bearing	Formula Sealed Bearing	Easton EA70
Rims	Velocity Fusion	Velocity Fusion	Easton EA70
Spokes	DT 14G	DT 14G	Easton EA70
Tires	Maxxis	Maxxis	Maxxis
Handle Bars	Profile H2O	Profile H2O	FSA Carbon K-force
Head Set	Cartridge Sealed	Cartridge Sealed	FSA Orbit X
Tape	Black Cork	Black Cork	Black Cork
Seat Post	Alloy	Carbon	Carbon
Saddle	WTB or Planet Bike	WTB or Planet Bike	Vitesse or whatever you want

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

www.rodcycle.com

As light as Steel!

That's right! Our bikes are as light as steel! Confused? Allow me to explain:

Ever notice how other manufacturers compare their light weight frames to the ride and feel of a classic steel frame? That's because steel is more comfortable to ride on the road. The goal is to make a frame as light as possible that someone can still ride comfortably for long distances. Carbon fiber and aluminum have a well-deserved reputation for feeling 'dead' on the road. Back when steel frames weighed 5 pounds or more, people were willing to put up with a 'dead' feeling bike in order to have a frame weight of 3 to 3 1/2 pounds. I myself even gave in to the pressure and rode a 3.1 pound aluminum frame for about 2 years back in the early 90's. I called it my '50 miler' because after 50 miles my hands (and other stuff) had gone numb. Then I would have to get off and recover before continuing. Oh how I longed for the comfort of my old Reynolds 531 Peugot. I tried many tricks to make it more comfortable. I put in a carbon seat post wrapped the handlebars, but it became clear to me that my 'aging frame' needed a different kind of bicycle frame.

In the mean time, Reynolds and True Temper were pioneering some incredible new steels that enabled bike builders to build 3.5 pound frames out of steel. I had one made for myself in 1994 and what a treat! I could ride STP again and still feel refreshed enough to be the one who drove back from Portland (while everyone else slept and recovered in the back of the van). My hands didn't go numb. My riding speed was faster because of comfort, and my time off the bike recovering was all but eliminated. I didn't even care that my new frame was 6 ounces heavier than my '50 miler'.

Now for the HUGE news!

We're offering a bike that is LIGHTER than titanium, aluminum or even most carbon fiber bikes and costs less too. Our S3 bike rides like steel because they are steel. We've built hundreds of these now, and the lightest to date is just under 14 pounds as a complete bike (2.2 pounds as a frame).

What's really cool is that in other brands you'll have to pay 3 times what we charge for a custom S3 frame to get a frame weight of under 2.6 pounds, and you'll most likely have to compromise comfort, liveliness and agility.

So, now there's no reason to spend $5,000 on a frame that rides like a bridge truss or a noodle. When you ride a Rodriguez or Trillium S3, you'll feel that comfort and performance that you love, as well as a sticker price that's just.....well.....smarter, I guess.

Bragging Rights:
Now when your buddy tells you they paid $12,000 for a feather-weight bike, you can smile and say "Really? I paid less than half of that and mine came with a whole bike shop!"



6-year-old Grace easily lifts a complete Trillium S3 bike over her head. (13.89 pounds)

Team Rodriguez





Lee ascends to the top of the heap on and off road using her Rodriguez S3 creations! Read her incredible story and many others in our on line customer scrapbook at

www.rodcycle.com

Milestone Limitless

Over the last 3 decades our customers have come to us for proper-fitting handmade Rodriguez bicycles. This has become a specialty of ours. The last four years we have seen quite a few customers who wanted something more specific than a great fit or a custom paint job. These customers wanted us to build them the 'milestone bike' that they have fantasized about for years. Some were wedding gifts, anniversary gifts, retirement gifts, and some were just because they wanted the best. Since we have a complete frame building shop, a phenomenal paint shop, and probably the most experienced team in the country, it made sense that they would come to us.

Introducing the Trillium...

The Trillium line is more than a custom size and paint job. This is the bike you've been dreaming of all of your life. Each Trillium is built for one individual rider to the precise specifications they desire. Paint, parts, materials, even decals... nothing is left to defaults. We've built Trillium Cyclocross bikes, travel bikes, single speed mountain bikes, as well as 14 pound road bikes and bikes that defy category. Since every Trillum is different, we have no specifications to list here.

Visit www.trilliumcycles.com for high resolution photos of some of the Trilliums we've built...that is...if you dare.

Individual

Trillium



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

www.trilliumcycles.com

I Want Those Big Fast Wheels!

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

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

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

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

Without getting too technical, it is important to remember that the speed at which a wheel turns is based on the combination of gear ratio (front chainring to rear cog ratio), pedaling cadence, and the circumference of the rear wheel. In cycling terminology there is a concept called "gear inches". This term refers to the distance the rear wheel travels with one revolution of the crank. The more "gear inches" the harder the bike is to pedal. A 650c wheel will travel approximately 3 inches less than a 700c wheel when turned by the same gear ratio. However, it will be easier to pedal (fewer gear inches) so the rider will either pedal faster (increase the cadence) or switch to a slightly larger gear, either of which will equal out the effort. The end result is that the rider will typically "push" the same amount of "gear inches" regardless of which size wheel is on the bike.

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

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

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

- Stacia McInnes

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

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

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



Team Rodriguez

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

www.rodcycle.com

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

www.rodcycle.com

Together

Tandem riding, for the most part, is about having fun. Whether you're riding with your children, spouse, or just a good friend, a tandem equalizes the abilities of the riders and makes the ride more about the experience.

Experience

At R+E Cycles, we have 35 years of designing, building and riding tandems behind us. This has given us a broad range of experience which enables us to create the perfect tandem for you. I've always said that when you buy a bike, you're also buying a relationship with the shop and the manufacturer of your bike. This is especially true with tandems. When you take a personalized test ride with us, you'll see why RODRIGUEZ tandems have stood the test of time!

Comfort as well as durability are key factors for a good tandem. If the fit isn't comfortable, it doesn't matter what the components are. At R+E Cycles, comfort is key that drives the design. Tandems are much harder on components than single bikes. Even it components are high quality, they are not always appropriate for tandem use. You will see that all Rodriguez tandems are spec'd with Phil Wood hubs, and 9-speed drive trains, and Big Squeeze Tandem brakes. These are features that will save the rider hundreds each year in maintenance, and you'll pay no more for a Rodriguez than other high-quality tandems.

All models of Rodriguez tandems are offered in your choice of 700c or 26" wheels. Custom sizes are FREE! In 2009, your custom size will cost $0 extra on any Rodriguez Tandem.

The Toucan comes in a standard, and a travel version. The travel version uses the same S&S couplings as the Houdini and W² Adventure, to pack down easily into 2 26"X26" airline standard suitcases.

Fun



Specs

	Toucan Mirage $4,499	Toucan Centaur $4,999
Head set	Cartridge Sealed Bearing	FSA Orbit XL II
Brake/Shift levers	Campagnolo Mirage Ergo	Campagnolo Centaur Ergo
Cranks	FSA Gossamer	FSA Gossamer
Brakes	Trillium Big Squeeze	Trillium Big Squeeze
Stoker stem	Rodriguez adjustable	Rodriguez adjustable
Front Derailleur	Campagnolo Triple	Campagnolo Triple
Rear Derailleur	Campagnolo Champ	Campagnolo Comp
Bar tape	Black Cork	Black Cork
Tires	Serfas Kevlar Belted	Serfas Kevlar Belted
Bottom brackets	FSA Mega Exo	FSA Mega Exo
Rims	Velocity Aero Heat	Velocity Aero Heat
Rear Hub	Phil Wood Cassette	Phil Wood Cassette
Front hub	Phil Wood	Phil Wood
Wheels	Handbuilt w/3- year warranty	Handbuilt w/3- year warranty
Handle bars	Profile H2O	Profile H2O
Seat Posts	Alloy 27.2	Alloy 27.2
Spokes	DT stainless steel	DT stainless steel
Cogs	Hyperglide cassette 8x	Hyperglide cassette 9x
Seats	WTB Speed V/Planet Bike	WTB Speed V/Planet Bike



Travel Option

Add $1,995 to the price of a Toucan
and you get:
Toucan tandem built with 6 S&S Couplings
Rodriguez Outrigger stops
Cable Splitters
Seat Post Height Keeper
Tool Bag for the frame
S&S Coupling wrench
8mm Allen wrench for crank removal
Custom cut padding for all frame tubes
Complete in-person packing and unpacking lessons
See page 12 for more details

for more information and color photos visit us on the web

www.rodcycle.com

Pieces and Parts

Real Innovation

Way back on page 11, I talked big about some little pieces that we make. Many folks are surprised when I give them a tour of our facility and they learn about all of the different pieces and parts that we actually make here under our roof. I thought I'd take a minute here and give you just a preview of a few of the other items that the world of cycling has come to rely on us to create and manufacture right here in Seattle.

For more information on these products and many more that we make right here in Seattle, visit the 'Other Stuff We Make' section of our web site at www.rodcycle.com

The Bushnell Eccentric:



Dennis Bushnell, our head frame builder, is the designer of the Bushnell Eccentric bottom bracket chain adjuster. These handy little devices are now produced by the hundreds right here at R+E Cycles, and shipped all over the world. They have become a standard in the tandem and single-speed mountain bike industry, as well as the preferred device for adjusting chains on Rohloff bicycles.

The Secret Stoker Stem:

I don't know why, but most tandem manufacturers supply stoker stems built around the Rube Goldberg principal. But, why make something difficult when something simple will work much better, and provide many more options for fit?

The Rodriguez Stoker stem for tandems is an item that we've been making for over a decade, and for some reason other companies haven't copied us yet. No problem, we make dozens of these special order every year for non-Rodriguez tandems, and we're happy to keep doing it for as long as it takes to get every stoker comfortable on their bike.



Do you ride an Un-Cool Bike?



What do you do if the industry wants to ignore a large part of your customer base? I'm talking about tandem riders, loaded touring bike customers, and heavy commuters. The industry says, "Hey, these kind of bikes are boring, they can just ride what ever we build for the mountain bikes".

V-Brakes and heavy, noisy disc brakes have been pushed on us for too long, I say! That's why we've developed and now manufacture a brake specifically designed for these folks. To most companies, these bikes are boring and unexciting, but to us here **at R+E Cycles, we love a challenge and every bike is cool to us!**

If you're a commuter, tandem rider, or a long-haul touring rider, you should check out the only brake on the market specifically designed for you....the Trillium Big Squeeze from R+E Cycles.

AL 26 Derailleur Hanger:



Twenty years ago, a company called American manufacturing made some of the coolest mountain bikes around. They also made our Rodriguez AL26 tandems. Problem is that when they went out of business, the little tab that held the rear derailleur to the frame was no longer made.

We wanted to make sure that our customers could continue to ride those old bikes, so we now make the hangers ourselves. You'd think that all companies would want to keep making parts for their old bikes, but you'd be surprised.

Team Rodriguez

Victor and his mother Eliosa reconnect really FAST on their Rodriguez Toucan Tandem. Read their story and many others in our online customer scrapbook at

www.rodcycle.com



Recipe for a Trillium Tandem

Trillium Tandem

1 - Dream
1 - Bicycle Fitting Expert
1 - NEXT-fit™ Bicycle Fitting System
1 - Tandem Design Expert
1 - Master Frame Builder
1 - Master Painter
1 - Master Bike Mechanic

Instructions:
1.) Start with Tandem Bicycle from dream, and work with bicycle fitting expert using NEXT-fit™ System until satisfied with comfort.

2.) Sprinkle some Tandem design expert until the look, weight and durability of the tandem is exactly what you want.

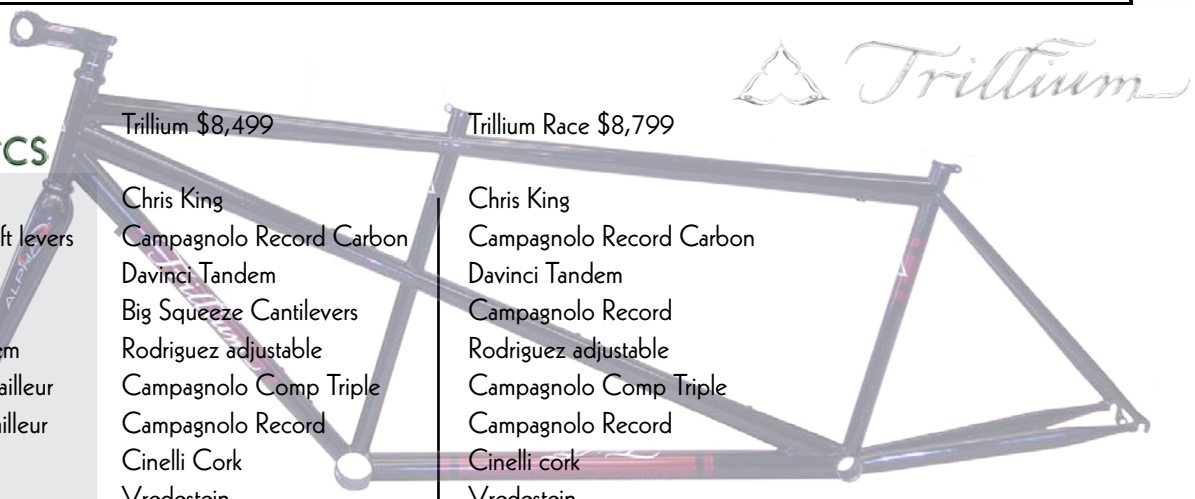
3.) Add Master Frame Builder and stir (making sure to visit as often as you wish) until cutting, welding, alignment and braze-ons are complete.

4.) Flavor with Master Painter and bake until dry. This process may have to be repeated several times until dream tandem has all of its colors just right.

5.) Now it's time to use the Master Bike Mechanic to season your dream tandem with just the right components and accessories.

6.) Ride!

Note:
Ingredients can only be found at R+E Cycles in Seattle Washington: www.rodcycle.com



Specs

	Trillium $8,499	Trillium Race $8,799
Head set	Chris King	Chris King
Brake/Shift levers	Campagnolo Record Carbon	Campagnolo Record Carbon
Cranks	Davinci Tandem	Davinci Tandem
Brakes	Big Squeeze Cantilevers	Campagnolo Record
Stoker stem	Rodriguez adjustable	Rodriguez adjustable
Front Derailleur	Campagnolo Comp Triple	Campagnolo Comp Triple
Rear Derailleur	Campagnolo Record	Campagnolo Record
Bar tape	Cinelli Cork	Cinelli cork
Tires	Vredestein	Vredestein
Bottom brackets	Phil Wood Titanium	Phil Wood Titanium
Rims	Velocity Deep V	Velocity Deep V
Rear Hub	Phil Wood Cassette w/Alloy	Phil Wood Cassette w/Alloy
Front hub	Phil Wood w/Alloy Axle	Phil Wood w/Alloy Axle
Wheels	Handbuilt w/3- year warranty	Handbuilt w/3- year warranty
Handle bars	FSA Carbon K-Wings	FSA Carbon K-Wings
Seat Posts	Thomson Elite	Thomson Elite
Spokes	DT stainless steel	DT stainless steel
Cogs	Hyperglide cassette	Hyperglide cassette
Seats	Whatever you want	Whatever you want

Travel Option

Add $1,995 to the price of any tandem for the Travel option. Includes all of the following:
Toucan tandem built with 6 S&S Couplings
Rodriguez Outrigger stops
Cable Splitters
Seat Post Height Keeper
Tool Bag for the frame
S&S Coupling wrench
8mm Allen wrench for crank removal
Custom cut padding for all frame tubes
Complete in person packing and unpacking lessons

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

www.rodcycle.com

Oh Say Can You See.....



....all of the American-made parts on our Rodriguez bikes?

As I was writing this catalog, it occurred to me that we are using more American made parts in our high-end bikes than at any time I can remember.

Our frames are hand-made in Seattle, and even the True Temper steel that we use to make them is manufactured in Tennessee. Our Bushnell eccentric chain adjuster, Rodriguez stoker stem, and Trillium Big Squeeze brakes are made right here in Seattle. Phil Wood bottom brackets and hubs are made in California. DaVinci cranks are made in Colorado, and Chris King head sets are made in Oregon. Last but not least, Thomson seat posts are made down south in Georgia.

We like to use American-made parts where we can, but these parts were not selected because of their point of origin, they were selected because they were the best product for use on a high-end bike. We realize that we could save a few bucks if we used some of the 'new and improved' foreign-made parts that you see advertised in the magazines, but we feel our customers are worth the extra cost and effort of using 'tried and true' quality on our bikes.

We're glad to see American companies competing at the top end of our industry, and hope to see someday soon a complete drive train made in the USA.

We like new innovation, and we are innovators ourselves. We like to test new products for a few years before we recommend them on our bikes. The products you'll find in our recommendations have been proven tried and true.... even the ones that are made overseas.

Tried and True and American Made

Phil Wood has been making the most durable and serviceable hubs and bottom brackets for decades now. There is no product made that is easier to service or lasts longer.

DaVinci Designs is a innovator in the tandem industry and makes aluminum cranks right here in the United States that are stronger and lighter than most carbon fiber cranks on the market.

Dennis Bushnell is our head frame builder. He has spent his life innovating in the bicycle and tandem industry. All Bushnell products are made right here in our shop in Seattle under his direct supervision, using his 30+ years of experience.

All Trillium and Rodriguez products are made right here in Seattle, including our Big Squeeze cantilever brakes.

Chris King head sets are considered the standard in high-quality head sets. The design remains virtually unchanged from its original design in the 1970's.

From Shovels to golf club shafts to bicycle tubing, True Temper is a tried and true American steel company.

I don't know how long they've been around, but I know it's been a long time. Thomson seat posts are a standard of quality in the industry, and they are made by Americans as well.



Team Rodriguez

The Shuharts on their Rodriguez travel triple (Christmas card photo) See more in our customer scrapbook at www.rodcycle.com

No Limits

The Rodriguez 8-Ball Convertible

The 8-Ball is a Rodriguez exclusive. It's a travel bike and a travel tandem all in one bike. The entire thing will break down easily to fit into two 26" by 26" flight cases just like one of our Travel Tandems.

Just a few months after its unveiling, Willie Weir and his wife Kat came to us about getting a tandem for their tour in Cuba. Willie is a world-class bicycle traveler, columnist and KUOW commentator. He bicycles in places around the world that are obscure and amazing. After hearing about their plan, we decided that the 8-Ball would be the perfect bike for them.

Willie was to go to Cuba first, and tour by himself for an extended period of time. Then Kat would fly in and join him. Our thought was that Willie could just take the 'single' configuration with him, and Kat could bring the pieces for the tandem conversion with her. This way, they wouldn't have an extra bike to try and store somewhere in Cuba. The plan worked perfectly.

Each year, we build several 8-ball tandems, each unique to its riders. Everyone who has one loves it. We've even had one customer add a 3rd section to their 8-Ball, and now it's a travel single, a travel tandem, and a travel triplet! The versatility is amazing.

There's no better test for a bicycle design than having someone like Willie and Kat tour where there are no roads, bike shops, or spare parts. The Rodriguez 8-Ball has proven itself to be a traveler's best friend time and time again. I encourage anyone who thinks they would like to travel with a bicycle to consider this versatile design.

The price for a Rodriguez 8-Ball is $4,799 for the tandem/single configuration, plus the parts group of your choosing. All 8-Ball frames are built custom sized. Not bad for a travel tandem and a travel single!

We have a couple of suggested parts packages for the 8-balls, mainly for the sake of comparison, but each customer we've built the bikes for uses a different setup.

If you're interested in an 8-ball convertible, give us a call or an e-mail, and we'll provide you with a quote for any parts or features you would like.

Team Rodriguez

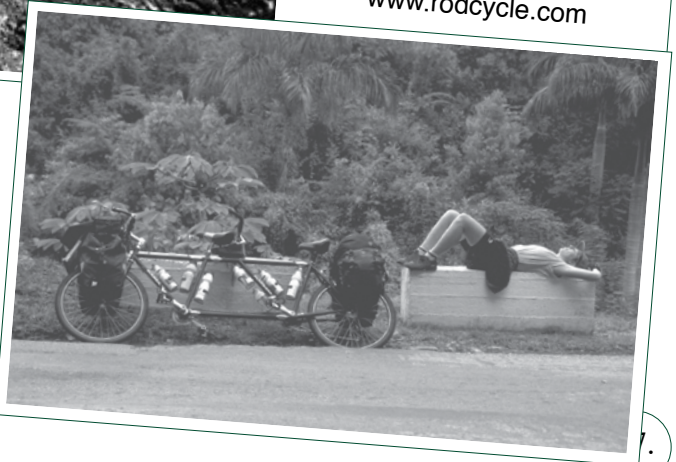


Willie Weir and his Wife Kat use their 8-Ball convertible to travel the world and more.

They love the durability, repair-ability, and flexibilty of the bike. Read more at www.rodcycle.com



The Trickel Nickel (8-Ball travel tandem) visits Denmark



More 8-Balls and the Like





Above:
The Gohmans on their Rodriguez 8-Ball convertible travel tandem.
Right:
The Gohman's tandem in its single status.
Read more in our online scrapbook at www.rodcycle.com



Charles and Rose Ann in Italy with their very orange Rodriguez 8-Ball convertible travel tandem. See more in our customer scrapbook at www.rodcycle.com

Team Rodriguez

Team Rodriguez

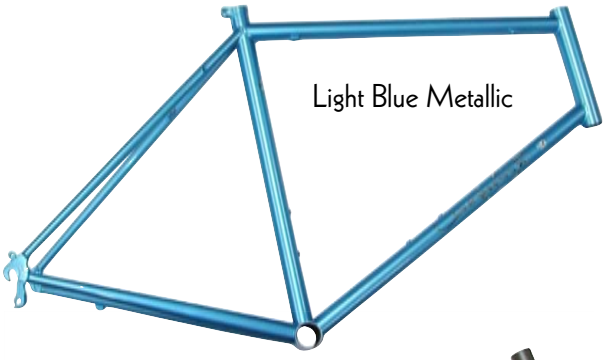


Kevin, Dominik and Susan with theirRodriguez travel triple/tandem on tour in France. Read about their travels in our online customer scrapbook at www.rodcycle.com

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

www.rodcycle.com

Stock Colors for 2009









Rodriguez Standard Paint Colors for 2009

This year we are offereing all of our bikes and tandems in your choice of one of four paint colors, as well as custom. Of course we can paint a bike any color you like for an additional $150. See the Paint services section of our website to see all of the custom colors that we stock. We are also offering five different decal choices this year.

Rodriguez Standard Decal Options

Sorry about the poor representation. A scanned decal just doesn't give the best impression of the real look.

Rodriguez

Black or White Script

Rodriguez

Chrome Script

RODRIGUEZ

Black w/Gold Outline

RODRIGUEZ

White w/Chrome Outline

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

www.rodcycle.com

Whew!

That's a lot of writing and I didn't even get it all in!

That's OK, there's plenty to read on the website.

I look forward to the 2009 season because I think our shop is running smoother and more efficient than even Angel Rodriguez could've ever imagined back in 1973.

Thanks for reading and I hope that the 2009 season is as fun as the last one was.

About Team Rodriguez

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

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

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

Thanks for making our jobs so much fun! -Dan





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

www.rodcycle.com

Winter of 2008



R+E CYCLES

SINCE 1973

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