2011 Bicycles

Rodriguez



R+E CYCLES

38 Years and still rollin' strong!

SINCE 1973

5627 University Way NE

Seattle, WA 98105

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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 2011 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 a small crew of 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 2011 season!



The best value in the industry

How is value built in to a hand-built, custom bicycle frame? Built into the price of any product are all of the expenses incurred during it's production. This includes mistakes, inefficiency, building payments, machinery, labor, shipping, etc.... The less a company spends on these things, the less they have to charge for the final product. Paying attention to our expenses, and investing in good people has resulted in the ability to sell custom bicycle frames for almost 1/2 the price of the competition.

How'd they do that?
How can R+E Cycles hand-build custom bicycle frames in Seattle for less than $1,000? Believe me, that's a question that our competition is asking as well. I could write a book on everything we did to make this a reality, but here's a few of the basic concepts we applied.

One thought here: What if every employee who touched the bike added value to it? In other words, get rid of inefficient inventory movements and procedures that just cost time.

0% defect rate:
Whether you realize it or not, you're paying for mistakes made during production. In the old days in our shop, we built bikes in a mass production fashion. This is the way most medium sized companies like ours still build today. Bikes were moved around the shop in batches (movement is a wasted labor that adds no value). One guy did welding, the next did braze-ons, then someone else did machining etc... Inevitability, the wrong braze-ons would end up on a frame or paperwork got mixed up and someone got the wrong paint color etc... These situations required re-working the defective bike(s). Re-working stops new production, and adds lots of time over a year to building frames (while adding no quality or value). Over the long haul, all of the bikes were more expensive than they needed to be if the defects wouldn't have happened. If we could achieve a 0% defect rate, we can save you (and us) lots of money.

We've discovered that having one builder complete the frame entirely from start to finish guarantees an almost 0% defect rate. Now at R+E Cycles, one builder works from one piece of paper, on one frame, completing everything on it before moving to the next frame.

No Cash Calls:
Most people think that hand-building one frame at a time has to be expensive because....well....it always has been in the past. For this reason, mid-sized bicycle companies will spend hundreds of thousands, or even millions of dollars on machinery to mass-produce bicycles. Those machines are designed for mass-production factories, and make custom building very hard (ie. expensive) to do. The payments to the bank add greatly to the cost of a bicycle as those 'cash calls' come every month, and believe me, those costs are passed on to you. Equation - No payments to the bank for equipment = lower bicycle prices.

A new way to make bicycles:
The goal was to blend the efficient aspects of mass-production while reverting back to that 'one-frame-at-a-time' method of the old days. At the same time, we didn't want to incur a bunch of debt to the bank. There were also no machines produced that were designed to do what we envisioned. Most machines are enormous, expensive and wouldn't even fit into our door.

Enter Creativity:
We have some of the most creative minds that I've had the pleasure to work with here at R+E Cycles. In 2005, we decided to use that creativity to save you thousands of dollars and build our own machines, and go back to the 'one builder - one bike' method.

Over the last 5 years, we've used our collective experience and talents to create a one-of-a-kind frame shop that achieves mass-production efficiency in a one-at-a-time custom frame shop. This is possible with the use of small machines that we've designed and built ourselves (for much, much less $$ than the big machines the other guys buy). Most folks think that's impossible, but if you know me well, you know that "impossible just takes a bit more time is all". Our Youtube video shows some of the process (building a custom bicycle) if you want to view it.

For more info on our frame building facility, download our **February 2006** newsletter from the archives on the website. www.rodcycle.com/download_news.html

Big Flashy Digs:
Now, of course I'd love to buy a great big new building, but the fact is that the one we've been in for 38 years now works just fine and we own it. To buy a bigger one would cost us lots of money and that, of course, would end up ultimately costing you money. So, as long as Seattle will have us, we'll be right here at 5627 University Way NE, Seattle WA. Building bicycles doesn't require Big Flashy Digs anyway.

These are just a few of the philosophies that we've employed to maximize the value of our Rodriguez bicycles. Shop around, and I'll think you'll agree that we've created something unique.....U.S. made, hand-built bikes that anyone can afford. You can pay more, but we guarantee you will NOT get a better bike.

If you'd like to visit our shop and see us in action, we'd love to have you. We give tours of the facility all the time and you are welcome any time. Thanks for reading, and now on with the bikes!

-Dan

VALUE

Shopping for Value? Why not try American Made?

In this day of manufacturers giving up and shipping their production overseas, we here at Rodriguez Bicycles hold a strong belief that quality and value can be manufactured right here in Seattle U.S.A. All of our bikes are made right here in our facility in Seattle, and the Rodriguez Limited is no exception. We realize that in the current economy many folks are looking for bicycles that cost under $2,000 but we see no reason that this rider should have to purchase a bicycle made overseas. We've put our heads together and come up with some amazing values that you'll only find right here at Rodriguez Bicycles.

COMFORT

The Rodriguez Limited Sport Bike does not have all of the same options available as our other models because we have already built the frames over the winter. This way we can keep our team of expert frame builders working over the winter and provide an incredible value to the customer in the spring. It does however come standard with our Rodriguez Comfort Guarantee. So, if you are on a budget, and you don't mind blue, the Rodriguez Limited is a must see!

SPORT

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). Hand-built wheels with a 3-year warranty are another unique feature that you'll get on the 2011 Limited.



- Made in Seattle U.S.A. from light-weight Cro-moly steel
- Available in 9 sizes to fit men and women
- Available in Blue only

Favorite Add-ons:
- Full Fenders Installed - $65
- Mathauser Brake Pads - $30
- Speedplay Frog Pedals - $125

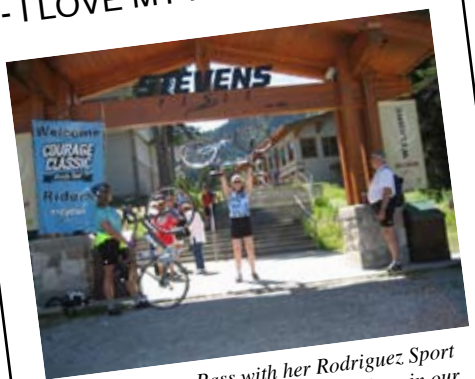
RODRIGUEZ 2011 LIMITED

$1,499

Frame	Butted Cro-moly Steel
Fork	Rodriguez Cro-moly Steel
Shift/Brake levers	Shimano 2200 STI
Brakes	Tektro Long Reach Dual Pivot
Bottom Bracket	Sealed Bearing
Cranks	Truvativ 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 Kontender
Handlebar	Alloy Drop Bars
Head Set	FSA 1 1/8" Threadless
Bar tape	Black Cork
Seat post	27.2 Alloy
Seat	WTB Speed V

Parts specifications subject to change depending on availability

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

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

www.rodcycle.com

Get Framed

Can't afford a whole bike, but the frame you have doesn't fit well? Maybe you have a bike with great parts but a horrible aluminum bridge truss of a frame? Well, how about ordering a Rodriguez frame/fork to hang those old parts on?



Here's the price listing. See the model pages for the frame's description and options:

Road frames:

Shiftless frame/fork	$899
Navigator 725 frame w/steel fork	$1,099
Carbon fork upgrade	$200
Rainier Platinum frame w/carbon fork	$1,599
Rainier Light S3 frame w/carbon fork	$2,199
Race Platinum frame w/Alpha Q fork	$1,499
Race Light S3 frame w/Alpha Q fork	$2,099
Outlaw S3 frame w/Alpha Q fork	$2,699
Custom Ti frame/fork	$2,999
Custom Ti SL frame/fork	$3,399

Cyclocross:

Cyclocross 725 frame/fork	$1,199
Cyclocross Platinum frame/fork	$1,699
Cyclocross Light S3 frame/fork	$2,299
Cyclocross Ti frame/fork	$3,199

Touring frames:

Adventure 725 frame w/steel fork	$1,199
Adventure Platinum frame w/Alloy fork	$1,699
UTB 725 frame w/Steel fork	$1,299
UTB Platinum frame w/Alloy fork	$1,799
Adventure Ti frame/fork	$3,199

Rohloff frames:

Make-Shift Sport frame/steel fork	$1,399
Make-Shift Tour frame/steel fork	$1,499
Double Roller frame/steel fork	$2,899

Tandem frames:

Custom tandem frame/fork w/round tubes	$1,899
Custom tandem frame/fork w/ovalized tubes	$2,199
Custom Trillium tandem ultra-light frame/fork	$3,199
Custom Ti tandem frame/fork	$6,999

Specialty frames (include all S&S Couplings):

6-pack	$3,299
6-pack Ti	$6,399
8-ball	$4,999
8-ball Ti	$12,999

Don't see it on the list? Just email or call for a quote. If we can't build it....it can't be built!

Travel frames:

Any frame on this page can be upgraded to S&S couplings for packing the bike into a 26" X 26" suitcase for travel. See page 12 for pricing and info.

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



ECONOMICAL

All the options of a custom at 1/2 the price!

We're happy to announce that the American made 2011 Rodriguez Navigator now offers all of the same custom options as the rest of the Rodriguez line-up. At a price of just $1,999 the competition must be shaking in it's boots!

A lot of people ask me if the $1,999 price is just for the frame, and with most hand-built bikes that is the case. With the Navigator, it's for the whole bike! And yes, this puppy is hand-built, one at a time to the same standards as all Rodriguez bicycles are, right here in the same shop by the same master frame builders. Nothin' up our sleeves but the magic of great value!

VERSATILE

PRACTICAL

The 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 hand-built frame features Reynolds 725 tubing which provides a classic light weight 'steel feel' and at the same affordable pricing as the 'big guys' bikes made overseas. We'll even put on our exclusive Rodriguez bottle opener. How can you resist?

The 2011 Navigator comes complete with a Shimano Tiagra kit with triple chain rings that are perfect for the Northwest. Hand-built wheels with a 3-year warranty complete the package to ensure there is no better bike at this price available!



- American made Rodriguez frame
- Five different decal options
- Available in 4 color choices (custom paint upgrade also available)
- Available in 18 sizes to fit men and women (custom for just a $200 upgrade)

Common Upgrade Options:

- Custom Paint - $100 ~ $400
- Mathauser Brake Pads - $30
- Carbon Fork - $300
- Carbon Handle bar - $250
- Flat bar configuration - $200
- Phil Wood Bottom Bracket - $170
- Custom Sizing - $200
- Travel Version - $699



Rodriguez Bicycles are proudly hand-crafted in Seattle U.S.A.

RODRIGUEZ 2011 NAVIGATOR

$1,999

Frame	Reynolds 725
Fork	Lugged Cro-moly
Shift/Brake levers	Shimano Tiagra
Brakes	Tektro Long Reach Dual Pivot
Bottom Bracket	Shiamano Sealed Bearing
Cranks	FSA Triple
Front Derailleur	Shimano Tiagra Triple
Rear Derailleur	Shimano Tiagra Triple
Hubs	Formula Sealed Bearing
Rims	Weinmann
Spokes	Stainless 14G
Wheels	Hand-built
Tires	Kenda Kontender
Handlebar	Kalloy Uno Compact
Head Set	FSA 1 1/8" Threadless
Bar tape	Black Cork
Seat post	27.2 Alloy
Seat	WTB Speed V

Parts specifications subject to change depending on availability

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 38 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

Budget Busting!

While putting together this years catalog, I was surprised at how many complete bicycle options under the price of $2,500 that we are offering this year:

At a glance

Complete, ready to ride,
made in Seattle U.S.A.

Rodriguez
hand-built bicycles for
Under $2,500

Shiftless	$1,499	Page 22
Limited	$1,499	Page 4
Navigator	$1,999	Page 6
Adventure Basic	$1,999	Page 8
UTB Basic	$2,099	Page 10

Why Pay More?

At R+E Cycles, we strive to give our customers more for their money. Several companies in the industry offer hand-made bicycles, but none offer them at the prices that we do. A lot of companies are selling bikes built over seas at the prices of our bikes. Our commitment to efficiency, low advertising costs, direct sales approach, and skilled professional staff allow us to bring to the market place bicycles that sell for **20% to 60% LESS than other hand-made brands.**

You can pay more, but you will not get a better bicycle than a Rodriguez! Need more convincing? Ask our customers. Visit our online customer scrapbook at

www.rodcycle.com
today!

Rodriguez

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 butted steel 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. The Adventure is available in our 18 sizes plus custom. We offer 4 standard paint schemes or go custom if you like....we're building it just for you, so why not? We're even offering five different decal designs so you can really make your bike fit your personality.

Made in U.S.A. Seattle



From $1,999

Specs

	Adventure Basic $1,999 or $2,699 (travel version)	Adventure Plus $2,599 or $3,299 (travel version)	Adventure Ultegra $3,399 or $4,099 (travel version)
Tube Set	Cro-mo Butted	Reynolds 725	True Temper OX Platinum
Fork	Steel Tandem Grade	Aluminum	Aluminum
Shift Levers	Shimano Ultegra 8-sp Bar-end	Shimano Dura-Ace 9-sp Bar-end	Shimano Ultegra 10-sp
Brake Levers	Tektro Aero	Tektro Aero	Shimano Ultegra Carbon
Brakes	Tektro Cantilever	Trillium Big-Squeeze™	Trillium Big-Squeeze™
Bottom Bracket	Shimano Sealed	Shimano Sealed	Shimano Sealed
Cranks	Sugino Triple 28/38/48	Sugino Triple 28/38/48	Sugino Triple 28/38/48
Cassette	SRAM 11-32 8-sp	SRAM 11-32 9-sp	IRD 11-32 10-sp
Front Derailleur	Shimano 2200	Shimano Tiagra Triple	Shimano Ultegra Triple
Rear Derailleur	Shimano Deore	Shimano Deore	Shimano Deore
Chain	SRAM 8-sp	SRAM 9-sp	SRAM 10-sp
Hubs	Sealed Bearing	Sealed Bearing	Sealed Bearing
Rims	Weinmann ZAC19	Weinmann ZAC19	Weinmann ZAC19
Spokes	DT 14G	DT 14G	DT 14G
Tires	Serfas Kevlar Belted	Serfas Kevlar Belted	Serfas Kevlar Belted
Handle Bars	Kally Uno Drop Bars	Kally Uno Drop Bars	Kally Uno Drop Bars
Head Set	FSA	FSA Cartridge Sealed	FSA Cartridge Sealed
Seat Post	Alloy	Alloy	Alloy
Tape/Grips	Black Cork	Black Cork	Black Cork
Saddle	WTB Speed V	WTB Speed V	WTB Speed V

Common Upgrade Options

Frame Upgrade Options:

- Custom Paint - $100 ~ $400
- Travel Version - $699
- OX Platinum tubing - $125 (included in Adventure Ultegra)

Component Upgrade Options:

- Carbon Handle bar - $250
- Tiagra STI Shifters - $100
- Carbon Seat Post - $50
- Full Fenders Installed - $65
- Brook B-17 Saddle - $95
- Phil Wood Bottom Bracket - $150
- Phil Wood Hubs - $500
- Custom Sizing - $200

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

www.rodcycle.com

Parts specifications subject to change depending on availability

Pioneers & 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 38 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

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

Originally designed and named for Adventure Cyclist, columnist Willie Weir, The Rodriguez W² Adventure (or U.T.B.) has become a standard in the industry for the 'go everywhere' traveler. Known for its rugged construction and versatility, it quickly earned the nickname UTB or (Ultimate Touring Bike). The Rodriguez UTB Adventure is ready to conquer any terrain your heart desires. It is rugged, well-designed and with the Travel Option ($699) can pack easily into a 26" X 26" suitcase for airline travel.



Willie Weir - on his Rodriguez W² Adventure

Versatile

If you want the ability to install fenders or mountain bike tires to ride over ay terrain, the UTB is your bike. The Rodriguez UTB is perfect for the urban commuter as well as the go-anywhere touring cyclist. With the choice of the travel option, the UTB is the most convenient full sized model to pack into the 26" x 26" suitcase available today. This is partly because of it's 26" wheels. For these reasons, the UTB is still our number one choice of the 'go everywhere' bicycle traveller.

Rugged

Made in U.S.A. Seattle

How is the UTB different than the Rodriguez Adventure?

The UTB uses 26" wheels instead of 700c, and the frame is built wider for mountain bike tires. That's the only difference. 26" wheel help in 2 ways:

Rugged or really wide tires:
Some people like the ability to install real mountain bike tires or really wide tires on their commuting/touring bike. 26" wheels make this possible.

Ease of packing:
If you travel with your touring bike, the 26" wheels make packing the bike WAY easier.



- Available in 18 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 40 for more)

Specs

	UTB Basic $2,099 or $2,799 (travel version)	UTB Plus $2,699 or $3,399 (travel version)	UTB Ultegra $3,499 or $4,199 (travel version)
Tube Set	Cro-mo Butted	Reynolds 725	True Temper OX Platinum
Fork	Steel Tandem Grade	Aluminum	Aluminum
Shift Levers	Shimano Ultegra 8-sp Bar-end	Shimano Dura-Ace 9-sp Bar-end	Shimano Ultegra 10-sp
Brake Levers	Tektro Aero	Tektro Aero	Shimano Ultegra Carbon
Brakes	Tektro Cantilever	Trillium Big-Squeeze™	Trillium Big-Squeeze™
Bottom Bracket	Shimano Sealed	Shimano Sealed	Shimano Sealed
Cranks	Sugino Triple 28/38/48	Sugino Triple 28/38/48	Sugino Triple 28/38/48
Cassette	SRAM 11-32 8-sp	SRAM 11-32 9-sp	IRD 11-32 10-sp
Front Derailleur	Shimano 2200	Shimano Tiagra Triple	Shimano Ultegra Triple
Rear Derailleur	Shimano Deore	Shimano Deore	Shimano Deore
Chain	SRAM 8-sp	SRAM 9-sp	SRAM 10-sp
Hubs	Sealed Bearing	Sealed Bearing	Sealed Bearing
Rims	Weinmann ZAC19	Weinmann ZAC19	Weinmann ZAC19
Spokes	DT 14G	DT 14G	DT 14G
Tires	Serfas Kevlar Belted	Serfas Kevlar Belted	Serfas Kevlar Belted
Handle Bars	Kally Uno Drop Bars	Kally Uno Drop Bars	Kally Uno Drop Bars
Head Set	FSA	FSA Cartridge Sealed	FSA Cartridge Sealed
Seat Post	Alloy	Alloy	Alloy
Tape/Grips	Black Cork	Black Cork	Black Cork
Saddle	WTB Speed V	WTB Speed V	WTB Speed V

Common Upgrade Options

Frame Upgrade Options:
- Custom Paint - $100 ~ $400
- Travel Version - $699
- OX Platinum tubing - $125 (included in UTB Ultegra)

Component Upgrade Options:
- Carbon Handle bar - $250
- Tiagra STI Shifters - $100
- Carbpn Seat Post - $50
- Full Fenders Installed - $65
- Brook B-17 Saddle - $95
- Phil Wood Bottom Bracket - $150
- Phil Wood Hubs - $500
- Custom Sizing - $200

Parts specifications subject to change depending on availability

High-tech Comfort!

Why do Rodriguez Bicycles fit better?

Most companies invest in expensive advertising or racing technologies. Fit is where we put our investment. We invest in happy customers who love their bikes and then rely on them to tell their friends about us.

Investing in bicycle fit meant huge changes in the way we produce bicycles. As you read some of the different articles in this catalog and on our web site, you can see how not just our bike sizes & methods of sizing have evolved, but how our entire method of manufacturing a bicycle had to change to provide the best service and most comfort for our customers.

We have invested in a manufacturing process to make custom made bicycles more affordable. We have designed our production methods around a 'one bicycle at a time' philosophy that produces the more options for the modern cyclist than at any time in history. Throwing out the 'old ways' of manufacturing has freed us from the shackles of mass production. Smart design, and a cyclist fit database that's unmatched in the industry has given us huge advantages over the competition.

To keep a long story short:
For 2011, we are offering 18 production sizes with designs to fit men and women. We can also produce a custom size frame for any model we make, for any customer for just $200 extra! Not only that, a complete custom sized bicycle will be produced in just 4 weeks or less from the date of order. That's the fastest guaranteed turn around time in the industry!

At Rodriguez, we believe that a custom fit bike should be affordable for anyone. There's no reason that someone should have to pay through the nose for a great fitting bike, or wait several months.

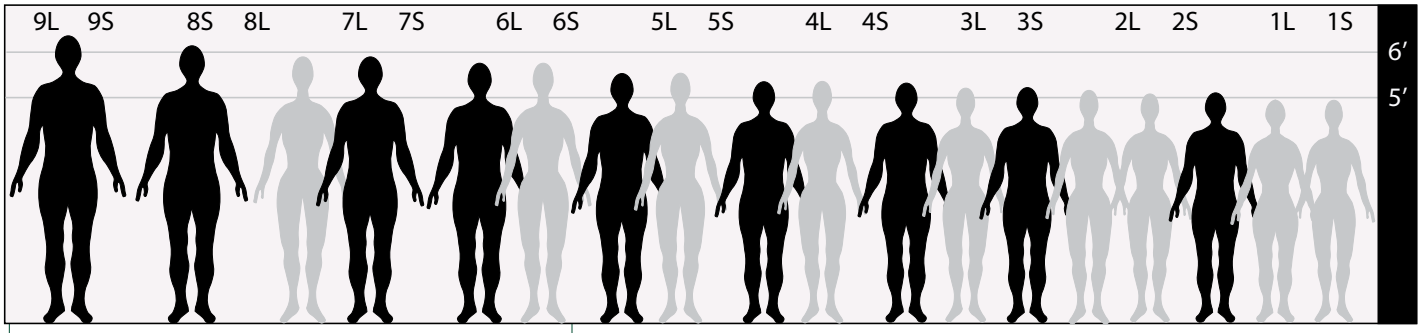
Most companies offer just 5 or 6 sizes, and don't even offer a custom size at all. If they do offer custom, the wait time is generally 2 months or longer.



The NEXT-fit™ adjustable bicycle is a stunning example of our investment into making cycling more comfortable. Read about this, and other fitting inventions of ours at www.next-fit.com

NEXT-fit
BICYCLE FITTING FROM FIT TO FINISH!

The question is, with 18 sizes plus custom at just $200 extra, why would anyone need to go anywhere else for a bike?





More Sizes = More comfort

Rodriguez bicycles are all made in 18 sizes to fit men and women. We can fit 90% of riders from 4′10″ to 6′ 5″ without going custom. For those who need custom sizing, it's only $200 extra

Team Rodriguez

"The bikes have been great. Very comfortable and sturdy. Some people question the 26 inch wheel, but I don't think it makes a difference at all, except maybe it's more comfortable and easier to pack in the cases."

Dave and Lynne in Tuscany with their Rodriguez UTB's

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

Pack up and Get Out!

Rodriguez Bicycles has been a pioneer in the travel bike scene since 1995.

The Rodriguez travel option is available as an upgrade on just about any Rodriguez bicycle or tandem at time of purchase. We also offer this upgrade in the repair shop for a bicycle that you may already own.

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.

Every 2011 Rodriguez Travel bike comes standard with our instructional DVD showing you step by step how to dis-assemble and pack your bike, as well as un-pack and re-assemble it. In addition, we offer a service to custom cut and label all of your protective padding for you. Also offered are one-on-one lessons with a master mechanic so you can be as efficient as a pro with your bike. These are things that folks don't usually even think about until they need them, and other manufacturers don't offer them.

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

Pricing

Pricing for 2011 Rodriguez Travel options are as follows:

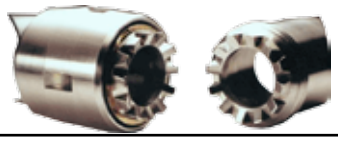
For any steel road or touring bike that we make $699
For any steel ST design tandem (4-couplings).....$1,399
For any steel classic tandem that we make (6-couplings)....$1,999
For any titanium road or touring bike that we make $1,399
For any titanium tandem that we make (6-couplings).....$3,999

Team Rodriguez

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

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

What's Included



The Rodriguez 'Travel Option' includes:
- S&S couplings
- Cable Splitters (see next page)
- Rodriguez 'outrigger' cable stops (see next page)
- 2 rolls of protective padding (uncut)
- Rodriguez instructional DVD (new for 2011)
- Rodriguez instruction manual
- Rodriguez seat height keeper

Additional Upgrade Services:

- Protective padding custom cut and labeled for your bicycle
  $100 (single bike) $175 (tandem)
- One on one lesson with your bike and a master mechanic $300

Other travel bike options

Soft case ---------- $65
Backpack case ---------- $255
Hard case ---------- $400
TSA security netting ---------- $35







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







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 like the rain water that flows down the alley 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 Rodriguez Biycles, 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.

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 the 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.

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 benefit greatly from our experience with travel bikes.

We have a staff of technicians that pack/un-pack hundreds of travel bikes each year. **Included with your Rodriguez travel bike is our Rodriguez instructional DVD.**

If you would rather learn in a one-on-one session with a master mechanic, we offer that as well. See previous page for pricing.

A Cut Above



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

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. Included in the travel package is 2 uncut rolls. If you would like us to cut and label all of your padding, we can do that for an additional fee.



S&S padding that has been cut and labeled

Right Back Where it Was



With the Rodriguez seat height keeper mounted on your seat post, it's a breeze to get your seat right back in the exact place it needs to be. This is one of those little details you don't appreciate until you don't have it.

Randonneur

This is the bike that everyone has been clamoring for! The American made 2011 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 is designed to easily install full fenders, and easily accommodates a rear rack. The bike is just about as light as our sport and race models, but offers a little more versatility.

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

Tradition

For the well-travelled to-be rider, we're offering the Rainier travel version ($699 upgrade) that uses S&S couplings and fits in a 26" X 26" suitcase.

Campagnolo

Made in U.S.A. Seattle

- Hand-crafted in Seattle just for you
- Available in 18 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

Common Upgrade Options:

- Custom Paint - $100 ~ $400
- Mathauser Brake Pads - $30
- DT 340 Hubs - $325
- Ultra-light S3 Tubing - $600
- Full Light-weight DT 240 Wheel Upgrade - $700
- Carbon Handle bar - $250
- Full Fenders Installed - $65
- Brook B-17 Saddle - $95
- Phil Wood Bottom Bracket - $150
- Custom Sizing - $200
- Travel Version - $699



Rodriguez 2011 Rainier From $2,599

	Rainier Classic	Rainier Veloce
	$2,599 or $3,299 (Travel version)	$3,299 or $3,999 (Travel version)
Tube Set	Reynolds 725	True Temper OX Platinum
Fork	Carbon fiber	Carbon fiber
Shift Levers	Campagnolo Xenon Ergo 9x	Campagnolo Veloce 10x
Brakes	Tektro Long Reach	Tektro Long Reach
Bottom Bracket	Campagnolo Veloce	Campagnolo Veloce
Cranks	Campagnolo Champ Triple	Campagnolo Comp Triple
Front Derailleur	Campagnolo Triple	Campagnolo Triple
Rear Derailleur	Campagnolo Comp Triple	Campagnolo Comp Triple
Hubs	Formula Sealed Bearing	Formula Sealed Bearing
Rims	Alex RL2002	Alex RL2002
Spokes	DT 14G	DT 14G
Tires	Serfas With Kevlar Belt	Serfas With Kevlar Belt
Handle Bars	FSA Omega Compact	FSA Omega Compact
Head Set	FSA Equipe Sealed	FSA Equipe Sealed
Tape	Black Cork	Black Cork
Seat Post	Alloy	Carbon
Saddle	WTB Speed V	Terry Cro-mo



"I can say with confidence that I made the right choice in purchasing my Rodriguez. It fits me perfectly; rides like a dream; and looks sharp, too." Dan J.

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

www.rodcycle.com

Behind the Times, Ahead of the Curve

There once was a time when component manufacturers made components for cyclists like our customers.

In the last few years, SRAM and Campagnolo have decided that riders don't need a triple crank set if they have a compact double crank set. That works for some, but not for most of our customers. When given the opportunity to ride both, more than 99% of our customers choose the smoother, easier shifting & wider gear range of a triple crank set up over the compact double. This poses a problem for a manufacturer like us, as we sell directly to the public. This means that when a rider is unhappy with their new ride, we are the ones they turn to for satisfaction. Most manufacturers sell to a dealer and they rarely hear directly from those actually riding their bikes. We learned the hard way to stay away from compact double shifting set ups for most of our customers. Removing cranks and derailleurs and replacing them with triple set ups at our expense over the course of the 2007 season taught us well.

As you peruse our catalog, you'll see that every road and tandem bicycle we make is available with triple cranks. This is possible because we worked overtime to secure a large stock of parts from Campagnolo. We got derailleurs, cranks and shifters that were made in 2006 ~ 2008. Not only does this make our bikes capable of double or triple cranks, it makes our drive trains last longer, and cost less.

The fact that we manufacture our bicycles gives us the opportunity to make them any size and color with any parts group that we want. The fact that we sell our bicycles directly to you, the customer, means that we get immediate feedback when something works well (or not). Our customers have come to expect that we have done the research, and have selected the right parts for the job. It hasn't been easy in 2009 ~ 2011, but we've done the hard work and put together a line of bikes that I think will serve our customers better than any line offered by anyone.

Selection of the parts for our bicycles is a service that we take seriously, and results in a better bicycle for you. Until such time that the industry wakes up and starts making triple crank set-ups again, we'll be hunting down the stuff that we know works well, and our customers want. Designs like compact double come around every decade or so. Suntour's Micro-drive of the early 1990's comes to mind, as well as the original Triomphe and Victory compact double cranks that Campanolo made in the 1980's. All great ideas on paper, but in practice, most riders preferred something else. We've outlived those designs by providing the good, solid bikes that our customers want.

Some folks might say that
we're 'behind the times',
but now you know we're actually
'ahead of the curve'.

Research before you buy:

The more gears you have in the back, the less durable your drivetrain is. The price also increases exponentially of replacement parts as well. Read my article about this issue in my July 2009 newsletter. You can download if from the newsletter archives at www.rodcycle.com

Team Rodriguez

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 a 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 18 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 18 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 18 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 thought 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

COMPETITION RACE

The Rodriguez Ultra-light steel - The frames that 'STEEL' the show...

ACCELERATION

By the thousands, high-performance riders are re-discovering the advantages to a hand-crafted, light-weight steel frame! A frame that rides smooth, tracks striaght, and weighs less than most carbon, aluminum or titanium bikes is a huge benefit to anyone who takes riding seriously. On top of that, a steel frame is an investment that will last forever.

RESPONSIVE

When shopping for high-performance race bikes, many people ignore comfort as an important ingredient. Actually, without a comfortable ride, you will ride slower on your bike no matter how sweet the parts are, or how light the frame is. We can build you a bicycle that is as light or lighter than anything on the market, but you'll ride faster on the Rodriguez because comfort is built right in. With a high performance steel frame, you'll be able to ride through corners with confidence, and you won't have to slow down to 'shake out' your numb hands. Why believe me though, just astk Mike and some of our other customers in our online customer scrapbook at www.rodcycle.com.



Common Upgrade Options:

- Custom Paint - $100 ~ $400
- Carbon Handle bar - $250
- Hand-built wheels w/DT 340 hubs - $325
- Vredstein Fortezza Tires - $100
- Custom Sizing - $200
- Travel Version - $699

"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 Competitions Series Bike

RODRIGUEZ

COMPETITION SERIES

FROM $2,699

	Rodriguez Apex $2,699 or $3,399 (travel version)	Rodriguez Sprint $3,699 or $4,399 (travel version)
Frame	Reynolds 725	True Temper OX Platinum
Fork	True Temper Alpha Q	True Temper Alpha Q
Rear Derailleur	SRAM Apex	SRAM Rival
Front Derailleur	SRAM Apex	SRAM Rival
Shift/Brake levers	SRAM Apex	SRAM Rival
Brakes	SRAM Apex	SRAM Rival
Cranks	SRAM Apex Compact	SRAM Rival Compact
Bottom Bracket	SRAM Apex	SRAM Rival
Head Set	FSA 1 1/8" Threadless	FSA orbit Equipe Sealed
Wheels	Handbuilt	Easton EA50
Hubs	Formula Sealed Bearing	Easton EA50
Rims	Alex RL2002	Easton EA50
Bars	Kalloy Uno Compact	Kalloy Uno Compact
Stem	Alloy	Alloy
Bar tape	Black Cork	Black Cork
Tires	Serfas Seca 700 x 23	Serfas Folding 700 x 23
Seat post	Alloy 27.2	Carbon Fiber
Seat	WTB Speed V	Terry Cro-mo

Parts specifications subject to change depending on availability

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

www.rodcycle.com

COMPETITION PRO

ACCELERATION

Open up a can of whoop ass, and hit the road with a vengeance! The Rodriguez Competition series 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. Watch their jaws drop as they discover that your steel bike is lighter than their carbon and ti rides, and cost less too. Or, even better, let them think your kicking their butts up every hill on a 'heavy steel bike'. Either way, it's a lot of fun!

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

RESPONSIVE

When shopping for high-performance race bikes, many people ignore comfort as an important ingredient. Actually, without a comfortable ride, you will ride slower on your bike no matter how sweet the parts are, or how light the frame is. We can build you a bicycle that is as light or lighter than anything on the market, but you'll ride faster on the Rodriguez because comfort is built right in. With a high performance steel frame, you'll be able to ride through corners with confidence, and you won't have to slow down to 'shake out' your numb hands. Why believe me though, just ask some of our customers in our online customer scrapbook at www.rodcycle.com.



All Rodriguez bicycles are proudly hand-crafted in Seattle U.S.A.

Common Upgrade Options:

- Custom Paint - $100 ~ $400
- Carbon Handle bar - $250
- True Temper S3 tubing - $600
- Rodriguez Outlaw Frame Lightening - $600
- Custom Sizing - $200
- Travel Version - $699

Rodriguez Champion

$4,199 or
$4,899 (travel version)

Frame	True Temper OX Platinum
Fork	True Temper Alpha Q
Rear Derailleur	SRAM Force
Front Derailleur	SRAM Force
Shift/Brake levers	SRAM Force
Brakes	SRAM Force
Cranks	SRAM Force Compact
Bottom Bracket	SRAM Force
Head Set	FSA orbit Equipe Sealed
Wheels	Easton EA70
Hubs	Easton EA70
Rims	Easton EA70
Bars	Kalloy Uno Compact
Stem	Alloy
Bar tape	Black Cork
Tires	Serfas Seca 700 x 23
Seat post	Carbon Fiber
Seat	Terry Cro-mo

Specific Champion Upgrades:

- Vredstein Fortezza Tires - $80
- FSA Carbon K-Force Bars - $225
- Lightweight, Hand-built DT240 Wheels - $500

RODRIGUEZ PRO SERIES

FROM $4,199

Parts specifications subject to change depending on availability

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

www.rodcycle.com

Rodriguez Professional

$5,899 or
$6,599 (travel version)

Frame	True Temper OX Platinum
Fork	True Temper Alpha Q
Rear Derailleur	SRAM Red
Front Derailleur	SRAM Red
Shift/Brake levers	SRAM Red
Brakes	SRAM Red
Cranks	SRAM Red Compact
Bottom Bracket	SRAM Red
Head Set	FSA orbit Equipe Sealed
Wheels	Hand-built
Hubs	DT240
Rims	DT RR415
Bars	FSA K-wing Compact
Stem	Alloy
Bar tape	Cinelli Cork
Tires	Vredstein Fortezza 700 x 23
Seat post	Thomson Elite
Seat	Terry Ti

Specific Professional Upgrades:

- Hand-built DT190 Wheels - $625
- Chris King Headset - $120

The Perfect Blend

One day a while back, a man came in (we'll call him Jim) during a busy spot in the day on a Thursday afternoon. I had just walked up from the frame shop, and noticed that Smiley and Scott had their hands full, so I stepped in to help him. He said he was looking for a new 'go-fast' bike. I asked him what he was currently riding. He said "well, I've got a 25 year old Motobecane." I asked him if he'd been test riding other bikes, and if he'd ridden anything that he'd liked. He said "as a matter of fact, I've been test riding bikes for a year but I haven't ridden a bike that I liked better than my Motobecane." He was about to give up looking, but then a friend of his suggested that he look over our web site (thanks friend). He liked our focus on comfort as well as performance, and thought our Rodriguez Race bike would be worth a try. I fit him to a Rodriguez Race we had on the floor, and set him up for a test ride.

As he left the shop for his test ride, a woman (we'll call her Jane) happened in to air her tires. Coincidentally, she was also riding a 1970-80's vintage Motobecane. As I helped her air her tires, I told her about the man that had just left for a test ride whose current bike is just like hers. She said "this isn't my only bike, it's just the bike I ride all the time. I have an expensive bike I bought 2 years ago, but I don't like it." I asked her what kind of bike it was. She said that it was a carbon fiber race bike that she thought would make her fast, but instead only made her uncomfortable. I suggested that she schedule with me for some fit work, but she said "I think I'll just keep riding the Motobecane....it's comfortable." She went on her way. Well, 30 minutes or so later, Jim returned from his test ride. The verdict...all smiles. "Wrap it up!" He said, "this one's mine".

After a year long search, Jim decided that the bike to send the Motobecane out to pasture would be a stock Rodriguez Race bike from our shop.

The point to this story is two-fold:

First: Our commitment to blending comfort and performance has grown out of listening to you, and listening to our own common sense. When we build a 14 pound race bike for a customer, we want that bike to be not only light and fast, but the most comfortable bike they've ever ridden....a bike you WANT to ride every day. If I were going to race in the Daytona 500, I would want to drive a Nextel Cup car. Comfort and convenience wouldn't matter as I would be hopped up on adrenaline. But if I were going to buy a high performance sports car to drive down the coast, I don't want to have to crawl in the window. I'm going to want a radio, air conditioner, a heater, and doors that open. I might even want somewhere to pack a small duffle bag, and a seat for my wife (I know what you're thinking Chris, and she didn't make me put that in).

The point is, even though I would be driving a high performance sports car, it wouldn't be the same car that Dale Earnhardt Jr. would drive in the Daytona 500. The same is true in a bicycle. Jane was sold the "Lance Armstrong, 16 pound, gonna go win the Tour De France" model. But she's not Lance Armstrong, and she's not going to race in the Tour. She commutes, and she rides long weekend fun rides with her friends. She would be much more comfortable on a 16 pound bike designed for her style of riding. It should be set up by someone who listens to what she's going to do with the bike, and fits her to it accordingly.

Second: I want to thank Jim's friend and all of you who send your buddies our way. Word of mouth is really the only avenue that a business like ours can count on to develop new customers. Every day new customers come into the shop who were sent to us by a friend of theirs. I hope you know how much we appreciate that.

Thanks again -Dan

Team Rodriguez

April 2, 2005
Scott, Smiley & Dan
I was just a little nervous leaving for my inaugural ride on Saturday morning... would I really notice much difference? Would I appreciate the new ride especially since MANY of my friends were waiting to hear how I could possibly justify "another" bike purchase?

In a word..."awesome". The ride was wonderful and passed my expectations. On a more important note, however, I got to experience first hand why I send all my cycling friends to your shop. The customer service supplied by Scott and Smiley once again blew me away.

In an era of larger stores winning, you guys continue to set the bar which seems to be unattainable by the other ordinary stores. Your knowledge of the industry coupled with a customer first attitude is a winning combo.

It almost makes me sad to leave on our tandem trip on Tuesday because that means I will be away from the new ride for eight days! Thanks again for putting up with me over the last six weeks. I will continue to give your shop the high praise it deserves.

- Jay

OUTLAW

The Trillium Outlaw from Rodriguez Bicycles -

Sorry professional racers, this bicycle has been banned by the UCI. It's considered an unfair advantage to race a bicycle this light!

Do you need a carbon fiber frame to get your bike weight down to 14 pounds? Most people think so. How about tubular tires (the kind that are glued onto the rim)? Sure they're really light, but they're really not practical for everyday riding. What about tearing the leather off of your seat, or riding with no water bottle cages? That would lighten up the bike, right? How about drilling extra holes in the components, or riding with down tube shifters instead of new integrated shifting? Maybe weighing the bicycle without pedals, but that makes it hard to ride. Believe it or not, these are just some of the things that people will do to make their bike light....really light....like too light to race professionally.

14.07 LBS

Scott started talking with me about making a really light Rodriguez Trillium bike to have on the shop floor for the 2008 season. A bike with all stock parts, and no crazy modifications (no extra holes drilled in the components, and the leather still on the seat). We've built several of these for customers now, and they are a truly amazing ride. When I over heard some guys in a coffee shop talking about their 17 and 16 pound carbon fiber bikes as if they were the lightest bikes ever built, I realized that we should have one of these on the shop floor for people to see. It's one thing for us to tell you that we can build a sub 15 pound bike (including pedals and bottle cages), and it's another thing to lift it for yourself, and see it weighed on a digital scale right before your eyes.

Things to look out for while shopping for light-weight bicycles

Paper Doesn't Refuse Ink

RODRIGUEZ

My Father-in-law always says "paper doesn't refuse ink". I've learned that he's right. Just because it's printed in a catalog, doesn't mean that a bike is as light as the printing says. I've seen bikes that weigh over 3 pounds more than their stated catalog weight. On occasion, I've pressed the issue with the sales rep. They usually said something like "I'm sure that was the weight before pedals" or "that was probably the weight for a smaller sized frame" or "you can't trust that scale". (I know my scale was right)

Nothin' Up Our Sleeve

This 14.07lbs bike pictured is one of our medium sizes (roughly equivalent to a 54cm frame), has 700c clincher wheels, Speedplay pedals just like the ones that many of us ride everyday, and a water bottle cage on it before weigh in. The shifters are modern integrated design, and all the components are stock with no modifications.



Trust but Verify

If you've got friends that are constantly telling you about their super light weight carbon fiber or titanium bike, come by the shop with them sometime, and we'll weigh it for them on our digital scale. That way, they can be sure that it's lighter than a steel bike (wink wink), and that their sacrifice of ride quality was worth it.

No Sacrifice!

The Trillium Outlaw gives you all the bragging rights of having the lightest bike, as well as the most comfortable and best fitting bike in the pack. The Outlaw rides comfortable like a steel bike because it is a steel bike.

If you want to see the specifications for the Outlaw, visit the web site at www.rodcycle.com.
Or, if you can get here, come by and lift this truly remarkable creation for yourself.

RODRIGUEZ OUTLAW



Outlaw SRAM

14.53lbs (Size 5L)

$8,499

Frame	Rodriguez Outlaw Steel
Fork	Alpha Q GS20
Shift Levers	SRAM Red
Shift Housing	SRAM
Brakes	Zero G
Brake Housing	Teflon Lined
Bottom Bracket	SRAM Red
Cranks	SRAM Red
Front Derailleur	SRAM Red
Rear Derailleur	SRAM Red
Hubs	DT 190
Rims	Stan's Alpha 340
Spokes	DT Revolution
Tires	Vredestein Fortezza Tri-Comp
Handle Bars	FSA K-Force Carbon
Head Set	Chris King
Tape	Cinelli Cork
Seat Post	Thomson Masterpiece
Saddle	Selle Italia
Pedals	Speedplay X-1
Bottle Cage	Serfas Cirque SL

Guaranteed Light!

When someone spends a lot of money on a light weight bicycle, it's only fitting that bicycle should actually be light weight right? It should also be weighed with all the parts on the bike including pedals and a bottle cage right? I can tell you that most of the other manufacturer's bikes really weigh significantly more than claimed by the manufacturer in their catalogs and websites....especially the titanium and carbon fiber bikes. These inaccurate weights are usually repeated verbally without question by the dealers and by the customers who own the bikes. If you want to have some fun, carry a small scale in your pocket when shopping for a bike and test their weight claims.

If weight is important to you, don't trust anyone (including me) about how much your bike weighs until you've weighed it yourself on a digital scale. If weight is important, get a written guarantee about how much your bike will weigh, and let the manufacturer know that you expect to return the bike if the weight is heavier than that. Our weight conscious customers get such a guarantee on our ultra-light bikes as well as a guarantee that the components that we select will be appropriate for their size, riding style, and intended use.

Outlaw Super Record

14.07lbs (Size 5L pictured)

$10,999

Frame	Rodriguez Outlaw Steel
Fork	Alpha Q GS20
Shift Levers	Campagnolo Super Record 11
Shift Housing	Nokon Aluminum
Brakes	Zero G
Brake Housing	Nokon
Bottom Bracket	Campagnolo Super Record
Cranks	Campagnolo Super Record
Front Derailleur	Campagnolo Super Record
Rear Derailleur	Campagnolo Super Record
Hubs	American Classic Mag 300
Rims	American Classic Mag 300
Spokes	American Classic Mag 300
Tires	Vredestein Fortezza Tri-Comp
Handle Bars	FSA K-Force Carbon
Head Set	Chris King
Tape	Cinelli Cork
Seat Post	Thomson Masterpiece
Saddle	Selle Italia
Pedals	Speedplay X-1
Bottle Cage	Serfas Cirgue SL

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. The geometry is level top tube, traditional road geometry with a classic lugged steel fork.

Made in U.S.A. Seattle

UNIQUE

We've even designed the bike for use with full fenders if needed. We thought it was time to offer something truly unique at an incredible price.



A bike as unique as you are.

- Available in 7 sizes 47cm ~ 59cm and custom
- Available in 31 colors
- Five different decal options
- Travel Version - $699
- Bushnell ebb Upgrade - $50
- Schizo convertible upgrade - $75 (braze-ons for brakes and gears)

FRAME/FORK $899

FULL BIKE $1,499

Frame	Butted Cro-mo Steel
Fork	Rodriguez w/cast Crown
Brake lever	Tektro Cross
Brake	Tektro Dual Pivot
Bottom Bracket	Shimano Sealed Bearing
Cranks	Origin 8 Track
Hubs	Origin 8 Track
Rims	Weinmann XTR-16
Spokes	Stainless 14G
Wheels	Hand-built
Tires	Kenda Kontender
Handlebar	Alloy Drop Bars
Head Set	Cane Creek
Bar tape	Black Cork
Seat post	27.2 Alloy
Seat	WTB Speed V

"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 complete letter, as well as many more in our online customer scrapbook at www.rodcycle.com

TEAM RODRIGUEZ

Parts specifications subject to change depending on availability

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

www.rodcycle.com

Dirty Digs

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.

Smooth

Meet the 2011 Rodriguez Cyclocross bike!

Cyclocross

If you want to go off-road for a while, this is the bike for you. The 2011 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 18 sizes, and gets fit to you just like one of our road bikes. No more after-thought 'junk bike' for Cyclocross season! Our Cyclorcross bikes are available with our Rodriguez Travel option so can take your ride with you!



Common Upgrages:

- Custom Paint - $100 ~ $400
- Avid Disc Brakes - $350
- Carbon Handle Bars - $250
- Custom Sizing - $200
- Travel Version - $699

From $2,199

Specs

	Cyclocross Basic $2,199 or $2,899 (travel version)	Cyclocross Rival $3,799 or $4,499 (travel version)	Cyclocross Force $4,399 or $5,099 (travel version)
Tube Set	Reynolds 725	OX Platinum	OX Platinum
Fork	Aluminum	Carbon fiber	Carbon fiber
Shift Levers	Shimano Tiagra	SRAM Rival	SRAM Force
Brakes	Tektro Cantilever	Trillium Big-Squeeze™	Trillium Big-Squeeze™
Bottom Bracket	Shimano Sealed	SRAM Rival	SRAM Force
Cranks	Truvativ Triple	SRAM Rival	SRAM Force
Front Derailleur	Shimano Tiagra	SRAM Rival	SRAM Force
Rear Derailleur	Shimano Tiagra	SRAM Rival	SRAM Force
Hubs	Formula	Sealed Bearing	Easton EA70
Rims	Weinmann 32°	Alex DA28	Easton EA70
Spokes	Stainless 14G	DT 14G	Easton EA70
Tires	Sunlite Cross	Maxxis	Maxxis
Handle Bars	Kally Uno Drop	Kally Uno Drop	Kally Uno Drop
Head Set	FSA	FSA Cartridge Sealed	FSA Orbit X
Tape	Black Cork	Black Cork	Black Cork
Seat Post	Alloy	Carbon	Carbon
Saddle	WTB Speed V	WTB Speed V	Terry Ti

Parts specifications subject to change depending on availability

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, double 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 bikes 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 online customer scrapbook at

www.rodcycle.com

Milestone Limitless

Over the last 3 1/2 decades our customers have come to us for proper-fitting hand-made 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.

Meet 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.

At R+E Cycles, we have 38 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!

EXPERIENCE

FUN

Custom Built Comfort in Every Rodriguez Tandem:

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 Rodriguez, comfort is key that drives the design. When shopping for tandems, keep in mind that it is very difficult to fit 2 or more people to 1 bike. Unless the frame is custom sized for the riders that will be using it, there will usually have to be some serious compromising. Other tandem companies offer a 'custom' sized option, but will charge from $300 ~ $500 extra for it. Make sure that you are adding this cost in when price shopping. At Rodriguez however, your tandem will be custom sized for NO EXTRA CHARGE. We realize that fit is the most important factor for comfort and confidence, and we see no way to offer enough sizes to have a 'no compromise' fit for everyone. Last year we gave up and said 'CUSTOM SIZING IS FREE ON RODRIGUEZ TANDEMS'.



Super adjustable telescoping seat tube option.

The 2011 Toucan come in our new economical low step-through design. This makes it easy to ride with adults or children. It comes equipped with tandem quality components all around and of course our 'comfortable fit' guarantee.



Specs	Toucan ST $2,999
Frame/fork	Custom Rodriguez Cro-moly
Head set	FSA
Brake/Shift levers	Shimano Ultegra Bar-end
Cranks	Alloy tandem
Brakes	Tektro Cantilever
Stoker stem	Rodrguez adjustable
Front Derailleur	Shimano Triple
Rear Derailleur	Shimano Deore
Bar tape	Black Cork
Tires	Serfas Kevlar Belted
Bottom brackets	Shimano Sealed
Rims	Weinmann ZAC19 26"
Rear Hub	DT Tandem 36°
Front hub	DT Tandem 36°
Wheels	Handbuilt w/3- year warranty
Handle bars	Alloy Drop
Seat Posts	Alloy 27.2
Spokes	DT stainless steel
Cogs	Hyperglide cassette 8x 11-32
Seats	WTB Speed V

FROM $2,999

Toucan Frame Upgrade Options:

- FREE Custom Sizing
- Custom Paint - $100 ~ $400
- Travel Package - $1,699 ~ $2,000 (see page 12 for details)
- Telescoping Seat Posts - $150 per rider (Super Adjustment Range for variety of riders)

Toucan Performance Upgrade Options:

- Big-Squeeze™ Brakes - $150
- Tiagra STI Shift/Brake levers - $250
- Ultegra STI Shifter/Drivetrain - $1,200
- Phil Wood Bottom Brackets - $300
- FSA Sealed Cartridge Bearing Headset - $45
- Phil Wood Hubs - $350
- Velocity Chucker Rims - $100
- Rear Drag Brake - $225
- Super Light Da Vinci Cranks - $695
- Carbon Handle bars - $250 per rider
- Tandem Dual Kickstand - $60
- Independent pedalling - $200 per rider

for more information and color photos visit us on the web

www.rodcycle.com

Parts specifications subject to change depending on availability

CLASSIC

At Rodriguez we have a long history of building tandems. Since 1973, we've been building and selling tandems right here in Seattle. That makes about the oldest tandem builder still manufacturing tandems in the United States.

The Rodriguez Classic tandems offer the serious rider or touring cyclist one of the best values in the industry. Our Classic tandems are lighter than similarly priced bikes, and the ride is smooth and stable. Each bike is hand-crafted one at a time using the classic 'direct internal' stiffener tube design.

COMFORT

Comfort is the most important component in your new tandem, and that means both of you. Our stoker (person on the back) cockpit length is not limited. Most manufacturers make it a standard length due to their tooling, ease of manufacturing, or a component compatibility issue (belt drive). If you've ever ridden a tandem with a short stoker cockpit, you've probably experienced being too close for comfort to the captain. This will result in trying various adjustments like pushing the seat back (bad for your knees). Here's a concept....make every bike custom and pay just as much attention to the comfort for the stoker as for the captain. That's how every Rodriguez Classic tandem is designed. Every bike is as unique as it's owners, and our 'no compromise' fit comes with every bike. You can choose from 700c or 26" wheels, and you're not limited to the suggested parts listed below either. Since we're building your bike from scratch, let us know if you have any specific components to consider and we'll price it for you. When you choose a travel package, we'll set the bike up with S&S couplings so it can be packed into two 26" suit cases for easy traveling.

FOR 2

This is your bike if you plan to travel the world on a tandem or take a week-end tour of the wineries in Yakima. Plus, you'll get to meet the people creating your bike, and we'll even let you come down and take pictures along the way if you like. I love seeing the Rodriguez tandems come in after a long trip and listening to the stories of it's journey. What's that? You'd like to hear those stories too? Just visit our 'on-line scrapbook' section of our web site and you'll see why we have such a passion for our tandems and those who ride them.



www.rodcycle.com

FROM $3,399

Specs

	Rodriguez Classic $3,399	Rodriguez Classic II $3,999
Frame/fork	Custom Rodriguez	Custom Rodriguez cro-moly
Head set	FSA	FSA Sealed Cartridge
Brake/Shift levers	Shimano Dura-Ace Bar-end	Shimano Tiagra STI
Cranks	Sugino Tandem	Sugino Tandem
Brakes	Tektro Cantilever	Trillium Big-Squeeze™
Stoker stem	Rodrguez adjustable	Rodriguez adjustable
Front Derailleur	Shimano Triple	Shimano Tiagra
Rear Derailleur	Shimano Deore	Shimano Deore
Bar tape	Black Cork	Black Cork
Tires	Serfas Kevlar Belted	Serfas Kevlar Belted
Bottom brackets	Shimano Sealed	Shimano Sealed
Rims	Velocity Deep V	Velocity Deep V
Rear Hub	DT Tandem 36° or Shimano 48°	DT Tandem 36° or Shimano 48°
Front hub	DT Tandem 36° or Shimano 48°	DT Tandem 36° or Shimano 48°
Wheels	Handbuilt w/3- year warranty	Handbuilt w/3- year warranty
Handle bars	Kalloy Uno Drop	Kalloy Uno Drop
Seat Posts	Alloy 27.2	Alloy 27.2
Spokes	DT stainless steel	DT stainless steel
Cogs	Hyperglide cassette 9x 11-32	Hyperglide cassette 9x 11-32
Seats	WTB Speed V	WTB Speed V

Classic Tandem Frame Upgrade Options:

- FREE Custom Sizing
- Custom Paint - $100 ~ $400
- Travel Package - $1,999 ~ $2,300 (see page 12 for details)
- Ovalized Tube Set - $200 (for even a more responsive ride)

Classic Performance Upgrade Options:

- Big-Squeeze™ Brakes - $150 (standard on Classic II)
- Ultegra LX STI Shifter/Drivetrain - $400
- Phil Wood Bottom Brackets - $300
- Phil Wood Hubs - $350
- Lighter Wheels - $85 (butted spokes, alloy nipples)
- FSA Sealed Cartridge Bearing Headset - $45 (standard on Classic II)
- Rear Drag Brake - $225
- Super Light Da Vinci Cranks - $695
- Carbon Handle bars - $250 per rider

Accessory Options:

- Full Fenders Installed - $65
- Tandem Dual Kickstand - $60
- Tamer Suspension Stoker Seat Post - $140

Feel free to talk with us about any upgrade you like. We're open to anything.



See page 12 for more information on what the Rodriguez Travel Option includes.

for more information and color photos visit us on the web

www.rodcycle.com

Parts specifications subject to change depending on availability

Pieces and Parts

Real Innovations

How many bike shops make their own parts? Not very many right? Well, at R+E Cycles, if our customers want it but it's not available, chances are we're going to start making it. Here's some of the products that we are currently producing right here in Seattle. Stop by and meet the folks who design and create these parts if you'd like.

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:

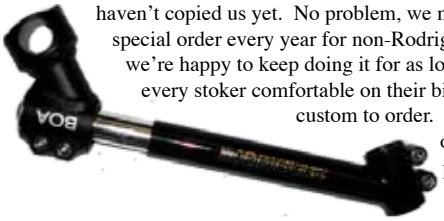


Dennis Bushnell, our head frame builder, is the designer of the Bushnell Eccentric bottom bracket chain adjuster. These handy little devices are now produced by the hundreds right here at R+E Cycles, and shipped all over the world. They have become a standard in the tandem and single-speed mountain bike industry, as well as the preferred device for adjusting chains on **Rohloff** equipped bicycles. We make them in 2 models that sell on our web site, phone or at the store for $99 and $159.

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. We make them custom to order. They are available on our web site, phone or at the store for $199.



The Kidback Child Tandem adapter:



Way back in the late 1970's we used to make something we called the Rodriguez Kidback. It consisted of a kit that allowed you to put a set of cranks up on the seat tube of a tandem to allow for a small child to ride in the stoker position.

We're pleased to announce that the Rodriguez Kidback is back in action at R+E Cycles, and it's better than ever! Like I said, if we need something, we can always make it. If you have, or know someone who has a tandem and would like to ride with kids on the back, just send them our way and we'll get them set up. Rodrguez Kidback adapters are available on the web site, over the phone or here at the store for $295 or $395 installed.



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. The Big-Squeeze™ Cantilever brakes is available on our web site, phone or at the store for $125 (per wheel).

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. The 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. It's just as well because the old design didn't work for modern index shifting anyway. It's a 2-fer as you get a new hanger, but also a better one.

You'd think that all companies would want to keep making parts for their old bikes, but you'd be surprised (read my Chaos article on page 36).

The AL26 Derailleur Hanger is available on our web site, phone or at the store for just $35.

U.F.O. Fender/Rack adapters:

Got an old school frame with no eylets for fenders or racks? Now you can install fenders or racks on that classic steed without messing up that clean look! A pair of Rodriguez U.F.O. (Unidendified Fender Objects) will slide into that opening without getting in the way of your chain and have you fenderizing in no time. U.F.O. adapters are available by phone or at the store for just $19.99 a pair..





Two Light!

You don't have to ride carbon fiber to get a light tandem. There's no need to sacrifice ride quality (not mention $$$$) if you want the lightest, trickiest tandem built.

Here's the tandem that turned all the heads over the last few years. It's a steel tandem that actually weighs 26.8 pounds with pedals and bottle cages installed. The wheels are hand built specifically for tandem use, and they are much more durable than light-weight road bike wheels. The bottom brackets, hubs, seat posts, etc. are all components that will hold up to tandem riding. Believe it or not, many manufacturers put carbon fiber captain seat posts into tandems! Well, they break. Road bike wheels fall apart quickly under tandem stresses. The first rule of building a tandem is: Use parts that will hold up to tandem riding.

26.8 LBS

Another problem is a matter of....well.... honesty. My philosophy is that if a customer is paying for light weight, they should not accept a bike that weighs more than a manufacturer claims. I've actually weighed some other companies light weight tandems and found that some actually weighed up to 30% more than their claimed weights.



Trust but Verify:

From what I've experienced, I don't even trust manufacturers printed weights, and neither should you. If weight is important to you, get a money back, written guarantee of the finished weight before you order! We do this for customers who are paying extra for ulta-lightweight bicycles. If you just trust what someone puts in a catalog, you're in for disappointment when I weigh your bike on my digital scale.

Our Trillium ultra-light tandems are THE lightest tandems you'll find at a price that you can afford. Come in today, and feel for yourself the tandem that beats them all!

We're offering this bike in 2 versions. One that weighs a digitally verified 30.8 pounds without pedals and bottle cages, the other weighs 26.8 with pedals and cages (you can come into the shop and lift this one for yourself).

Specs	Trillium Tandem 30.8 lbs $7,999	Trillium Tandem 26.8 lbs $11,999
Frame	Trillium Lightweight	Trillium Ultra-light
Fork	Trillium Custom Steel	Trillium Custom Steel
Head set	FSA Orbit X	FSA Orbit X
Brake/Shift levers	Shimano Ultegra Carbon	Campagnolo Record Carbon
Cranks	Davinci Tandem	Davinci Tandem
Brakes	Shimano Ultegra	Campagnolo Record
Stoker stem	Rodriguez Custom	Rodriguez Custom
Front Derailleur	Shimano Ultegra	Campagnolo Triple
Rear Derailleur	Shimano Ultegra	Campagnolo Record
Bar tape	Cinelli Cork	Cinelli cork
Tires	Vredestein	Vredestein
Bottom brackets	Phil Wood Titanium	Phil Wood Ti-mag
Rims	Alex DA28 36° 4x	Velocity Fusion 36° 4x
Rear Hub	White Industries Daisy	White Industries Daisy ti
Front hub	White Industries Daisy	White Industries Daisy
Wheels	Handbuilt w/3- year warranty	Handbuilt w/3- year warranty
Handle bars	FSA Carbon K-force	FSA Carbon K-force
Seat Posts	Thomson Elite	Thomson Elite
Spokes	DT stainless steel	DT stainless steel
Cogs	Hyperglide cassette	Hyperglide cassette
Seats	Terry Ti	Terry Ti

Trillium

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

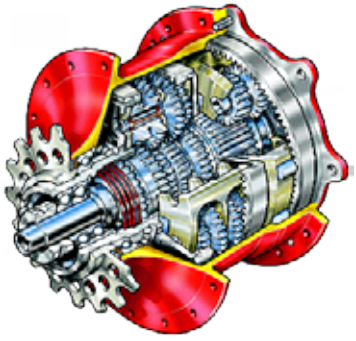
www.trilliumcycles.com

Parts specifications subject to change depending on availability

MAKE - SHIFT

Until recently, we offered Rohloff equipped bikes only by custom order. Well, we've seen a growing demand for these bikes, and we've developed some unique features that make them very attractive to a lot of people who travel and tour with their bicycles. For 2011, we've come up with a few models of bicycles that will be equipped with the Rohloff rear hub as a standard feature. We are offering a heavy duty Touring model based on our UTB, a Randonneur/Sport model, and one tandem version. There you go Rohloff callers and emailers....you asked for it, now you've got it. Now all you have to do is select your model, and give us a buzz and we'll get crackin' on that new Rohloff bike for you.

Rohloff



Made in U.S.A. Seattle



Don't know what a Rohloff is? Well, take a gander at page 35 and see what you think.

RELIABLE

FULL BIKE FROM

$3,999

SPECS

	Make-Shift Tour $4,099 or $4,799 (travel version)	Make-Shift Sport $3,999 or $4,699 (travel version)
Frame	Butted Cro-mo	Butted Cro-mo
Fork	Steel Tandem	Steel Lugged
Shift Levers	Rohloff	Rohloff
Brake Levers	Tektro Ergo	Tektro Ergo
Brakes	Tektro Cantilever	Tektro Dual Pivot
Bottom Bracket	Shimano Sealed Bearing	Shimano Sealed Bearing
Cranks	Origin 8 Alloy	Origin 8 Alloy
Rear Hub	Rohloff	Rohloff
Front Hub	Formula	Formula
Rims	Weinmann 26"	Weinmann 650/700c
Spokes	Stainless 14G	Stainless 14G
Wheels	Hand-built 3-year warranty	Hand-built 3-year warranty
Tires	Serfas Barista	Serfas Seca
Handlebar	Kalloy Uno Drop	Kalloy Uno Drop
Head Set	FSA	FSA
Bar tape	Black Cork	Black Cork
Seat post	Alloy	Alloy
Seat	WTB Speed V	WTB Speed V

TANDEM

	Double Roller (Tandem) $6,499 or $8,499 (travel version)
Frame/fork	Custom Rodriguez cro-mo ovalized
Head set	FSA Orbit XLII
Shift Levers	Rohloff
Brake Levers	Tektro Ergo
Cranks	Origin 8 Alloy
Brakes	Trillium Big-Squeeze™
Stoker stem	Rodriguez adjustable
Bar tape	Black Cork
Tires	Serfas Barista
Bottom brackets	Shimano Sealed
Rims	Velocity Chucker
Rear Hub	Rohloff
Front hub	36° Sealed
Wheels	Handbuilt w/3- year warranty
Handle bars	Kalloy Uno Drop
Seat Posts	Alloy 27.2
Spokes	DT Stainless 14G
Seats	WTB Speed V

Parts Upgrade Options:

- Big-Squeeze™ Brakes - $150 (Touring version only)
- Da Vinci Cranks - $285
- Phil Wood Bottom Bracket - $150
- Avid Disc Brakes - $250
- Carbon Handle bar - $250
- Carbon Seat Post - $50
- Schmidt Generator front hub - $250

Frame Specific Upgrades:

- Custom Paint - $100 ~ $400
- OX Platinum Tubing - $200
- Custom Sizing - $200
- Travel Version - $699 (see page 12 for details)
- Carbon Fork - $250 (Sport Version)
- Aluminum Fork - $100 (Touring Version)

Double Roller Options:

- Custom Paint - $100 ~ $400
- Carbon Handle bars - $250 each
- Da Vinci Cranks - $560
- Phil Wood Front Hub - $130
- Custom Sizing - FREE
- Travel Version - $1,999 (see page 12 for details)

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

www.rodcycle.com

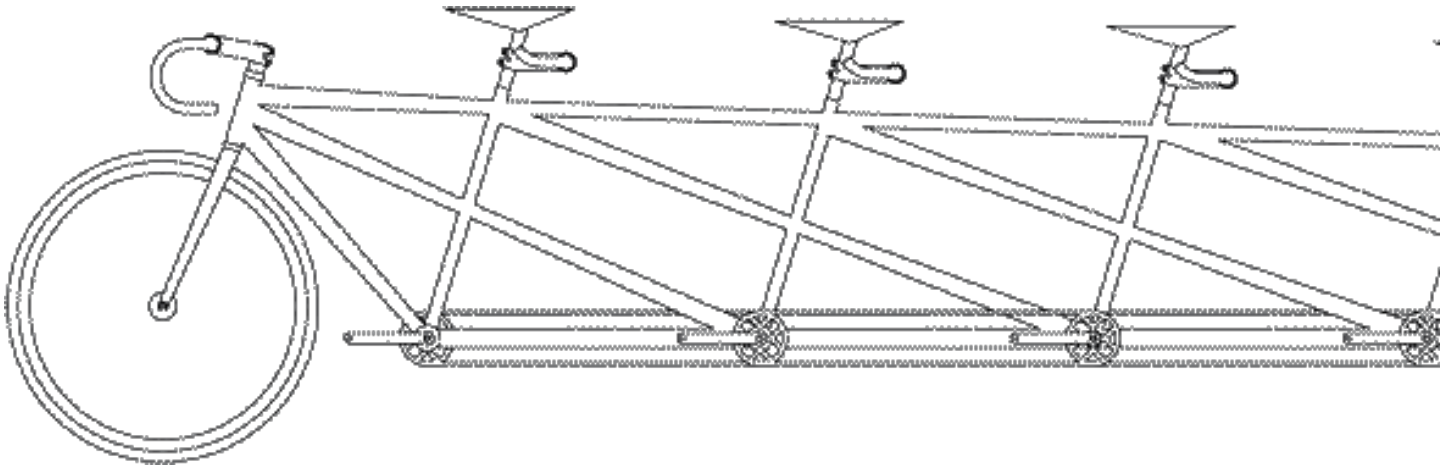
Parts specifications subject to change depending on availability

And Baby Makes 3...4...5...

R+E Cycles is one of the few manufacturers that can build bicycles for 3, 4, 5...you name it! We haven't ever put them in the catalog, and I don't know why.

Over the last several years we've built dozens of long bikes (bikes longer than a tandem). Some of which, like the one I'm riding below, will convert to a tandem with the use of S&S Couplings. The quint in the line art drawing below is shown on the next page on the frame table in progress. Dennis built this frame about 2 years ago. The final bike wound up from wheel to wheel almost 15 feet long! Every long bike creation is built custom, and is quoted out individually. Our price is generally quite a bit less than the other manufacturers. We also don't mind building these monsters at any time. Some manufacturers will only build them in the off season.

If your family has grown to the point where you think you might like to try a triple, quad, or quint, don't buy before getting a quote from us. You might be pleasantly surprised.



Team Rodriguez

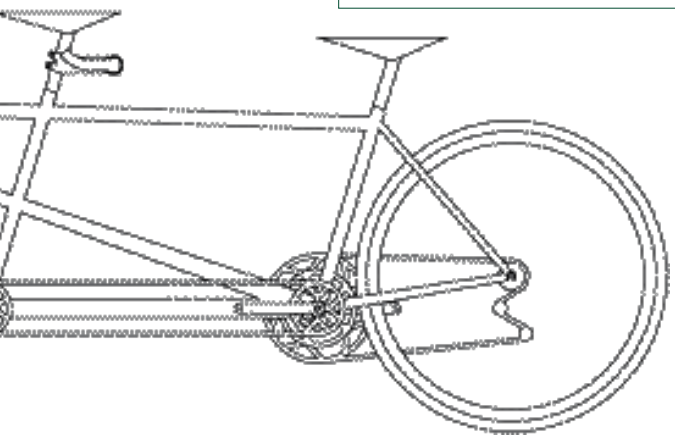
The Towle's (us) ride our quad in Southern Idaho on the way to the 4th of July parade.
See more in our customer scrapbook at www.rodcycle.com



Team Rodriguez



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







Team Rodriguez

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

Sub-Compacked

If you want a micro-travel bike that rides as well as your full-sized touring bike, there's really only one way to get it. The Rodrgiguez 6-pack uses 6 S&S couplings to make this bike fit into a standard suitcase or dufflebag or in minutes. Because we build the bike with a front triangle as well as a rear triangle, the bike rides like a full sized touring bike. The customer quoted to the right has several micro-folding bikes from various manufacturers, as well as a couple of full-sized touring bikes. Until he rode his new 6-pack, he'd never ridden a micro-folder that he thought rode as well as his full-sized bikes. He travels several times per year, and rides thousands of miles on his bikes. He loves his new Rodriguez 6-pack.

"Wow! This rides as well as my full size touring bike!"
- Steve, after riding his Rodriguez 6-pack for the first time.

The 6-Pack

The Rodriguez 6-pack is built custom to order for each rider. We can design the fit around your favorite touring bike, or start from scratch with our NEXT-fit™ system to ensure comfort. All of the component packages (listed below) include our famous handbuilt wheels with a 3-year warranty.

You can buy the 6-pack as a frame/fork only and convert your existing micro-folder to a great riding touring/travel bike, or purchase a full bike package. The 6-pack frame/fork is available in steel for just $3,299, or in titanium for $6,399.



Frame/Fork
From $3,299

Full Bike
From $4,199

Specs

	6-pack Basic Drop Bar $4,199 or $7,499 (titanium)	6-pack Rohloff $6,799 or $9,799 (titanium)
Frame	6-pack steel	6-pack steel
Fork	Custom	Custom
Shift/Brake levers	Shimano Ultegra Bar-end	Rohloff
Brakes	Trillium Big-Squeeze™	Trillium Big-Squeeze™
Cranks	Origin 8 Alloy	Origin 8 Alloy
Bottom Bracket	Sealed Bearing	Sealed Bearing
Front Derailleur	Shimano Triple	None
Rear Derailleur	Shimano Deore	None
Hubs	Formula	Rohloff/Formula
Rims	Sun 20"	Sun 20"
Spokes	Stainless	Stainless
Wheels	Hand-built	Hand-built
Tires	Kenda Kwest 100psi	Panaracer Minits folding
Handlebar	Kalloy Uno Compact	Kalloy Uno Compact
Head Set	Cartridge Sealed	Cartridge Sealed
Bar tape	Black Cork	Black Cork
Seat post	Alloy	Alloy
Seat	WTB Speed V	WTB Speed V



Rodriguez

Rohloff



Parts specifications subject to change depending on availability

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

www.rodcycle.com

Make Shift

What is a Rohloff?

Rohloff is a German company that has designed and built the Roholoff Speedhub for several years now. The design is like a really high tech version of your old 3-speed hub. 14 gears are housed inside the rear hub. The reason for the design is to eliminate the use of derailleurs on your bike.

"Do I want Rohloff?"
Over the last several years, we've built a number of bikes using this hub, and the customers like them. Most of these customers have come in asking for a Rohloff equipped bike, and had already studied and made that decision before talking with us.

The reason that these people chose the Rohloff hub is for ease of shifting, lower maintenance, and perceived 'ease of use'. The reason I use the word perceived is because a Rohloff bicycle frame can be designed in such a way as to make changing the rear tire much more difficult.

The Rohloff hub presents some specific design challenges when building the frame to keep things 'user friendly'. A lot of Rohloff equipped bikes have a 'make shift' style engineering to address these challenges. The crew here at R+E Cycles have developed some techniques that distinguish our Rodriguez Rohloff bikes from the other brands, and make our bikes not only look better, but work much better as well.

R+E Cycles 'ease of use' engineering for Rohloff equipped bikes:

Chain adjustment - We use a Bushnell Eccentric bottom bracket (ebb) for chain adjustment on our Rohloff bicycles. This makes it much, much easier to remove and install the rear wheel, as well as adjust the chain tension when needed. Using the Bushnell ebb also ensures that the bike is equipped with the lightest and most accepted ebb available. This is the same mechanism we use to adjust the timing chain on our tandems, as well as a recommended product by Rohloff themselves. (Read more about the Bushnell ebb at www.bushnelltandems.com)

Dropouts and braze-ons - The Rohloff hub requires special rear dropouts (where the rear wheel bolts on) and cable braze-ons specifically designed for the hub. At R+E Cycles, we machine our own design of Rohloff dropouts and cable braze-ons that allow for much easier removal and reinstallation of the rear wheel.

We even have people with other brands of Rohloff equipped bicycles bring their bike in to have our braze-ons installed. We've seen a lot of Rohloff equipped bicycles that don't take these concerns into their designs. If not properly thought out, a Rohloff rear hub can make removeing the rear wheel a big chore, and may even require you to adjust your shifting every time after reinstalling the wheel. At R+E Cycles, we are always designing for comfort as well as reliability and ease of use. This adds to the short term cost of the bicycle, but first time you have a flat tire, it pays for itself.

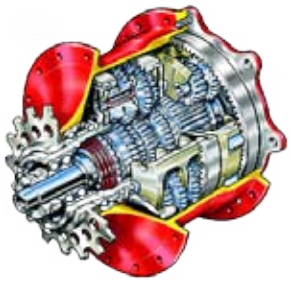
Pros and Cons of a Rohloff Speedhub

Pros:
- No fuss:The sealed gearbox ensures reliability and durability even under the toughest conditions. The even increments of 13.6% from gear to gear make it possible to always ride at the performance peak. There is no overlap in the gear range, so all 14 gears are usable. In a traditional 27 speed set-up, you've only got about 14 usable gears anyway.

Cons:
- Cost: Many people assume that the price will be lower than traditional set-up because there are fewer components to buy. Actually, the price of the hub added to the additional amount of customization required on the frame makes the total price higher than a derailleur set-up. Look at it like a Swiss watch.

- Versatility: Since the gear ratio is pre-set, you cannot change the range of gearing between high and low. You can change the front chain ring or rear cog but it will affect the whole range. In short, if you want a 'lower' low gear, then all your gears have to be lower and visa versa.

- Noise: Some of the gears can be a little bit 'rumbly' or 'noisy'. Not real bad, but if you are kind of 'obsessive' about such things, and you've already resigned yourself to the noise of a derailleur set-up, you should try one out before investing in it.



See Page 34 for our 2011 Rodriguez bicycles that feature the Rohloff Speedhub.

Limitless

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 frame/fork is $4,999 for the tandem/single configuration. A full 8-ball with components, ready to ride, starts at $6,999. 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.

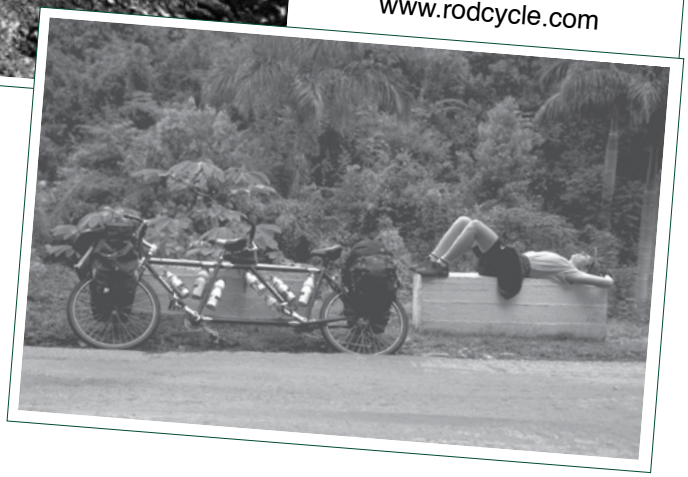
Team Rodriguez



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

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





Full Bike Specs	8-Ball Classic	Rohloff 8-Ball
Price	6,999.99	9,499.99
Fork	Tandem Cro-mo Steel	Tandem Cro-mo Steel
Head set	Alloy Sealed Cartridge	Alloy Sealed Cartridge
Brake/Shift levers	Shimano Dura-Ace Bar-end	Tektro ATB/Rohloff twist grip
Cranks	Alloy Tandem	Alloy
Brakes	Trillium Big Squeeze™	Trillium Big Squeeze™
Stoker stem	Rodriguez adjustable	Rodriguez adjustable
Front Derailleur	Shimano Tiagra	None
Rear Derailleur	Shimano Deore	Rohloff 14-speed internal
Bar tape	Black Cork	Black Cork
Tires	Serfas Kevlar Belted	Serfas Kevlar Belted
Bottom brackets	Shimano Sealed	Shimano Sealed
26" wheels	Hand-built w/3- year warranty	Hand-built w/3- year warranty
Rims	Weinmann ZAC19	Weinmann ZAC19
Rear Hub	DT Tandem 36°	Rohloff
Front hub	DT Tandem 36°	Shimano 36°
700c Wheels	Hand-built w/3- year warranty	----
Rims	Velocity Deep V	----
Rear Hub	Shimano 48° Tandem	----
Front hub	Shimano 48° Tandem	----
Handle bars	Kalloy Uno Drop	Alloy Drop or Flat Bars
Seat Posts	Alloy 27.2	Alloy 27.2
Spokes	DT stainless steel	DT stainless steel
Cogs	Hyperglide 9-sp cassette	Rohloff
Seats	WTB Speed V	WTB Speed V



Convertible

From $6,999

Available Upgrades:

Phil Wood Tandem Hubs	$420
Phil Wood Bottom Brackets	$300
FSA Carbon Handle Bars	$500
Custom Paint	$150 ~ $600

We can price the bike with any parts that you want. Just let us know what you're interested in and we'll quote it.





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 18 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. Scott, our manager thought it was time to fill you all in on who I am and what I do.

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 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.

Chaos!
The New Standard

Isn't it nice to know that you can take your bike into any bike shop and get it fixed?
If they don't have the part to fix your bike, they can easily order it and have it fixed in a day or two? Well, it wasn't always that way. You see, in the 1970's the International Standards Organization (ISO) spent years of painstaking work involving over 30 nations to develop standard sizes, thread pitches and specifications for common bicycle parts like bottom brackets, hubs, freewheels, head sets, etc...

Before the ISO endorsements were made, each country had it's own standards. Even within a country, you could find different standards for different manufacturers. A bicycle made in France used different parts all around than a bicycle made in Italy or the United States. This made life difficult for both the bicycle dealer trying to help a customer, and also for the customer who had purchased a bicycle with standards not common in their area.

While rifling through my 1970's Bicycling magazines, I found an article on this while the standards were still in development, and it brought to mind many situations that are occurring now in our industry today.

While we have always tried very hard to manufacture our bicycles using standard size parts and specifications to make things easy for our customer, many manufacturers are now veering far from the ISO standards in an effort to create what's called 'proprietary' parts. These are parts designed specifically for that particular frame. It can be something as small as the part that holds the rear derailleur to a carbon frame, or something major like a specific bottom bracket that's only available from that manufacturer.

I think people should be aware of proprietary parts as they can make life difficult for the customer, as well as the bike shops trying to help that customer.

Here are a few recent cases of proprietary parts, and 'new standards' issues for your consideration.

Out of business:
What happens if the company quits making the proprietary part, or if the company goes out of business? For two decades, Burley Tandem company sold tandems all around the world. In 2007, Burley Tandem company went out of business. Burley tandems use a proprietary bottom bracket that was only available through Burley (you can see where this is going). We service many of these bikes each year, and have no bottom bracket to offer the customers who own the tandems besides manufacturing one for them. This is very expensive, and most shops don't have a full machine shop in their basement. In my opinion, Burley would've done the thousands of customers who bought Burley tandems a favor by using an ISO endorsed bottom bracket size.

Incompetence:
What if you can't ride your $6,000 bike because a $5 part is only available for order directly through the manufacturer? What if the manufacturer doesn't really have a 'service after the sale' policy, or is completely incompetent?

As I write this, we have a bicycle in the shop that probably cost the customer $6,000 or so about 4 years ago (not bought from us). He shifted into the spokes and broke the small aluminum part that holds the rear derailleur onto the frame. An easy replacement except for one thing. The part on this carbon frame is proprietary to that frame. Not only that frame, but that model of that specific year. The European company that sells the bike in the U.S. won't sell the part to our shop because we're not a XXXX dealer, so it was up to the customer to call them. Since the frames are made in China, and the company is in Europe, it took over a month to get the part to the customer, who then brought it in to our shop only to find out that they had sent the wrong one. Another month went by (so now he's lost the months of April and May) and they finally got him the right part.

This was just one small, inexpensive part that was keeping him off of his $6,000 bike. The bad news is that his bike has many proprietary crucial parts on it that will possibly not even be available in a few years.

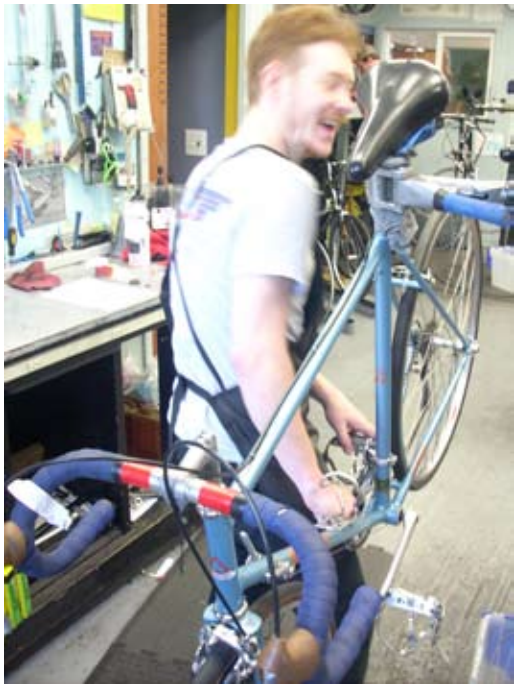
Lifetime Bike:
A lot of customers who come to our store and buy a bicycle expect it to last forever. This is especially true of those who spend several thousand dollars on a bicycle. On the next page are some great pictures of a bike that has lived up to that promise. We see these type of bikes every single day in our repair shop. We serviced hundreds of bicycles while the customer with brand XXXX waited for his $5 part. I think everyone should consider how easy their bike will be to service down the road when purchasing a bike.

"Talk to me in 5 years"
This is a direct quote from Scott here at the shop to a rep from a components manufacturer that we deal with (we'll call them Z co.). Z co. rep. was in the shop trying to sell us on the new 'standard' bottom bracket size that they were promoting. You see, just because someone calls it a standard doesn't make it one. That might sound confusing, but let me tell you a short story.

Several years back, Z co. tried to get us to adopt their bottom bracket 'standard' (we'll call it YY) for our tandems. I told the rep at the time "YY is not a standard, and I don't perform product testing on my customers". Since we deal directly with most of our customers, we know very quickly if a specification is bad. He told me that other manufacturers had accepted the standard and we were the only hold outs. He was of course, correct, the other guys had accepted the new design, and I'll bet they wish they hadn't (hind sight is always 20/20). He called me a curmudgeon and said that I was "against new technology". We dealt with a few customers who ended up with these bottom brackets and they were indeed inferior to the 'real' standard (way inferior). So inferior in fact, that the

company dropped it after just a few years, and moved on to a new 'standard' that was then dropped for even another new 'standard'.

Fast forward to 2009. As the new Z co. rep was trying to sell Scott on the even newer 'standard', and Scott was telling him to talk to him in 5 years, I simply said "5 years ago, you guys told us YY was the new standard, and now you don't even make it anymore". "YY was junk" said the Z co. rep. Although YY was abandoned, YY customers can at least fit a real 'standard' bottom bracket into their frame. When this new 'standard' is abandoned, the frames will not be compatible with an ISO endorsed bottom bracket, and the customers could be faced with the same issue that plagues the Burley tandem owner.



Jeremy having way too much fun installing a new bottom bracket into a 25 year old Rodriguez bicycle. This bike looks great, and was back on the road a day or 2 after the customer brought it in for service. Thanks to the ISO commission of the 1970's, this bicycle will probably be on the road another 50 years or more.

How Can You Know?

If you are like me, and you expect a quality bicycle to provide a lifetime of service, you need to have a guide of how to determine if parts on that bike are going to be available in 25 years. The guy who bought that 'lifetime' bike pictured above got exactly what he paid for.

Things to look for:

1.) I have nothing against proprietary parts, some proprietary parts are a good idea. But, I want to make sure that customers make an educated decision. Any part that is proprietary to one brand of bicycle is NOT a standard. Realize when you purchase a bicycle with proprietary parts on it you're purchasing a bicycle that will most likely not be around forever, and may be difficult to find parts for in a few years.

2.) Just because someone calls a new design a standard, that does not make it a standard. A company can make a design public, call it a standard, and then the industry rejects the design a few years later, and the so called 'standard' disappears. This is the case with the YY bottom bracket 'standard' that I spoke of earlier.

A $25 2009 ISO endorsed bottom bracket fits right in to a 1984 Rodriguez bike. What a concept!

This guy bought a lifetime bike in 1984, and that's what he got. The brand XX will be off the road in few more years.



3.) How long has the 'standard' been widely used in the industry? This is a great way to determine if you will be able to buy a part for your new 'whats-z-ma-jig' head set or bottom bracket in 10 years. If the 'standard' is only a few years old, it would be premature to assume that you will be able to get parts for it in 10 years.

4.) Are major, high-end after market parts manufacturers offering the replacement parts. If companies like Chris King, Phil Wood, White Industries, etc... will invest tens of thousands of dollars into manufacturing to the standard, then there's a good chance you'll be able to get parts in the future. If not, then I would say it will become difficult to repair your bike down the road.

5.) Ask someone who cares. I've been in the industry my whole life, and so have the folks who work here at the shop. The Z co. rep was completely wrong about me. I love new technology as much as anyone, but there has to be a reason for it, and it has to be proven sound before I recommend it to my customers. My customers count on my years of experience to build them a bicycle that is durable, comfortable, and will last a long, long time.

Nothing makes me happier than to see 25 and 30 year old Rodriguez bikes roll in for a yearly service (a lot of these customers name their bicycles). Knowing that the bicycle was purchased with a lifetime of riding in mind, and imagining the places that bike has carried the owner to and from, then, sending it back out for more.....that really is what a bicycle should be.

If you want your next bike to be hand-made by people that love bikes and work right here in Seattle, Rodriguez is your next bike. If you want your next bike to be comfortable, and designed to last you a lifetime of cycling, visit us today. 206.527.4822

www.rodcycle.com **That's the big story, and thanks for reading -Dan**

The Tide has Turned

If you would have asked me 20 years back about the future of bicycle frames and the materials used to build them, I would've told you that titanium would be the main material used to build bicycles by the year 2000. It seemed that it was the perfect answer for the rider that wanted a smooth riding bike like a steel frame, and wanted the light-weight of aluminum or carbon fiber. The only drawback was the price. My thinking was that titanium would eventually drop in price and heavy steel frames would finally meet their match.

Titanium

Well, something got in the way of that prediction. Steel got much stronger, and therefore, much lighter. Steel actually got so light, that we can build an S3 steel frame as light, or lighter than any titanium frame (unless we build a wet noodle ti frame), and it still comes in a lot less expensive. Titanium is so springy, that it is possible to build it lighter, but then the ride really suffers. For these reasons, we really saw no sense in offering titanium frames in the Rodriguez line-up.





Some customers want titanium for other reasons than weight. Some people like the look of ti, or don't want to have to protect a paint job, and are willing to pay a bit more for that convenience. So, for 2011, Rodriguez Bicycles continue to offer titanium custom frames.

Last winter Dan P. (our machinist) made all of the appropriate fittings for the welding equipment to enable ti welding. We've opened the frame shop for titanium frame repairs (yes, titanium breaks just like other bikes) and we've performed several ti frame repairs already on various brands of bikes.

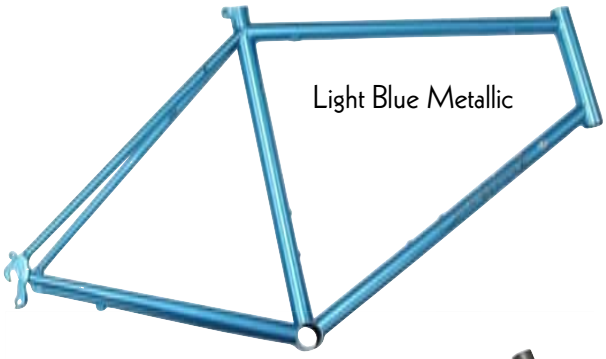


Our ti frames are built with all of the attention to detail and precision that you've come to expect in a Rodriguez frame.

Titanium is an addition to our offerings, and won't replace any of the steel frames we make. So, if you're looking for extreme light weight, you'll still want to be looking over the Rodriguez S3 frames. But if you are looking for titanium, you can now come on over to R+E Cycles and have your ti frame built in Seattle with the same care and attention to fit and service that we strive to achieve.

$2,999 Custom ti frame with Alpha Q fork
$3,399 Custom ti frame, super-light, with Alpha Q fork
$6,999 Custom ti tandem frame w/custom fork
S&S coupling travel option available as well. See page 12 for details.

Stock Colors For 2011









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 $100. 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 Script

Rodriguez
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

How to order a Rodriguez Bicycle

If you live in our area and can make it to Seattle
call us at 206-527-4822 to set an appointment,
or send us an e-mail at sales@rodcycle.com

www.rodcycle.com

Steps for purchasing a Rodriguez from outside the State of Washington:

- More detailed information is available in the FAQ section of our web site
- First a bicycle fitting is performed on the rider (see Fit Instructions next page)
- The fitting information is then sent, e-mailed, faxed, or called in to us along with bike interests (see below)
- After fit information is received, we can recommend a size of frame for the best fit
- Fill out the 'Which bike are you interested in?' form and send it in with your fit measurements
(At this stage we usually will exchange several e-mails, phone calls etc... because we really like to give personalized service)
- After we've decided on fit and the model that works, a 50% deposit is paid and we start the bike
- We charge you shipping and handling as follows (insurance included):

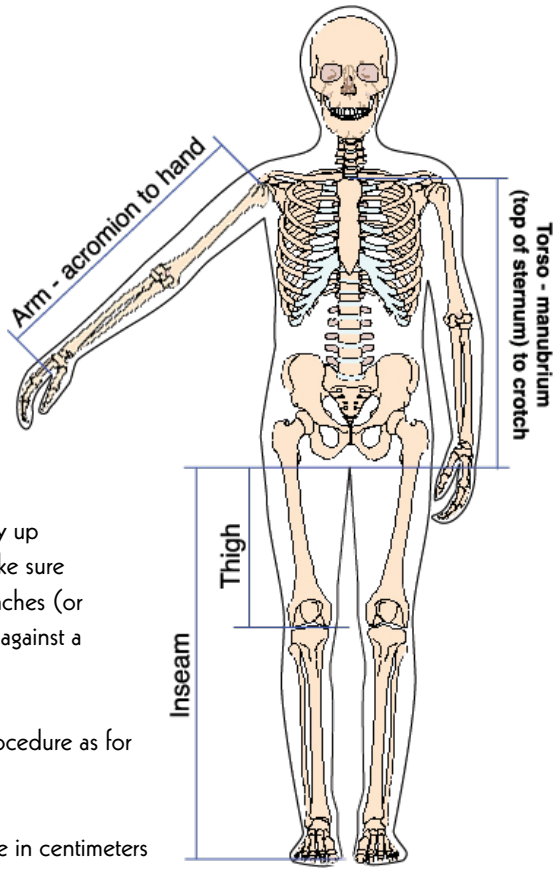
Inside the Continental U.S.
We charge you $250 shipping and handling to your doorstep for a regular bike.
We charge you $450 shipping and handling for a standard tandem.
We charge you $125 shipping and handling for a S&S coupled travel single bike.
We charge you $250 shipping and handling for a S&S coupled travel tandem.

See our FAQ page, or shoot us an e-mail if you have any questions regarding a long distance order. We sell about 22% of our bikes to out-of-state customers, and each customer is different. We can address any individual concerns that you may have about ordering a bicycle that you haven't seen yet.

Custom Bicycles and Tandems:
You'd like a bike, but you don't see a model that you want in our catalog? In the event that you would like to order a completely custom bicycle, we do a lot of that also. Simply fill out the fit form(s) for the rider(s) and just let us know what type of custom bike you're interested in. We've been a custom builder since 1973, so chances are that we have already built something like the bike of your dreams. It can then be faxed to us at 206-527-8931 or sent to us at R+E Cycles • 5627 University Way NE • Seattle, WA 98105

Custom Paint:
We keep about 40 colors in stock and can custom order any color that you'd like. After we've had a chance to discuss your preferences, we will work with you on color and paint design 'one on one'.

Rodriguez Bicycle Fitting Instructions. Follow the instructions below and fill in the measurements on page 43.



FITTING INSTRUCTIONS

If you own a metric tape measure you can take the measurements in metric. If not, don't worry about it, we will convert the numbers for you.

To perform the fit you will need a partner, a tape measure, and a rigid ruler or carpenter's square. The measuring needs to be done in bare feet or light socks while holding your body erect.

1.) INSEAM: While standing with your feet about 2 inches apart pull the ruler firmly up into your crotch, keeping one hand in front and one in back. Have your partner make sure the ruler is level and record the distance from the top of the ruler to the ground in inches (or centimeters if you have a metric tape). If using a carpenter's square do all measuring against a wall to maintain level on the square.

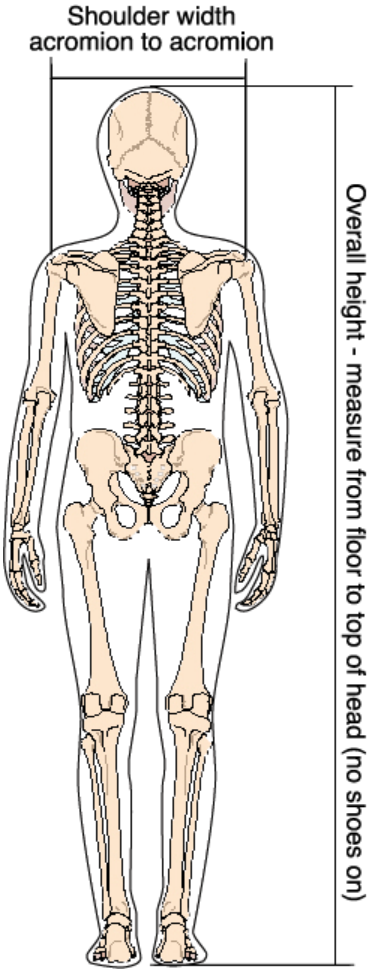
2.) THIGH: While kneeling with your knees about 5 cm apart, follow the same procedure as for the inseam measurement.

3.) FOOT LENGTH: Position your heels against the wall and measure the distance in centimeters from the wall to the end of the large toe.

4.) TORSO: This is the reverse inseam measurement. Hold the ruler level against your crotch and have your partner measure the distance from the ruler to the top of your manubrium (This is the "V" shaped soft area below your Adam's apple. The measurement will be to the bottom of "V".) This is easy to do if your partner hooks the tape on the bottom edge of the ruler and subtract the width of the ruler before the measurement is recorded.

5.) ARM: With the ruler held the way an archer would grip a bow, hold your arm at about a 45 degree angle extended out to the side. You partner will measure from the ruler to the edge of your shoulder.

6.) SHOULDER WIDTH: Measure the distance from the edge of each shoulder from acromion* to acromion*.



* The edge of your shoulder is marked by the acromion. To find the acromion, let your arm hang down at your side. With the other hand, feel down the side of your neck and along the top of your shoulder. Just about where the top of your shoulder ends and your arm begins, you will feel a bony point. This is your acromion. Check to make sure that you have found the right spot by continuing to feel the point with your finger while you move your arm around. You will feel that this is the point where the movement of your arm originates. Remember to subtract the width of the ruler before recording the measurement.

7.) YOUR HEIGHT

8.) YOUR WEIGHT

EXISTING BIKE NUMBERS:

If you are currently riding a bike that you like, or dislike, it will be helpful if we know the current fit measurements that you are used to. If you really like, or dislike, your current bike we will be discussing all of that via e-mail or phone before we set up your new bike.

1.) Seat tube - along the angle of the seat tube measure from the center of the bolt that holds on the cranks to the top of the tube that the seat post is inserted into.

2.) Seat height - along the angle of the seat tube measure from the pedal in it's lowest position to the top of the seat.

3.) Reach to bars - measure from the center of the seat post where it attaches to the seat to the center of the handlebars. For this measurement hold the tape level to the ground.

4.) Seat to ground - measure from the top of the seat to the ground. Hold the tape measure perpendicular to the ground.

5.) Bars to ground - measure from the top of the bars to the ground. Hold the tape measure perpendicular to the ground.

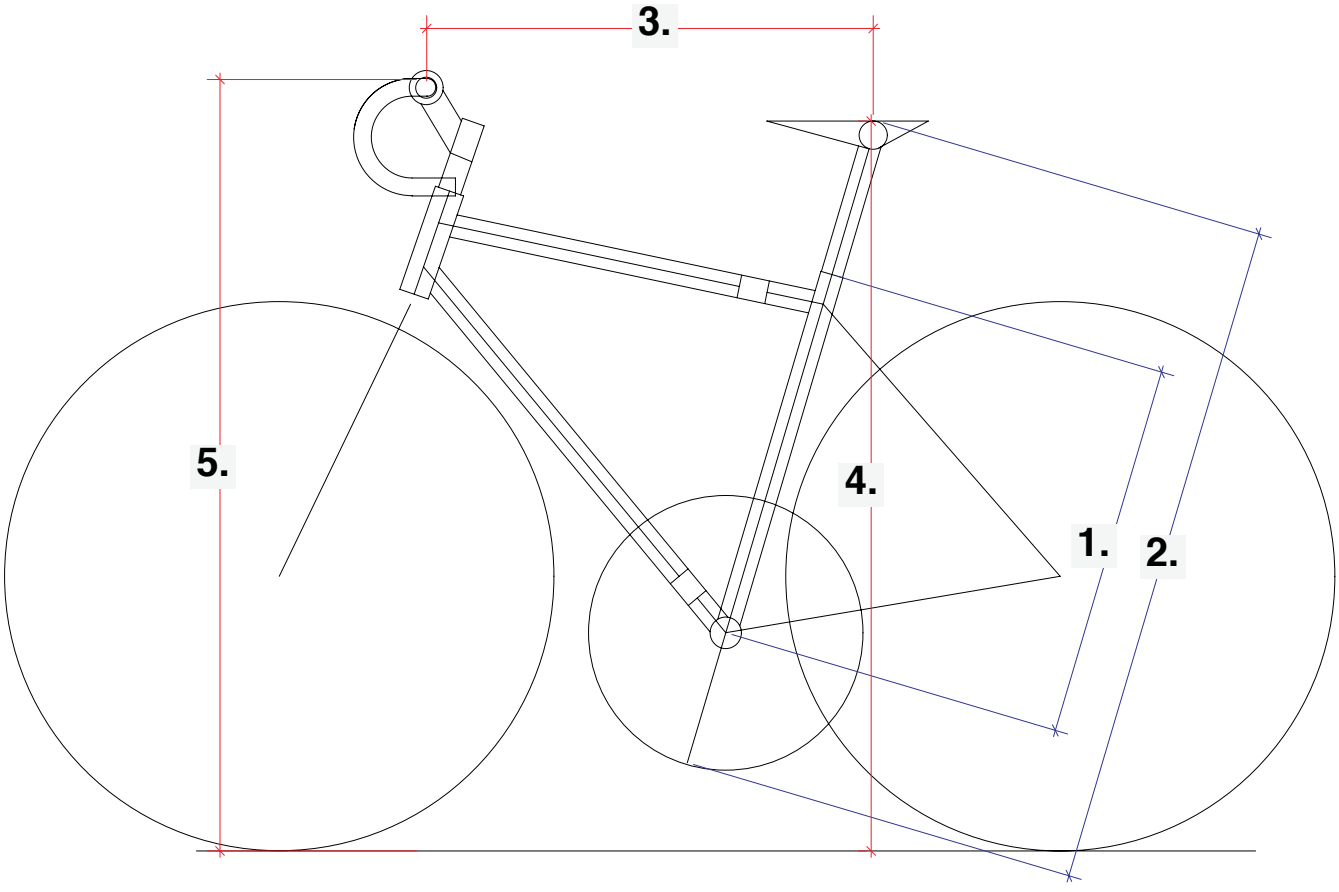
DON'T WORRY:

Once the fitting numbers have arrived, that's just a beginning, so don't worry that we might build you the wrong size based on a mistaken measurement.

When you perform your own fitting numbers, expect that we'll have some questions for you once we've received the numbers. We've been fitting and building bicycles a long time, so we're used to looking over numbers and analyzing them. Very often, we will ask you to take one or more of the measurements again to clear up any discrepancies.

Some people have had a professional fitting done at a shop for their existing bike and they have the measurement print out. If this is something you have, feel free to send it along as a guide for us to compare.

NEXT-fit
BICYCLE FITTING FROM FIT TO FINISH!



Rodriguez Bicycle Order Form

Date_____

Your Contact Information:

Name_____

Phone_____

E-mail_____

Address_____

City/St/Zip_____

Filling in this form is not a commitment.

1.) Complete this page and the next page to start the order process.

2.) You can mail, fax or e-mail the information to us.

3.) We will contact you via e-mail to firm up all of the details and clear up any questions that you (or we) may have.

FITTING NUMBERS:

1.) INSEAM: _____ 2.) THIGH: _____

3.) FOOT: _____ 4.) TORSO: _____

5.) ARM: _____ 6.) SHOULDER: _____

7.) HEIGHT: _____ 8.) WEIGHT: _____

CURRENT BIKE NUMBERS:

1.) Seat Tube _____ 2.) Seat Height _____

3.) Reach to bars _____ 4.) Seat to ground _____

5.) Bars to ground _____

What do you like or dislike about your existing bike?

Sizing is serious business at Rodriguez Bicycles.

If a bike doesn't fit right, it's not going to be ridden. A bike not ridden is a very sad bike. Our efforts here at Rodriguez Bicycles to prevent the creation of very sad bikes has been nonstop since the 1970's. This year, we've come up with our best solution ever!

Along with the development of the NEXT fit™ software system (see our web site for more info) came the realization that if we could fit 90 to 95% of our customers if we built our Rodriguez bicycles in 18 sizes instead of just 10. With the improvements in our frame shop, we no longer have to batch similar size and types of bicycle together when we manufacture them. This enables us to build 18 production sizes as easily as we could build 6 sizes (like most manufacturers).

For 2011 we will be offering 18 production sizes in addition to our custom offerings. The improvements don't end there, though. Our new manufacturing method smooths out things in our paint shop as well. This allows us to offer more choices in paint and decals at no extra charge. Any production bike can be painted one of 4 paint jobs, with your choice of 5 different decal styles (of course custom paint is still an option as always). See the web site for decal and paint options.

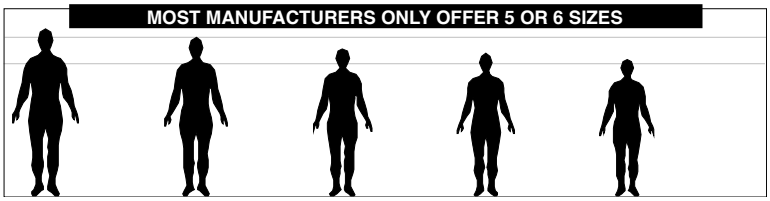
How about that? 18 sizes, 4 colors, and 5 different decal options, for every production bike we make (exception of the Limited), and no upgrade charges? Add to this the NEXT fit™ system of fitting, and you've got the best lineup we've ever offered!

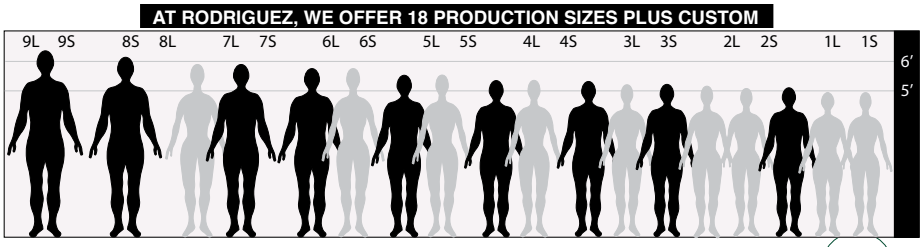
Which bike are you interested in?

What type of long and short term goals do you have for this bike?

This form just gives us a basic idea of the bike and its uses. We will be contacting you with more questions and suggestions after receiving this form. This form does not complete an order, it just lets us know you're interested and would like to talk further.

Thanks, - Dan





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 2011 season because 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 2011 season is as fun as the last seventeen have been!

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

'Steel' Building
R+E Cycles
Since 1973
www.rodcycle.com
After All These Years

R+E

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

www.rodcycle.com

Winter at R+E Cycles



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