

Outlaw

The Trillium Outlaw -

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? 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.

Scott started talking with me about making a really light Rodriguez Trillium bike to have on the shop floor this 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 a few of these for customers, but never one to put on the floor. 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.

14.07 lbs

Paper Doesn't Refuse Ink

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 bike 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.



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, \$100 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.

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

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.

