

Randonneur

This is the bike that everyone has been clamoring for! The 2010 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.

Classic

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

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

For the well-travelled to-be rider, we're offering the Rainier travel version (\$699 upgrade) that uses S&S couplings and fits in a 26" X 26" suitcase. (see page 12)



- True Temper U.S. made tubing
- Available in 18 sizes to fit men and women (custom for just a \$100 upgrade)
- Available in 4 color choices (custom paint upgrade also available) (see Page 39 for more)
- Five different decal options (see Page 39 for more)

Tradition



The Rainier From **\$2,599**

Specs	Rainier Classic <u>\$2,599</u> or \$3,299 (Travel version)	Rainier Veloce <u>\$3,099</u> or \$3,799 (Travel version)	Rainier Chorus <u>\$3,999</u> \$4,699 (travel version)
Tube Set	True Temper OX Platinum	True Temper OX Platinum	True Temper OX Platinum
Fork	Carbon fiber	Carbon fiber	Carbon fiber
Shift Levers	Campagnolo Xenon Ergo 9x	Campagnolo Veloce 10x	Campagnolo Chorus Carbon
Brakes	Tektro Long Reach	Tektro Long Reach	Shimano Long Reach
Bottom Bracket	Campagnolo Veloce	Campagnolo Veloce	Phil Wood Stainless
Cranks	Campagnolo Champ Triple	Campagnolo Comp Triple	Campagnolo Comp Triple
Front Derailleur	Campagnolo Triple	Campagnolo Triple	Campagnolo Triple
Rear Derailleur	Campagnolo Comp Triple	Campagnolo Comp Triple	Campagnolo Chorus Carbon
Hubs	Formula Sealed Bearing	Formula Sealed Bearing	Formula Sealed Bearing
Rims	Alex RL2002	Alex RL2002	Alex RL2002
Spokes	DT 14G	DT 14G	DT 14/15 butted w/alloy nipples
Tires	Serfas With Kevlar Belt	Serfas With Kevlar Belt	Vredstein Fortezza
Handle Bars	Alloy Drop FSA	Omega Compact	FSA Carbon K-Wing
Head Set	FSA Equipe Sealed	FSA Equipe Sealed	FSA Orbit X
Tape	Black Cork	Black Cork	Black Cork
Seat Post	Alloy	Carbon	Carbon
Saddle	WTB Speed V	Terry Cro-mo	Terry Ti or somethin' Good

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

Parts specifications subject to change depending on availability

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 ~ 2010, 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 Campagnolo 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 it 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

