

Pack up and Get Out!

You get WAY, WAY MORE with the Rodriguez 'Travel Option'

The 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.

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

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

The Rodriguez 'Travel Option' includes:

- S&S couplings (2 on a single bike or 6 on a tandem)
- Cable Splitters (see next page)
- Rodriguez exclusive 'outrigger' cable stops
- Protective padding custom cut and labeled
- Packing and un-packing lessons
- Upgrade to sealed head set for the bikes that do not include one.

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

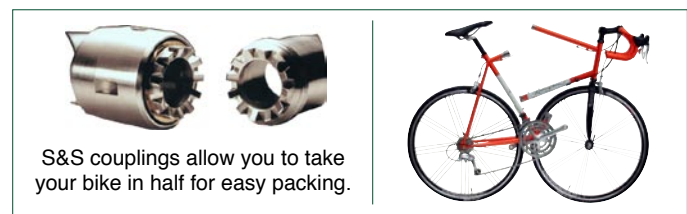
The Rodriguez Travel Option

Includes S&S couplings plus all of the R+E exclusives as described on page 13

For any steel road or touring bike that we make	\$699
For any steel 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

Other options

Soft case.....	\$65
Backpack case	\$255
Hard case	\$350
TSA security netting.....	\$35

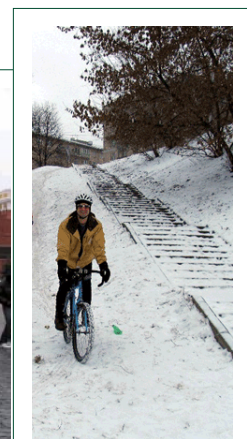


S&S couplings allow you to take your bike in half for easy packing.

Team Rodriguez

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

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



The Devil's in the Details

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

In a product-focused manufacturing facility, every bike is built one at a time, and improvements are viewed as fluid and continuous, just 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 R+E Cycles, we don't wait if an improvement is needed, we just do it now....on the very next bike. We have the machines and experience to make it happen.

I mean it....SPLIT!

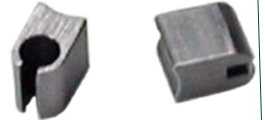
Cable splitters are one of those things that most travel bike makers will include these days. For several years we were one of the only manufacturers including them.

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



Stop that scratchin'

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



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

A Cut Above!



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



S&S padding that has been cut and labeled

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

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

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

How do I do this?

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

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

We learned early on that customers can 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 your own personal, one-on-one lesson** where you learn every trick in the book when it comes to packing/un-packing your specific bicycle. Sure, you don't need a lesson, but it will save you hours of learning.