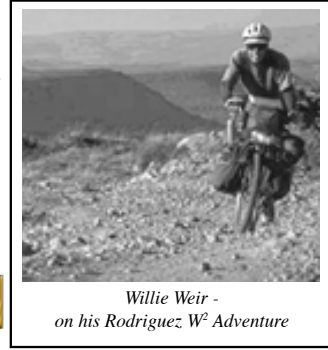


Hard-Boiled

Travel

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.

Originally designed and named for Adventure Cyclist, columnist Willie Weir, The Rodriguez W² Adventure (or U.T.B.)



Willie Weir -
on his Rodriguez W² Adventure

Rugged

Over the years, lots of our customers have requested a UTB without couplings. They wanted the ruggedness, and the ability to install really fat tires, or mountain bike tires for off-road, but didn't need the travel option that the UTB came standard with. So, for 2010, we are offering the UTB in both a travel version, and a non-travel version just like all of our other bikes. For the person who really wants a commuting/touring bike that isn't afraid of any terrain, the UTB is the best choice. 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.



How is the UTB different than the Rodriguez Adventure?

Versatile

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.



From
\$1,999

- 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)
- Five different decal options (see Page 39 for more)

Specs	UTB Adventure Basic \$1,999 or \$2,699 (travel version)	UTB Adventure Plus \$2,699 or \$3,399 (travel version)	UTB Adventure Ultegra \$3,499 or \$4,199 (travel version)	UTB Adventure Ultimate \$5,099 or \$5,799 (travel version)
Tube Set	True Temper Butted	True Temper Butted	True Temper OX Platinum	True Temper OX Platinum
Fork	Steel Tandem Grade	Aluminum	Aluminum	Aluminum
Shift Levers	Shimano 8-sp Bar-end or STI*	Shimano Tiagra 9-sp or Bar-end**	Shimano Ultegra 10-sp	Shimano Ultegra 10-sp
Brake Levers	Tektro Aero or STI*	Shimano Tiagra or Tektro Aero**	Shimano Ultegra Carbon	Shimano Ultegra Carbon
Brakes	Tektro Cantilever	Trillium Big-Squeeze™	Trillium Big-Squeeze™	Trillium Big-Squeeze™
Bottom Bracket	Shimano Sealed	Shimano Sealed	Shimano Sealed	Phil Wood
Cranks	Sugino Triple 28/38/48	Sugino Triple 28/38/48	Sugino Triple 28/38/48	DaVinci 28/38/48
Cassette	SRAM 11-32 8-sp	SRAM 11-32 9-sp	IRD 11-32 10-sp	IRD 11-32 10-sp
Front Derailleur	Shimano 2200	Shimano Tiagra Triple	Shimano Ultegra Triple	Shimano Ultegra Triple
Rear Derailleur	Shimano Deore	Shimano Deore	Shimano Deore LX	Shimano Deore XT
Chain	KMC Z-8	SRAM 9-sp	SRAM 10-sp	SRAM 10-sp
Hubs	Formula Sealed Bearing	Formula Sealed Bearing	Formula Sealed Bearing	Phil Wood
Rims	Weinmann ZAC19 36°	Weinmann ZAC19 36°	Alex SUB 36°	Alex SUB 36°
Spokes	DT 14G	DT 14G	DT 14G	DT 14/15 Butted
Tires	Kenda Kontender	Serfas Kevlar Belted	Serfas Kevlar Belted	Serfas Kevlar Belted
Handle Bars	Alloy Drop Bars	FSA Omega Compact	FSA Omega Compact	FSA Carbon K-Wing
Head Set	Cane Creek	FSA Cartridge Sealed	FSA Cartridge Sealed	FSA Orbit Equipe
Seat Post	Alloy	Alloy	Carbon	Carbon
Tape/Grips	Black Cork	Black Cork	Black Cork	Black Cork
Saddle	SR Dardo	SR Dardo	SR Dardo	Terry Ti

*Shimano 2200 8-sp

**Shimano Dura-Ace 9-sp

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 2010, 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,

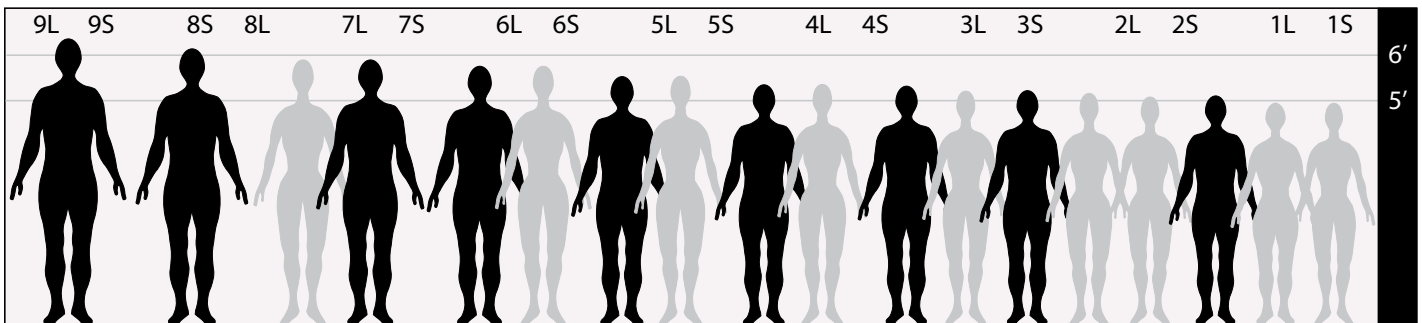
for any customer for just \$100 extra! Not only that, a complete custom sized bicycle will be produced in just 4 weeks or less from the date of order. That's the fastest guaranteed turn around time in the industry!

At Rodriguez, we believe that 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 question is, with 18 sizes plus custom at just \$100 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 \$100 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