

# 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 straight, 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 ask Mike and some of our other customers in our online customer scrapbook at [www.rodcycle.com](http://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 Package - \$699 ~ \$850



"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](http://www.rodcycle.com)

# 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 they 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

## 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

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