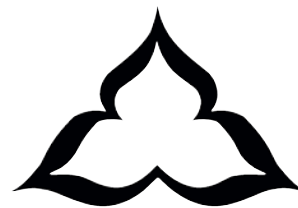


DIRTY DIGS

So you've done a season or two of cyclocross racing, and you think you might like to get a bit more serious?



What if a company offered a cyclocross bike that rode smooth like a steel road bike, and fit you just as well as your every day steed? Surprise! Our company does.

SMOOTH

Meet the 2011 Rodriguez Cyclocross bike!

If you want to go off-road for a while, this is the bike for you. The 2011 Rodriguez Cyclocross bike is the perfect choice for the cross racer who wants a light bike that actually fits well! This puppy is available in all of our 18 sizes, and gets fit to you just like one of our road bikes. No more after-thought 'junk bike' for Cyclocross season! Our Cyclocross bikes are available with our Rodriguez Travel option so can take your ride with you!

CYCLOCROSS



Common Upgrades:

- Custom Paint - \$100 ~ \$400
- Avid Disc Brakes - \$350
- Carbon Handle Bars - \$250
- Custom Sizing - \$200
- Travel Version - \$699

FROM \$2,199

SPECS

	Cyclocross Basic <u>\$2,199</u> or \$2,899 (travel version)	Cyclocross Rival <u>\$3,799</u> or \$4,499 (travel version)	Cyclocross Force <u>\$4,399</u> or \$5,099 (travel version)
Tube Set	Reynolds 725	OX Platinum	OX Platinum
Fork	Aluminum	Carbon fiber	Carbon fiber
Shift Levers	Shimano Tiagra	SRAM Rival	SRAM Force
Brakes	Tektro Cantilever	Trillium Big-Squeeze™	Trillium Big-Squeeze™
Bottom Bracket	Shimano Sealed	SRAM Rival	SRAM Force
Cranks	Truvativ Triple	SRAM Rival	SRAM Force
Front Derailleur	Shimano Tiagra	SRAM Rival	SRAM Force
Rear Derailleur	Shimano Tiagra	SRAM Rival	SRAM Force
Hubs	Formula	Sealed Bearing	Easton EA70
Rims	Weinmann 32°	Alex DA28	Easton EA70
Spokes	Stainless 14G	DT 14G	Easton EA70
Tires	Sunlite Cross	Maxxis	Maxxis
Handle Bars	Kally Uno Drop	Kally Uno Drop	Kally Uno Drop
Head Set	FSA	FSA Cartridge Sealed	FSA Orbit X
Tape	Black Cork	Black Cork	Black Cork
Seat Post	Alloy	Carbon	Carbon
Saddle	WTB Speed V	WTB Speed V	Terry Ti

Parts specifications subject to change depending on availability

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

www.rodcycle.com

As Light as Steel

That's right! Our bikes are as light as steel! Confused? Allow me to explain:

Ever notice how other manufacturers compare their light weight frames to the ride and feel of a classic steel frame? That's because steel is more comfortable to ride on the road. The goal is to make a frame as light as possible that someone can still ride comfortably for long distances. Carbon fiber and aluminum have a well-deserved reputation for feeling 'dead' on the road. Back when steel frames weighed 5 pounds or more, people were willing to put up with a 'dead' feeling bike in order to have a frame weight of 3 to 3 1/2 pounds. I myself even gave in to the pressure and rode a 3.1 pound aluminum frame for about 2 years back in the early 90's. I called it my '50 miler' because after 50 miles my hands (and other stuff) had gone numb. Then I would have to get off and recover before continuing. Oh how I longed for the comfort of my old Reynolds 531 Peugeot. I tried many tricks to make it more comfortable. I put in a carbon seat post, double wrapped the handlebars, but it became clear to me that my 'aging frame' needed a different kind of bicycle frame.



In the mean time, Reynolds and True Temper were pioneering some incredible new steels that enabled bike builders to build 3.5 pound frames out of steel. I had one made for myself in 1994 and what a treat! I could ride STP again and still feel refreshed enough to be the one who drove back from Portland (while everyone else slept and recovered in the back of the van). My hands didn't go numb. My riding speed was faster because of comfort, and my time off the bike recovering was all but eliminated. I didn't even care that my new frame was 6 ounces heavier than my '50 miler'.

Ride Light

We're offering a bike that's as light or lighter than titanium, aluminum or even most carbon fiber bikes and costs less too. Our S3 bikes rides like steel because they are steel. We've built hun-

dreds of these now, and the lightest to date is just under 14 pounds as a complete bike (2.2 pounds as a frame).



What's really cool is that in other brands you'll have to pay 3 times what we charge for a custom S3 frame to get a frame weight of under 2.6 pounds, and you'll most likely have to compromise comfort, liveliness and agility.

So, now there's no reason to spend \$5,000 on a frame that rides like a bridge truss or a noodle. When you ride a Rodriguez or Trillium S3, you'll feel that comfort and performance that you love, as well as a sticker price that's just.....well.....smarter, I guess.

Bragging Rights:

Now when your buddy tells you they paid \$12,000 for a feather-weight bike, you can smile and say "Really? I paid less than half of that and mine came with a whole bike shop!"



6-year-old Grace easily lifts a complete Trillium S3 bike over her head. (13.89 pounds)

Team Rodriguez



Lee ascends to the top of the heap on and off road using her Rodriguez S3 creations! Read her incredible story and many others in our online customer scrapbook at

www.rodcycle.com