

# RANDONNEUR

This is the bike that everyone has been clamoring for! The American made 2011 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.

## TRADITION

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.

- Hand-crafted in Seattle just for you
- Available in 18 sizes to fit men and women (custom for just a \$200 upgrade)
- Available in 4 color choices (custom paint upgrade also available)
- Five different decal options

*Campagnolo*



Common Upgrade Options:

- Custom Paint - \$100 ~ \$400
- Mathauser Brake Pads - \$30
- DT 340 Hubs - \$325
- Ultra-light S3 Tubing - \$600
- Full Light-weight DT 240 Wheel Upgrade - \$700
- Carbon Handle bar - \$250
- Full Fenders Installed - \$65
- Brook B-17 Saddle - \$95
- Phil Wood Bottom Bracket - \$150
- Custom Sizing - \$200
- Travel Version - \$699



## RODRIGUEZ

2011 **RAINIER**  
FROM **\$2,599**



"I can say with confidence that I made the right choice in purchasing my Rodriguez. It fits me perfectly; rides like a dream; and looks sharp, too." Dan J.

	Rainier Classic <u>\$2,599</u> or \$3,299 (Travel version)	Rainier Veloce <u>\$3,299</u> or \$3,999 (Travel version)
Tube Set	Reynolds 725	True Temper OX Platinum
Fork	Carbon fiber	Carbon fiber
Shift Levers	Shimano Tiagra 9x	Campagnolo Veloce 10x
Brakes	Tektro Long Reach	Tektro Long Reach
Bottom Bracket	FSA Sealed	Campagnolo Veloce
Cranks	FSA Vero Triple	Campagnolo Comp Triple
Front Derailleur	Shimano Tiagra Triple	Campagnolo Triple
Rear Derailleur	Shimano Tiagra Triple	Campagnolo Comp Triple
Hubs	Formula Sealed Bearing	Formula Sealed Bearing
Rims	Weinman Thunderbird	Alex RL2002
Spokes	Stainless 14G	DT 14G
Tires	Kenda Kontendor	Serfas With Kevlar Belt
Handle Bars	Kalloy Uno Compact	Kalloy Uno Compact
Head Set	FSA Sealed Bearing	FSA Sealed Bearing
Tape	Black Cork	Black Cork
Seat Post	Alloy	Carbon
Saddle	WTB Speed V	Terry Cro-mo

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

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

# JUST YOUR SIZE!

The pains of poor fit remain long after the sweetness of low price fades away.

Would you buy a pair of shoes that didn't fit because they were cheaper than the ones that did? People do this all the time in bicycles.

Just like a pair of shoes that's too small, a bicycle that doesn't fit comfortably is a bike that doesn't get ridden. A bicycle that doesn't get ridden is a sad bicycle :-(. Here at R+E Cycles, we're here to help prevent the creation of sad bicycles.

Rodriguez bicycles are offered in 18 production sizes, in addition to our custom offerings. That's more than any other production bicycle. As we developed our NEXT-fit™ software, we came to the realization that we could fit 90-95% of our customers in 18 production sizes. With our NEXT-fit™ Adjustable bicycle, you'll get to try the fit before you buy it as well. If a rider doesn't fit one of our 18 sizes, \$200 is all it takes for us to build a custom bike. You might be surprised to learn that even if your bike has to be made custom, it doesn't slow down delivery time.

#### **Fit is guaranteed:**

Fit is the most important component in a bicycle, period. We guarantee fit on our bicycles. When you purchase a Rodriguez or Trillium bicycle from us, we continue to work with you on fitting for as long as you need us to. With some companies, the bike is the product, and once you've received it, the relationship ends. At R+E Cycles, we see the delivery of your bike as the beginning of that relationship. We encourage you to give us feedback, and hope that you will work with us further to 'dial in' your fit. Fitting is a very personal thing, and once in a while we work with a customer over the course of years to get things perfect.

For more information about our fitting and sizing, visit us online at [www.rodcycle.com](http://www.rodcycle.com)

## Team Rodriguez

Anna - After winning 1st place in an Olympic distance triathlon riding her new Rodriguez S3 road bike.

Read her full story as, well as many others in our online customer scrapbook at:

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

#### **Anecdotal Evidence:**

Recently, I had my yearly meeting with one of our major parts suppliers. He told me a story that I thought was very telling.

During Jim's meeting with another custom bike maker (we'll call them Acme for this story) he asked the owner a question. 'What do you do if a customer who purchased one of your bikes from a dealer doesn't think it's comfortable and they don't want it anymore?'. "Nothing I suppose, that's really the dealer's issue, what should I do?" Said the owner of Acme. Jim then said "R+E Cycles guarantees fit, and will even build the customer a new bike if they need to in order to make them comfortable". "That's crazy!" Came the reply.

What 'Jim' said was true. Word of mouth is the main form of advertising that we rely on, and if our customers aren't happy, we work on it until we come up with a solution that works for them.

The owner of Acme is also correct, no matter who makes the bike, the dealer is the one that you have to trust is going to make it right for you.....it's just that in the case of R+E Cycles, the dealer and the manufacturer are the same place.

