

# SHIFTLESS

Why run with the crowd?

Seems like everyone has the same mass-produced fixie frame, why not get something unique?

At Rodriguez you can design your own Shiftless frame, pick from several different upgrade options, and we'll paint it any color you want! (Choose from PPG or 'House of Kolor' colors)

# SIMPLICITY

The Shiftless is hand-made right here in Seattle from True Temper butted steel tubing. The bike market hasn't seen a hand-built frame of this quality at this low of a price since the 1980's. The geometry is level top tube, traditional road geometry with a classic lugged steel fork.

**UNIQUE** We've even designed the bike for use with full fenders if needed. We thought it was time to offer something truly unique at an incredible price.

A bike as unique as you are.

- Available in 7 sizes 47cm ~ 59cm and custom
- Available in 31 colors
- Five different decal options
- Travel Upgrade - \$699 ~ \$850
- Bushnell ebb Upgrade - \$50
- Schizo convertible upgrade - \$75 (braze-ons for brakes and gears)



# FULL BIKE \$1,499

# FRAME/FORK \$899

"I am extremely pleased with my decision to ask R&E Cycles to design and build my bike. They had endless patience and flexibility as we determined the details of my dream bike"

"Thanks R&E Cycles! See you at the Marymoor Velodrome for Wednesday and Friday night racing!"

- Rob Pezely



**TEAM RODRIGUEZ**

Read Rob's complete letter, as well as many more in our online customer scrapbook at [www.rodcycle.com](http://www.rodcycle.com)

Frame	Butted Cro-mo Steel
Fork	Rodriguez w/cast Crown
Brake lever	Tektro Cross
Brake	Tektro Dual Pivot
Bottom Bracket	Shimano Sealed Bearing
Cranks	Origin 8 Track
Hubs	Origin 8 Track
Rims	Weinmann XTR-16
Spokes	Stainless 14G
Wheels	Hand-built
Tires	Kenda Kontender
Handlebar	Alloy Drop Bars
Head Set	Cane Creek
Bar tape	Black Cork
Seat post	27.2 Alloy
Seat	WTB Speed V

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

Parts specifications subject to change depending on availability

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

# The best value in the industry

How is value built in to a hand-built, custom bicycle frame? Built into the price of any product are all of the expenses incurred during it's production. This includes mistakes, inefficiency, building payments, machinery, labor, shipping, etc.... The less a company spends on these things, the less they have to charge for the final product. Paying attention to our expenses, and investing in good people has resulted in the ability to sell custom bicycle frames for almost 1/2 the price of the competition.

## **How'd they do that?**

How can R+E Cycles hand-build custom bicycle frames in Seattle for less than \$1,000? Believe me, that's a question that our competition is asking as well. I could write a book on everything we did to make this a reality, but here's a few of the basic concepts we applied.

One thought here: What if every employee who touched the bike added value to it? In other words, get rid of inefficient inventory movements and procedures that just cost time.

## **0% defect rate:**

Whether you realize it or not, you're paying for mistakes made during production. In the old days in our shop, we built bikes in a mass production fashion. This is the way most medium sized companies like ours still build today. Bikes were moved around the shop in batches (movement is a wasted labor that adds no value). One guy did welding, the next did braze-ons, then someone else did machining etc... Inevitably, the wrong braze-ons would end up on a frame or paperwork got mixed up and someone got the wrong paint color etc... These situations required re-working the defective bike(s). Re-working stops new production, and adds lots of time over a year to building frames (while adding no quality or value). Over the long haul, all of the bikes were more expensive than they needed to be if the defects wouldn't have happened. If we could achieve a 0% defect rate, we can save you (and us) lots of money.

We've discovered that having one builder complete the frame entirely from start to finish guarantees an almost 0% defect rate. Now at R+E Cycles, one builder works from one piece of paper, on one frame, completing everything on it before moving to the next frame.

## **No Cash Calls:**

Most people think that hand-building one frame at a time has to be expensive because....well....it always has been in the past. For this reason, mid-sized bicycle companies will spend hundreds of thousands, or even millions of dollars on machinery to mass-produce bicycles. Those machines are designed for mass-production factories, and make custom building very hard (ie. expensive) to do. The payments to the bank add greatly to the cost of a bicycle as those 'cash calls' come every month, and believe me, those costs are passed on

to you. Equation - No payments to the bank for equipment = lower bicycle prices.

## **A new way to make bicycles:**

The goal was to blend the efficient aspects of mass-production while reverting back to that 'one-frame-at-a-time' method of the old days. At the same time, we didn't want to incur a bunch of debt to the bank. There were also no machines produced that were designed to do what we envisioned. Most machines are enormous, expensive and wouldn't even fit into our door.

## **Enter Creativity:**

We have some of the most creative minds that I've had the pleasure to work with here at R+E Cycles. In 2005, we decided to use that creativity to save you thousands of dollars and build our own machines, and go back to the 'one builder - one bike' method.

Over the last 4 years, we've used our collective experience and talents to create a one-of-a-kind frame shop that achieves mass-production efficiency in a one-at-a-time custom frame shop. This is possible with the use of small machines that we've designed and built ourselves (for much, much less \$\$ than the big machines the other guys buy). Most folks think that's impossible, but if you know me well, you know that "impossible just takes a bit more time is all". Our Youtube video shows some of the process (building a custom bicycle) if you want to view it.

For more info on our frame building facility, download our **February 2006** newsletter from the archives on the website. [www.rodcycle.com/download\\_news.html](http://www.rodcycle.com/download_news.html)

## **Big Flashy Digs:**

Now, of course I'd love to buy a great big new building, but the fact is that the one we've been in for 37 years now works just fine and we own it. To buy a bigger one would cost us lots of money and that, of course, would end up ultimately costing you money. So, as long as Seattle will have us, we'll be right here at 5627 University Way NE, Seattle WA. Building bicycles doesn't require Big Flashy Digs anyway.

These are just a few of the philosophies that we've employed to maximize the value of our Rodriguez bicycles. Shop around, and I'll think you'll agree that we've created something unique.....U.S. made, hand-built bikes that anyone can afford. You can pay more, but we guarantee you will NOT get a better bike.

If you'd like to visit our shop and see us in action, we'd love to have you. We give tours of the facility all the time and you are welcome any time. Thanks for reading, and now on with the bikes!

-Dan