

PACK UP AND GET OUT!

Rodriguez Bicycles has been a pioneer in the travel bike scene since 1995.

The Rodriguez travel option is available as an upgrade on just about any Rodriguez bicycle or tandem at time of purchase. We also offer this upgrade in the repair shop for a bicycle that you may already own.

The beauty of the S&S coupling system is that you can have a regular bike that performs just like a regular bike, but at the same time you can pack it into a 26" X 26" X 10" suitcase for flying on airlines. You don't have to have a regular bike, and a 'sub-par' folding bike for travel.

At Rodriguez you get the above and beyond level of service that our customers have come to expect from us. You'll get the same S&S couplings as other manufacturers offer, but that's really where the similarities end.

Every 2011 Rodriguez Travel bike comes standard with our instructional DVD showing you step by step how to dis-assemble and pack your bike, as well as un-pack and re-assemble it. In addition, we offer a service to custom cut and label all of your protective padding for you. Also offered are one-on-one lessons with a master mechanic so you can be as efficient as a pro with your bike. These are things that folks don't usually even think about until they need them, and other manufacturers don't offer them.

Look over the next page to see what this will mean to you.

PRICING

Pricing for 2011 Rodriguez Travel options are as follows:

For any steel road or touring bike that we make\$699
 For any steel ST design tandem (4-couplings).....\$1,399
 For any steel classic tandem that we make (6-couplings)....\$1,999
 For any titanium road or touring bike that we make\$1,399
 For any titanium tandem that we make (6-couplings).....\$3,999

TEAM RODRIGUEZ

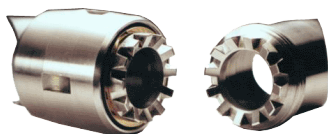
Brian and Olga at Red Square
 (photo 1)

Brian uses his Rodriguez travel bike to brave the harsh Russian winter.

Read their complete story, and many more in our online customer scrapbook at

www.rodcycle.com

What's Included



The Rodriguez 'Travel Option' includes:

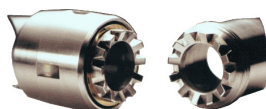
- S&S couplings
- Cable Splitters (see next page)
- Rodriguez 'outrigger' cable stops (see next page)
- 2 rolls of protective padding (uncut)
- Rodriguez instructional DVD (new for 2011)
- Rodriguez instruction manual
- Rodriguez seat height keeper

Additional Upgrade Services:

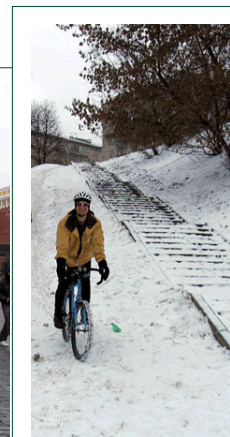
- Protective padding custom cut and labeled for your bicycle \$100 (single bike) \$175 (tandem)
- One on one lesson with your bike and a master mechanic \$300

Other travel bike options

- Soft case ----- \$65
- Backpack case ----- \$255
- Hard case ----- \$400
- TSA security netting ----- \$35



S&S couplings allow you to take your bike in half for easy packing.



THE DEVIL'S IN THE DETAILS

Any bicycle builder with a business license and insurance can build a bicycle with S&S couplings, but not every builder has built thousands of them and worked directly with every customer to improve the bike to make packing/un-packing as easy as our Rodriguez bikes. S&S couplings are just half the story when it comes to travel bikes. I've already illustrated a few pages back how our 'Fit to Finish' manufacturing method helps us evolve our bicycle fitting and building techniques at a much faster pace than a standard bike company. But there are many benefits to the customer as well.

In a product-focused manufacturing facility, every bike is built one at a time, and improvements are viewed as fluid and continuous, just like the rain water that flows down the alley in back of our shop. Even small detail improvements that you don't even see unless you look really hard are constantly being developed. We don't have to wait until we've sold through a large production run, and then poll our dealers or customers. We can make the improvement on the very next bike.

I could obsess here on dozens of similar components that make our bikes unique and ahead of their time, but the point is that at Rodriguez Bicycles, we don't wait if an improvement is needed, we just do it now...on the very next bike. We have the machines and experience to make it happen.

SPLIT!

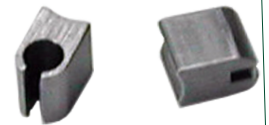
Cable splitters are one of those things that most travel bike makers will include these days. For several years we were one of the only manufacturers including them.

Cable splitters are installed in the middle of the brake and shift cables and allow you to disconnect your brakes and derailleur without having to use any tools. During re-assembly, you simply screw them back together with your fingers and there's no need to re-adjust your brakes or derailleurs. The only catch to cable splitters is the fact that they will rub on the paint of your bike when you pull the brakes or shift the gears. That brings us to our next Rodriguez exclusive product...Rodriguez Outrigger Cable Stops



STOP THE SCRATCHIN'

It's not many bike shops that have their own machine shop and machinist.



The use of the cable splitter became common use on our travel bikes immediately, so we designed and built our own cable stop (the Rodriguez Outrigger) that held the cable splitter away from the frame so that it wouldn't rub the paint off of the frame when you pulled the brakes. From bike number 2 on, the Rodriguez outrigger has been a standard on every travel bike we make.

HOW DO I DO THIS?

Imagine being handed (or shipped) a bicycle and a suitcase and being expected to figure out from scratch how to dis-assemble the bike, install all the protective padding, and fit all the pieces into the suitcase. Then, after flying for 12 hours, pick the pieces out of the box and re-assemble the whole thing and start riding. If this sounds easy to you, it's either because you haven't done it yet, or you've already done it hundreds of times.

The truth is that it's not easy at first, but when you're taught by an instructor who's done the procedure hundreds of times, the learning curve is quick.

We learned early on that customers can benefit greatly from our experience with travel bikes.

We have a staff of technicians that pack/un-pack hundreds of travel bikes each year. **Included with your Rodriguez travel bike is our Rodriguez instructional DVD.**

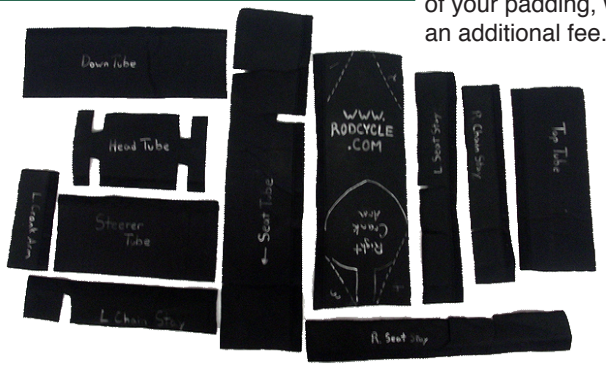
If you would rather learn in a one-on-one session with a master mechanic, we offer that as well. See previous page for pricing.

A CUT ABOVE



S&S padding in the 'roll' state that it comes in

When you pack your bike into the case, you'll want to put some padding on the frame to protect it. The padding that S&S makes comes in a roll state, and has to be cut to size for each particular bike. Included in the travel package is 2 uncut rolls. If you would like us to cut and label all of your padding, we can do that for an additional fee.



S&S padding that has been cut and labeled

RIGHT BACK WHERE IT WAS



With the Rodriguez seat height keeper mounted on your seat post, it's a breeze to get your seat right back in the exact place it needs to be. This is one of those little details you don't appreciate until you don't have it.