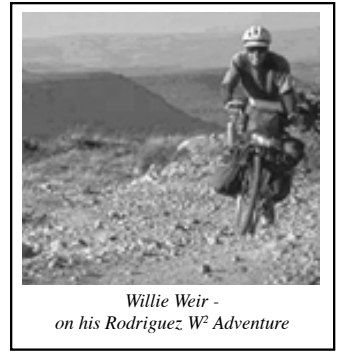


HARD BOILED

Originally designed and named for Adventure Cyclist, columnist Willie Weir, The Rodriguez W² Adventure

(or U.T.B.) has become a standard in the industry for the 'go everywhere' traveler. Known for its rugged construction and versatility, it quickly earned the nickname UTB or (Ultimate Touring Bike). The Rodriguez UTB Adventure is ready to conquer any terrain your heart desires. It is rugged, well-designed and with the Travel Option (\$699) can pack easily into a 26" X 26" suitcase for airline travel.



Willie Weir -
on his Rodriguez W² Adventure

VERSATILE

If you want the ability to install fenders or mountain bike tires to ride over any terrain, the UTB is your bike. The Rodriguez UTB is perfect for the urban commuter as well as the go-anywhere touring cyclist. With the choice of the travel option, the UTB is the most convenient full sized model to pack into the 26" x 26" suitcase available today. This is partly because of its 26" wheels. For these reasons, the UTB is still our number one choice of the 'go everywhere' bicycle traveller.

RUGGED



How is the UTB different than the Rodriguez Adventure?

The UTB uses 26" wheels instead of 700c, and the frame is built wider for mountain bike tires. That's the only difference. 26" wheel help in 2 ways:

Rugged or really wide tires:

Some people like the ability to install real mountain bike tires or really wide tires on their commuting/touring bike. 26" wheels make this possible.

Ease of packing:

If you travel with your touring bike, the 26" wheels make packing the bike WAY easier.

- 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 (see Page 39 for more)



SPECS

	UTB Basic \$2,099 or \$2,799 (travel version)	UTB Plus \$2,699 or \$3,399 (travel version)	UTB Ultra \$3,499 or \$4,199 (travel version)
Tube Set	Cro-mo Butted	Reynolds 725	True Temper OX Platinum
Fork	Steel Tandem Grade	Aluminum	Aluminum
Shift Levers	Shimano Ultegra 8-sp Bar-end	Shimano Dura-Ace 9-sp Bar-end	Shimano Ultegra 10-sp
Brake Levers	Tektro Aero	Tektro Aero	Shimano Ultegra Carbon
Brakes	Tektro Cantilever	Trillium Big-Squeeze™	Trillium Big-Squeeze™
Bottom Bracket	Shimano Sealed	Shimano Sealed	Shimano Sealed
Cranks	Sugino Triple 28/38/48	Sugino Triple 28/38/48	Sugino Triple 28/38/48
Cassette	SRAM 11-32 8-sp	SRAM 11-32 9-sp	IRD 11-32 10-sp
Front Derailleur	Shimano 2200	Shimano Tiagra Triple	Shimano Ultegra Triple
Rear Derailleur	Shimano Deore	Shimano Deore	Shimano Deore
Chain	SRAM 8-sp	SRAM 9-sp	SRAM 10-sp
Hubs	Sealed Bearing	Sealed Bearing	Sealed Bearing
Rims	Weinmann ZAC19	Weinmann ZAC19	Weinmann ZAC19
Spokes	DT 14G	DT 14G	DT 14G
Tires	Serfas Kevlar Belted	Serfas Kevlar Belted	Serfas Kevlar Belted
Handle Bars	Kally Uno Drop Bars	Kally Uno Drop Bars	Kally Uno Drop Bars
Head Set	FSA	FSA Cartridge Sealed	FSA Cartridge Sealed
Seat Post	Alloy	Alloy	Alloy
Tape/Grips	Black Cork	Black Cork	Black Cork
Saddle	WTB Speed V	WTB Speed V	WTB Speed V

Common Upgrade Options

Frame Upgrade Options:

- Custom Paint - \$100 ~ \$400
- Travel Version - \$699
- OX Platinum tubing - \$125 (included in UTB Ultra)

Component Upgrade Options:

- Carbon Handle bar - \$250
- Tiagra STI Shifters - \$100
- Carbon Seat Post - \$50
- Full Fenders Installed - \$65
- Brook B-17 Saddle - \$95
- Phil Wood Bottom Bracket - \$150
- Phil Wood Hubs - \$500
- Custom Sizing - \$200

Parts specifications subject to change depending on availability

High-tech Comfort!

Why do Rodriguez Bicycles fit better?

Most companies invest in expensive advertising or racing technologies. Fit is where we put our investment. We invest in happy customers who love their bikes and then rely on them to tell their friends about us.

Investing in bicycle fit meant huge changes in the way we produce bicycles. As you read some of the different articles in this catalog and on our web site, you can see how not just our bike sizes & methods of sizing have evolved, but how our entire method of manufacturing a bicycle had to change to provide the best service and most comfort for our customers.

We have invested in a manufacturing process to make custom made bicycles more affordable. We have designed our production methods around a 'one bicycle at a time' philosophy that produces the more options for the modern cyclist than at any time in history. Throwing out the 'old ways' of manufacturing has freed us from the shackles of mass production. Smart design, and a cyclist fit database that's unmatched in the industry has given us huge advantages over the competition.

To keep a long story short:

For 2011, we are offering 18 production sizes with designs to fit men and women. We can also produce a custom size frame for any model we make,

for any customer for just \$200 extra! Not only that, a complete custom sized bicycle will be produced in just 4 weeks or less from the date of order. That's the fastest guaranteed turn around time in the industry!

At Rodriguez, we believe that custom fit bike should be affordable for anyone. There's no reason that someone should have to pay through the nose for a great fitting bike, or wait several months.

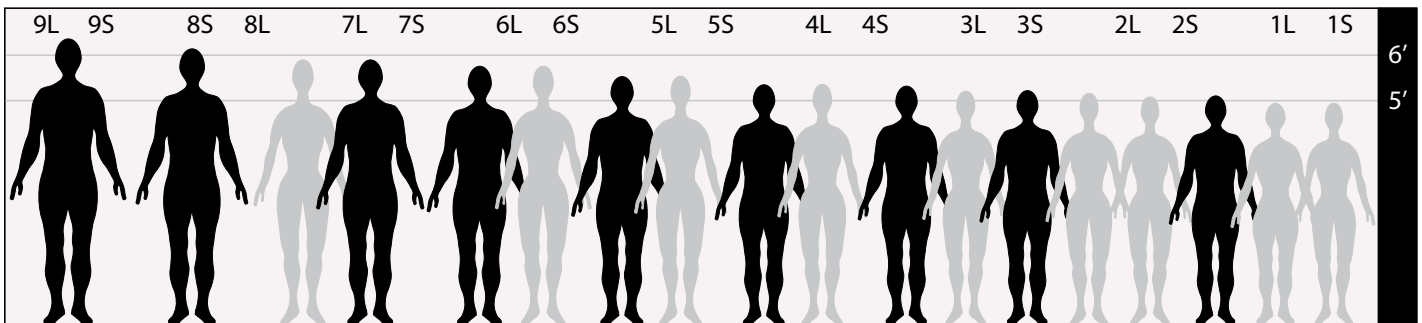
Most companies offer just 5 or 6 sizes, and don't even offer a custom size at all. If they do offer custom, the wait time is generally 2 months or longer.



The NEXT-fit™ adjustable bicycle is a stunning example of our investment into making cycling more comfortable. Read about this, and other fitting inventions of ours at

www.next-fit.com

The question is, with 18 sizes plus custom at just \$200 extra, why would anyone need to go anywhere else for a bike?



More Sizes = More comfort

Rodriguez bicycles are all made in 18 sizes to fit men and women. We can fit 90% of riders from 4'10" to 6' 5" without going custom. For those who need custom sizing, it's only \$200 extra

Team Rodriguez

"The bikes have been great. Very comfortable and sturdy. Some people question the 26 inch wheel, but I don't think it makes a difference at all, except maybe it's more comfortable and easier to pack in the cases."

Dave and Lynne in Tuscany with their Rodriguez UTB's

Read their story and more in our online customer scrapbook at www.rodcycle.com