



OlyBike Culture



Fun, function and facts about our favorite machine — the bicycle.

Spring is here and we are pleased to introduce the premier issue of *OlyBike Culture*, a shop newsletter that contains biking stories, useful tips for cyclists of all riding types and skill levels, product reviews and notice of specials in our store. We hope you find it useful and enjoyable. Please let us know if you have requests for article topics or if you would like to contribute articles to the newsletter.

OlyBikes is celebrating our third year serving the community and we take pride in knowing that we help people enjoy their cycling experience more, be it commuting, recreational or competitive. Tell us about your cycling! Whether you are realizing the great benefits of riding to work, had a special experience on a recent ride, posted your best time in a century or time trial, or placed in a race — we want to know!

Back By Popular Demand Bodacious Bike Stickers

Once again we have an assortment of pro-cycling stickers with funny and political messages.



Cyclists pay road taxes too!
www.olybikes.com

Stickers come in two colors and are printed on reflective stock (far be it from us to miss an opportunity to improve safety and visibility while voicing our love of bikes)! Of course, they are shaped to fit on frame tubes. Stickers are \$1 each and make great gifts. Stop by the shop and check 'em out!

Spring Cleaning Sale

It's time to pare down on our inventory, and that can mean big savings for you. Here is just a sample of the items we have on sale (limited sizes and quantities):

2002 Diamondback Topanga Comp MTBs 15% off!

This quality bike with aluminum frame and shock fork also has eyelets for racks and fenders so it's not just a kick off-road, but practical on-road too. A 27-speed drive train helps flatten the hills. Toe-clips and straps included. Was \$550, now \$470!

BoB Coz Trailers. This single-wheel hauler comes with it's own waterproof cargo container (which the trailer packs into when not in use). Weight limit 50lbs. Super-easy to mount and un-mount from bike. This is the perfect trailer for around-town use — the name "Coz" stands for "cosmopolitan"! Was \$220, now \$200.

Outdoor Research Lobster Gloves are the best solution we found for keeping hands dry. Constructed of seam-taped waterproof nylon fabric shell, their "three-finger" construction maintains dexterity. Spock would love 'em! Note, this is not a sprayed-on "waterproof" coating that wears off. These are the real deal. Made in Seattle. Was \$42 now \$30.

Topeak Child Seat comes with a sturdy rack it attaches to in seconds. Includes shock absorbers to keep your kid comfy. Spare racks available for use with other adults' bikes. Was \$115, now \$80.

SUPER DEALS!

Terry Magic Gloves. Great for really small hands, these short-finger gloves feature a swanky print of pedal-pushin' gals

and a grippy-dot palm. Was \$30, now \$14.75.

Integrated Generator & Front Light. Not your average critter. *Ideally* suited to a cruiser bike with no front brake, this elegant one-piece system mounts at the fork crown, allows you to engage the generator easily and lights up your route. Was \$66.75 now \$37.



OTHER SALE ITEMS

Item	Was	Now
Jandd Messenger Bag	\$81.25	\$70
SKS Downtube Fenders	\$10.25	\$7
26"x1" Long Stem P/V tubes	\$7.50	\$5
AirZound Recharg. Horn	\$28.75	\$20
Avocet Racing Saddle Cover	\$16	\$9
Jandd "Sling 'n Pack"	\$25	\$16
Third Eye Chain Watcher	\$12.50	\$9
U-brake Front or Rear	\$15.75	\$11

Ortlieb Über-Bags

If you think it rains a lot in Olympia, then maybe you've never been to Heilsbronn, Germany. Heilsbronn is home to Ortlieb, a company that has developed an extraordinary line of waterproof bags for all kinds of use, including cycling. OlyBikes is your local source for Ortlieb products!

These bags are top-notch, and we love them for commuting, touring, and errands. Customers often remark on how easy it is to mount and remove Ortlieb panniers from a bike rack, and how trouble-free and durable they are. Plus, they look great, even after a 10-mile ride to in the rain.

ORTLIEB ÜBER BAGS CONTINUES NEXT PAGE

ON-BIKE ORTLIEBS

The Roller Classic

These simple and durable waterproof panniers offer the most value for the dollar in terms of volume. Great for school books, and groceries on and off the bike. Shoulder straps are included, but for extended off-bike travels, Ortlieb's offers a padded backpack frame that converts one of these bags into a fully waterproof daypack. Rollers come in two sizes, and several color choices, including yellow, red, blue, green (graphite and black available by special order).

The Office Bag

This is the ultimate briefcase that mounts on your bike rack. Off the bike, a generously padded shoulder strap allows you to carry it comfortably as a shoulder bag. Internal stiffeners protect documents, and subdivided inner pockets keep things organized. Its optional, padded laptop compartment and understated looks make this the bag perfect for the office, classroom, or lunch meeting. Available in black and graphite in two sizes (also available as a shoulder bag only, the "Profi-Bag").

Bike Packer Lite

These are simply the best touring bags we've found. External mesh pockets let stuff dry and help organize gear. Generous and versatile compression straps help keep your load compact and stable, plus they allow you to lash on more stuff than you'd want to haul up a mountain pass.

ON-BODY ORTLIEBS

Sling-It

A bright and attractive shoulder bag, the Sling-It has a padded laptop compartment and inner zippered pockets for keeping your stuff organized and protected. A padded shoulder strap and a waist strap keep the bag in place whether you're biking or walking. The Sling-It comes in two sizes and a few eye-catching color combinations.

PackMan Pro

Ortlieb offers several waterproof backpacks. This one features roll-top closure, an ergonomic suspension system with padded shoulder straps and waist strap. Several compression straps allow you to

Tire Tread Myth & Fact

Many people are surprised to find out that for street riding, smooth or "slick" tires offer superior traction, and better handling to tires "with tread" even in wet conditions. This article examines why.

tires allows this water to escape and prevents hydroplaning. Bike tires, in comparison, have a rounded tread, which creates a football-shaped contact patch on the ground. This shape naturally pushes water out of the way so no tread is required to let water escape.

TRACTION TRUTH

Envision a bike with knobby tires on a relatively flat surface such as the street. The space *between* the tires' knobs does not contact the road, and does not contribute to overall traction. A slick tire, by comparison, has 100% of its "contact patch" against the street, providing better traction per width.

RUBBER REALITY

Sure, knobby tires are better for uneven surfaces such as a dirt roads or single-track trails, but for road riding, a slick tire can't be beat for its traction, efficiency and handling. Remember, the fastest cars in the world use slicks — though due to their flat treads and rectangular contact patches, they can't race in the rain.

HOW'S THE HANDLING?

Slick tires are usually narrower than knobby tires, and narrow tires have shorter sidewalls than wide tires. Shorter sidewalls are stiffer and handle better — that's why so many hot-rods around town have "low-profile" tires with short sidewalls.

OlyBikes stocks several slick and mixed-conditions tires for all kinds of bicycles. Avocet makes both of these kinds of tires with kevlar belts to help prevent flats. For off-pavement use, we stock quality knobby tires by Wilderness Trail Bikes. Their aggressive tread maintains traction on trails and wide-spread lugs help shed mud. Remember, tires are tools. Use the right one to get the most out of your bike.



Tread knobs actually work against providing good handling on the street. These relatively tall and flexible columns of rubber squirm around during use (and also increase "rolling resistance" making a bike slower). A lower-profile tread, however, such as that on a slick tire is stiffer and therefore handles better. All of this translates into better responsiveness in turning and braking on pavement.

A Note About Narrow Tire Pressure: *Narrower tires have smaller air volumes than larger ones, and bottom-out more easily when compressed (by rolling into/over an object). If the tire bottoms-out against the rim, the tube can be punctured by the rim walls, and the walls themselves may be damaged. Narrow tires have higher pressure ratings to help prevent this. Inflate tires to proper pressure before every ride to help prevent "pinch flats" and rim damage. Your bike will be zippier too!*

WHAT ABOUT WATER?

One of the most common myths about tires concerns wet-weather handling. Bike tires do not hydroplane like car tires. A car tire's flat tread creates a rectangular contact patch on the ground, which builds up a wall of water in front of it. The fine tread on car

attach lots of stuff to the bag and to keep your load compact.

The X-Press

An improvement on the traditional messenger bag, the X-Press has stiffeners to keep your documents in tip-top shape. Subdivided inner compartments and an integrated shoulder and waist strap keep the bag in place while cycling. It comes in two sizes in bright yellow, red, or silver as well as matte black.

Ortlieb has many more products than we can carry. Check out all their "Über Bags" on-line at <http://www.ortliebusa.com>. If you see anything you want, just let us know — we can get it in 48 hours at no extra charge.



Psst!! OlyBikes stocks books on bike repair, bike safety, and several other cycling topics. We also have the new Thurston County Bike Map!

Our 2003 Bikes Are Awesome!

In the 1970s, many people bought road bikes with “drop” handlebars. These bikes were faster than the ones folks grew up with, but regardless, many of them gathered dust in garages because they were not comfortable for around-the-town use. In the 1980s, the mountain bike (MTB) boom arrived, and offered a more upright riding position and wider gearing range that was easier on the body. Those same city riders then buzzed around town on wide, low-pressure knobby tires, expending lots of extra energy as a result. This is not a criticism of these kinds of bikes — we use and love our road and mountain bikes — but a comment on the practicality of these bikes “at the ends of the spectrum” for many cyclists. Each bike type has good features, and eventually, they would be combined in a type of bike appropriately named the “hybrid”.

Hybrid bikes most often have road bike diameter wheels. Their tires are usually wider than a road bike’s, but much narrower, smoother and higher-pressure than a MTB. Rider position is generally more upright than on a road bike. Hybrids also offer wider gearing ranges common on mountain bikes. More comfortable than a road bike and more efficient than a MTB? Wow, sounds like the ticket for the legions of cyclists out there. No wonder OlyBikes sells so many hybrids! We don’t just carry any hybrids, though. We carry the ones with the most bang-for-the-buck. Let’s take a look at the models OlyBikes is featuring this year.

Diamondback Ventura — The Best Budget Bike

What drew us to this bike was Diamondback’s decision to provide nicer shifters and stronger wheelset compared to most other bikes in the \$350 price range. The Ventura has Shimano under-bar



shifters. They are very ergonomic and responsive, and even novice cyclists learn how to use them fast.

There are two main designs of rear hubs (the bearing in the middle of the wheel). Most \$350 bikes have the older and weaker “freewheel” style hub. Its poorly-supported axle is likely to bend and break. The Ventura, however, has the better design, known as a “freehub” or “cassette hub.” Its axle is better supported, and won’t bend even under intense use. As a result, future maintenance costs will be lower. The Ventura’s got the goods to get you around town while being kind to your wallet.

Jamis Coda Tag Team

Last year we sent Jamis a letter with some suggestions for their 2003 bikes. We were delighted and amazed that they implemented every suggestion we had. The result is that their Coda Sport and Coda Comp are the best hybrid bikes we have ever carried!

The **Coda Sport** is perhaps the ultimate commute workhorse. Strong wheelsets carry you and your gear with confidence. Combination pedals (one side regular, the other “click-in” for extra power), a full-size drivetrain (not a MTB crankset) and



snappy shifters for the amazing price of \$540. This is a no-compromise bike that will provide cycling pleasure and practicality for years to come. We can tell already that the Coda Sport is going to be the “Bike of the Year” at OlyBikes. Come and see why for yourself.

For those who want a lighter, more responsive bike, the **Coda Comp** fits the bill. The nicer aluminum fork shaves weight, yet still has eyelets for racks and fenders (almost unheard of with aluminum forks)!

The shifters allow one to center the front derailleur over the chain just like on high-end road bikes. The crankset is a light and stiff model from Truvativ and is paired



with a new hollow-spindle crank bearing. The Coda Comp is a nimble gazelle-of-a-bike, practical either for recreation or as a mode of transportation. At \$800, the Coda Comp packs in features normally found only in bikes costing several hundred dollars more.

Which is Right for You?

Here are a few tips, to help you in your quest for a hybrid:

- Higher-end bikes have a more performance-oriented rider position than less-expensive models. This allows you to go faster for two reasons: better aerodynamics and greater ability to recruit upper-body muscles to increase your pedaling force.
- Higher-end bikes also tend to be lighter, and their components work better, last longer and are usually less expensive to work on (parts are more individually replaceable).

We have made your decision a lot easier by carrying quality bikes, assembled to our exacting standards. We have something for all budgets, riding styles and performance desires. Come down and test ride them and see what all the fuss is about.



Where to Ride Locally

The Capital Bicycling Club has rides for all paces. Stop by for a free bike club newsletter or check out their website: www.capitalbicycleclub.org

Customer Survey and Contest

As part of our ongoing commitment to customer service, OlyBikes is holding a survey to find out how we can serve you better. All respondents will be entered in a drawing for a \$20 gift certificate! To participate, fill out the form and send it to us or drop it off at our shop. Don't forget to fill out

the contact information so we can inform you if you win! The winner will be chosen on July 30th, 2003, and entries will be accepted through July 20th. One entry per customer.



Why do you shop at OlyBikes?	If we offered social-pace road rides, would you participate? Yes No	What other products should OlyBikes carry?
	If so, what day & time is preferred?	
Rate our shop on the following:		
Business Hours: Bad Fair Good		
Friendliness: Bad Fair Good	If OlyBikes offered a 3-hour mechanic class, would you attend? Yes No	How can we better serve you?
Knowledge: Bad Fair Good		
Selection: Bad Fair Good	If so, how much would you pay for the class? \$0 \$15 \$25 \$35	
Prices: Bad Fair Good		
Appearance: Bad Fair Good	Did you know that we offer gift certificates? Yes No	Your Name: _____
Location: Bad Fair Good		Address: _____
How did you find out about OlyBikes?	What apparel items are you interested in?	Phone #: _____
word-of-mouth saw store	jerseys socks shoes	E-Mail: _____
Phone Book (Qwest or Regional?)	shorts other:	
Web Page Other:		
Are newspaper ads effective in getting your attention? Yes No	Would you buy wool clothing? Y N	

Thank you!

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