



Rivendell Bicycle Works • www.rivbike.com

There are lots of people and generally smaller companies out there trying to make bikes warm, friendly, smart, comfortable, and good-looking again. Because most modern bikes aren't. This movement, if it is a movement, doesn't equate tradition with obsolescence, and doesn't underestimate the skills, eye for detail, and contribution of craftsmen and companies from the past. It don't ignore progress, either, but it distinguishes between progress and change. That part's important.

As a bike rider, you can take a seat and watch things happen, and hope that

now and then, something you want to see happens actually comes to fruition; or you can play as active a role in making it happen as your life and obligations and other interests allow.

Just staying informed and abreast of both the stagnation and the change is a good start, and reading publications such as VBQ and the *Rivendell Reader* can be of some help with that.

We know you read VBQ. We want you to read the *Rivendell Reader*. So, if you already read VBQ and don't read the *Rivendell Reader*, we'll offer you a free

year's subscription, and send you our catalogue of hard-to-find and often unique bike stuff, too.

The only thing is, you must mail or fax us this form by June '05. This sheet converts to an envelope. Offer is good only to subscribers to VBQ who aren't also subscribers to the *Rivendell Reader*.

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