The instrument of good.

I'm talking about your bike of course. If you're reading this, you're likely already on board. You've incorporated the bicycle into your life already, or at least you have planned to. Since we were kids, we've known that the bicycle is fun. It was an explorer's galleon, your Mach 5, your escape mobile. Maybe later, it was racing in local road races or on mountain bikes. That is, before we got married, got jobs, and had kids.

Now the bike sits in the garage, blocked in by the garbage cans, two overflowing recycling containers, just behind the fender of your car. Tomorrow before you fly though the kitchen and out the door for another day in the salt mine, pause a minute and look in the garage.

Choose the bike.

It's fun and healthy, it's great for the planet and your wallet. Right now the bicycle is off fighting climate change, battling poverty, challenging obesity, and it could be helping you lick congestion. You could whistle right by the same line of cars you're stuck in every day. There it is, your instrument of good. Pump up the tires and you're gone.

On these pages, you'll find some compelling stories about saving lives, beating traffic and building communities. You'll also see our approach to bicycle maintenance and accessories for the ride, where we strive to make our wares as sustainable as possible. You'll discover cradle to cradle accessories and a complete range of bicycle care products that are both safe to use and safe for the planet. Not hype, but proven biodegradable with ISO and ASTM standardized tests. The only greenwashing is with our foaming bike wash, Green Fizz.

We encourage you to ride your bike when and where you can and we'll be here to help. Choose the bike and we'll keep it rolling.

See you out there,

Chris & the Team at Pedro's

Choose the bike

PEDROS.COM

BIKE CARE

For 2009, Pedro's Offers a smart, easy to understand line of lubes to cover all conditions. Choose the right lube by simply matching up your riding conditions with these icons:

Go! Pedro's super clean lube for clean riding conditions. The canola based, low viscosity lube is biodegradable and penetrates well into the chain to provide mess-free lubrication. Apply sparingly onto clean chain, wipe off excess. Repeat as needed.

FR
- Lubrifiant pour chaîne résistant et biodégradable
- Conditions de propreté garantées
- Très propre, très résistant, imperméable

ES
- Lubrificante ecológico para cadena, biodegradable
- Para condiciones limpias
- Muy limpio,muy duradero, resistente al agua

CHAIN! Biodegradable chain lube, for mixed conditions. Made from renewable materials means CHAIN! is safe to make and use. Perfect for mixed to wet conditions. Apply sparingly onto a clean chain, wipe off excess. Repeat as needed.

FR
- lubrifiant pour chaînes non polluant et biodegradable
- Idéal pour les conditions normales à humides

ES
- lubricante de cadena ecológico y biodegradable
- Ideal para condiciones normales y húmedas

Syn Lube Pedro's first lube and still the standard for wet, muddy conditions. Includes pressure additives and corrosion inhibitors to hold on even the harshest conditions. Apply sparingly onto a clean chain, wipe off excess. Repeat as needed.

FR
- Lubrifiant pour chaîne Liquide Synthétique
- Condition de Variable à Humide

ES
- Lubricante húmedo sintético
- Para condiciones Mixto a húmedo

Ice Wax 2.0 The same great Pedro's Ice Wax performance now made with a biodegradable, natural wax base. Our long-lasting barrier coat is the cleanest lube on the market. Formulated specifically for dry conditions. Apply liberally onto a clean chain. Allow time to dry before riding. Repeat as needed.

FR
- Base de cire naturelle et biodégradable
- Enduit de protection offrant une protection propre et durable pour des pièces métalliques en contact
- Excellent choix pour des conditions climatiques sèches

ES
- Base de cera natural y biodegradable
- Capa protectora asegura la protección limpia y duradera el contacto metal sobre metal
- La opción perfecta para condiciones secas

Bio Grease Only Pedro's can offer the quality you've come to expect from synthetic bicycle grease in a non-toxic (per ASTM non-toxicity standards), biodegradable, all purpose formula.

FR
- Résultats toujours aussi fiables
- Nouvelle formule biodégradable
- Protection élevée contre la pression et la corrosion

ES
- El mismo rendimiento fiable
- Nueva fórmula biodegradable
- Protección eficiente de la presión y corrosión

Bio Shot Pedro's rellenable container uses no chemical propellants. Just a few pumps of the hand charged Bio Shot gives you enough pressure to deliver your favorite Pedro's lube with the performance of an aerosol in an environmentally conscious way.

FR
- La bouteille rechargeable Pedro's n'utilise pas d'agent propulseur chimique. Quelques pressions de la main sur la bouteille Bio Shot suffisent à libérer votre lubrifiant de manière aussi performante qu'un aérosol, tout en respectant l'environnement.

ES
- El recipiente de Pedro's es relleenable y no contiene ningunos propelentes químicos. Con solo tombear unas pocas veces a mano, el Bio Shot te da la suficiente presión para tener tu Pedro's lubricante preferido con el rendimiento de un aerosol, respetando el medio ambiente.

COOLING OFF OUR HOT PLANET

There's no denying the lusty sound of an engine roaring to life unleashes something thrilling, raw, and primeval. As viscerally titillating as it may be, internal combustion sounds more like fingernails raking across a chalkboard these days as fuel prices grow more volatile and climate change skeptics finally admit that we might have a problem here.

Desperation erupts, the reality of global warming sets in and we are grasping at quick fixes. Riding a bike is both literally and figuratively, one of the fastest solutions to curbing climate change - especially in choked, urban environments where getting stuck in traffic costs the US more than $63 billion in lost productivity and wasted fuel each year. 150 million American households already own perfectly decent, working bicycles that languish in storage. They only require a scrub, lube, and maybe a tune-up.

A cyclist who commutes ten miles will spare the air 1/2 pound of carbon monoxide emissions and save roughly $7.50 per trip. Heart-stopping fuel prices have certainly helped put more bikes on the road and cities are slowly catching up to the trend by implementing bike lanes and encouraging biking instead of driving through various initiatives backed by mayors' offices across North America.

More cyclists tend to capture the attention of policy-makers. Just showing up for a morning commute gets hard for voters to ignore, especially when the number of cyclists escalates.

Riding a bike sends an urgent message that cannot be stressed enough: you can effect change just by ditching your car keys and choosing the bike instead. By commuting by bike for trips less than two miles, it's possible to shrink your carbon footprint, save money, improve your productivity, and reduce your risk of heart disease and stroke by 50 percent. Biking is also faster and parking is generally free in most cities.

The bicycle has changed little in design since it was introduced roughly 135 years ago. In that same time, the environment has evolved at an alarming rate; now it has started to exact a price for squandering its resources. A hot planet and an obese citizenry will cost us our future. Choosing the bike now pays dividends to us all.

Wendy Booher

At 23, Wendy Booher rode her bike across the US from San Francisco to Vermont to examine alternative methods of transportation as part of her undergrad thesis. She currently lives in Somerville, Mass. and is a freelance writer who covers cycling for mainstream media outlets.

Super Pit Kit 2.0 Our popular cleaning system developed in the pits of New England cyclo-cross brings important updates to "green up" your bike care. The Pit Kit system starts with a reusable, O-ring sealed, and super-cool 31/2 gallon bucket. Inside we include all the useful items needed to degrease, clean, re-lube and polish your bicycle.

New features include:
Pro | 16oz/470ml, Green Fizz 16oz/470ml, CHAIN! 4oz/120ml, Bike Lust 12oz/350ml

Plus:
Natural sea sponge, sustainable tampico brush, cone brush, horsehair paint brush, Chain Keeper

FR

Les nouveaux accessoires incluent :
Pro | 470ml, Green Fizz 470ml, CHAIN! 120ml, Bike Lust 350ml

Plus:
Éponge de mer naturelle, Brosse résistante Tampico, Brosse en forme de cône, Pinceau de crin, Chain Keeper

ES

La nueva composición comprende:
Pro | 470ml, Green Fizz 470ml, CHAIN! 120ml, Bike Lust 350ml

Además:
Esponja natural, Cepillo ecológico Tampico, Cepillo cónico, Chain Keeper

See pedros.com for a complete list of kits and bike care offerings.

Printed on 100% recycled paper
Pedro's is a proud member of Bikes Belong and Co-op America.

PEDROS.COM

CHOOSE THE BIKE: REASON NUMBER 2

Pedro's Incorporated
600 Research Drive
Wilmington, MA 01887
USA

PEDRO'S *we'll keep it rolling*™

Choose the bike

PEDRO'S *we'll keep it rolling*™ 2009

Choose the bike PEDRO'S

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TOOLS

Vise Whip For the professional mechanic, Pedro's has devised the most secure way to manage cogs of any size. The new Vice Whip is the world's first locking chain whip. Fits cogs from 11T to 23T, makes cassette removal safe and simple.

Features:
- Locking jaws that won't slip
- Fits cogs from 11T to 23T*
- Compact enough for the toolbox
- Heat-treated steal tough enough for everyday use

Not designed to work with 1/8 track cogs.

FR
Caractéristiques:
- Mâchoires de blocage qui ne glissent pas
- Correspond aux pignons de 11 à 23 dents
- Suffisamment compacte pour être mis dans la boîte à outil
- Acier traité à la chaleur suffisamment résistant pour une utilisation quotidienne

N'est pas conçu pour fonctionner avec des pignons fixes 1/8.

ES
Características:
- Pinza portapieza que no desliza
- Es adecuado para los piñones de 11T a 23T*
- Bien compacto para el herramental
- Acero tratado térmicamente, suficientemente robusto para el uso diario

No fue diseñado para el uso con 1/8 track cogs.

Demi-Torque Pedro's Micrometer style torque wrench is now available in a smaller, compact size to address the increasing use of carbon on smaller, more delicate parts. Perfect for stem and seat binder bolts.
- Adjustable from 3 – 15 Nm
- Easy to use locking mechanism
- ¼ inch drive works with Pedro's Bit Set

1 year warranty

FR
- Réglable de 3 à 15 Nm
- Mécanisme de verrouillage facile d'utilisation
- Prise ¼ po pouvant être utilisée avec le jeu Pedro's Bit Set

garantis 1 an

ES
- Ajustable de 3 – 15 Nm
- Mecanismo de bloqueo, fácil a manejar
- Perno de cuarto funciona con el juego de piezas de Pedro's

1 año de garantía.

Trixie Specifically designed for the fixed gear rider, the Pedro's Trixie is the urban survival tool with all the right pieces to keep that fixie rolling. Hardened tool steal give this tool a great feel and long lasting life.
- 15mm box end wrench
- Lock ring hook
- 8,9,10mm box end wrenches
- 5mm hex
- Of course, a bottle opener

FR
Caractéristiques:
Clé polygonale 15 mm
Crochet pour bague de verrouillage
Clés polygonales 8, 9, 10 mm
Clé allen 5mm
Et bien sûr, un décapsuleur

ES
Características:
15 mm llave poligonal
Gancho de cierre
8, 9, 10 mm llaves poligonales
5 mm llave macho hexagonal
Naturalmente, un destapador

CLEAN WATER AND COMMERCE

It's obvious in the third world that so few have the ability to own wheeled vehicles. The ability to transport items such as clean water and goods for commerce is critical to the livelihood and economic development. Organizations like Project Rwanda and World Bike Relief play an important role in promoting and facilitating that type of development.

"Some farmers live 5 or even 10 kilometers away from the washing stations where they need to get their picked coffee from their farm to the washing as soon as possible, within hours preferably" explained Jay Ritchey, project manager for Texas A&M's SPREAD program. "Now imagine thousands of people trying to do this at once, along these muddy steep roads in the middle of the rainy season. The cooperative can only afford a few trucks to assist these farmers. These trucks can cost upwards of $1,900 USD a month, and that comes out of the farmer's pockets."

The bicycle is a simple sustainable form of mobility that can multiply a person's efforts and efficiencies in so many ways. A bicycle can help decrease the transportation time of the coffee cherries from 6-12 hours down to 2-4 hours so a person with a bicycle can maintain efficiency that a whole community can leverage from.

Consider that only 1 in 40 people in Rwanda has access to a bicycle. It becomes obvious that the efficiency and quality of life a bicycle can provide is one of the single most important things that a people can have.

"A bicycle multiplies a person's productivity when you compare it to walking," according to Dave Neiswander, head of Africa operations for World Bicycle Relief. "We've already seen the enormous impact of the bicycles in the day-to-day lives" he added.

In the three years since its inception, World Bicycle Relief has distributed nearly 50,000 new bicycles in support of healthcare, education and economic development.

"Many places have food but they still need access to clean water and commerce. Those are things that easily obtained by the bike" said Project Rwanda founder, Tom Ritchey. "Even and increase (in access) to 1 in 20– the growth in business that could happen would be the most important thing to happen to the third world."

To learn more about what the bicycle can do to help combat poverty, please visit Project Rwanda and World Bicycle Relief on the web:

www.projectrwanda.org

www.worldbicyclerelief.org

GETTING SMALLER IN A SUPER-SIZED WORLD

...I am sincerely indebted to the simple Bicycle.

I started sensing something had gone afoul, seriously wrong, when I was made fun of as a pre-teen and teen. When I would see the Doctor for a routine check-up, my mom would express concern about my increasing girth. That along with other events served to dent, chink or bruise the armor of adolescent childhood. But, then there was food offered to me as a kind of love/nutrient/nurture Band-Aid. And why not... Food is the drug of choice to soothe, welcome, celebrate and mourn the Human experience of Living.

Getting bigger, I turned that golden age, 16 years old and had access to The Car. Bike, Goodbye (after all, it's a "Kid's Toy")... Hello, Car (after all, it's an adult's tool for "Real Change, Efficiency and Getting Stuff Done"). I got bigger still. Now I had access to anything, anytime I wanted it. If money was on me, craptacular food was in me [not to mention, The Car was doing the work of getting me around].

Finally, between the auto, the food, the lack of insight, and the complete devotion to Immediate Gratification (and hey, what American isn't traveling down that road to some variation on a similar theme? Fashion, Food, Electronics, Houses, Cars, Haircuts, Toys: both for the young & old alike, Books, Movies, Gossip, et al).

I eventually made my way to 330, and then 427 pounds. By this time it was 2002 and I had a wife and daughter. My wife, an RN, was worried about me and insisted that I see a Bariatric Specialist about having major surgery to remove a large amount of stomach and intestine. I went and was told without the surgery I was a dead man... and then I left.

I went back home and ate. Why not, if I was a "Dead Man" why not celebrate my demise with the same stuff (food) that I was taught to celebrate all other notable events in this life we share? So I did.

I peaked, in November of 2005, at 501 pounds. Again, was told I was a Dead Man, but now with the qualifier: "with very little time left to live" (and of course, surgery would be the only answer). And then for some, unbeknownst to me reason, a switch got tripped in my head: come up with a very specific menu (something you can enjoy every single day from now on and until forever) and get back to something that you really loved as a kid: a bike. And that was it.

So on Thanksgiving Day, 2005, while cooking the standard American Thanksgiving Dinner for my girls and me, I looked at them and said, "Here's what I'm going to do, starting today". I outlined my new way of living, eating, riding. I expected stares, chinks and dents in my armor. Instead, they (nearly in unison) said "We're in too!". And that was that. I ate some of what I'd prepared and some diet soda. I've never eaten any of those things again, ever. (You can read more about the details of my lifestyle change at: http://www.startribune.com/lifestyle/health/16782826.html)

I sit here writing this on a very windy day in Minneapolis, MN in July of 2008. I have removed nearly 300 pounds of the gluttonous American Way of Living Life. I feel better in too many ways to even write about or list. The more I dig inward, the more I understand about myself and the world I exist in.

We are moving to Portland, Oregon next... and then probably somewhere else that has lots of places left to ride Two-Wheeled Goodness, live & enjoy life and check things out. Maybe we'll bump into you along the way.

Keep Ridin'... Always

***Scott Cutshall** [Large Fella on a Bike]*

Scott Cutshall is a person with a fantastic wife and amazing daughter. Together the three of them call themselves "Team Ultra" while out riding at a blistering pace of -usually- 10 to 11mph. Scott is still getting smaller, still being stopped for photos and the occasional autograph, writes at his blog, "Large Fella on a Bike", and has been helped out by some fantastic folks along the way: Bob Brown Cycles, Swobo, Xtracycle, Pedro's, Rivendell Cycle Works, Cars R Coffins, Shockspital and Bilenky Cycle Works and all because he decided to change everything about his life & get on a bike and ride. Imagine what you [or someone you know] can do too?

THE BEST THING ALL DAY

I'm not a cyclist. No racing, no matching outfit or ultra-light components. No bike stand in my basement, no energy gel in a jersey back pocket. I'm a guy who just likes to bike. Through all four seasons, my bike gets me to work and back, but we make no great show of it, and break no speed records.

When my alarm goes off at 5:15am, I don't want to ride, but some reflex for masochism puts my foot on the floor before I have time to stop myself. When I see my bike clothes piled high in the corner after yesterday's promise to myself that I wouldn't ride today after yesterday's long ride home after yesterday's long day at work. I don't want to take the bike. When I step outside after a hurried breakfast, glancing constantly at the clock and adding an hour, making sure I won't be late, it is still dark as night and Minnesota-winter-cold, I really don't want to ride. When the first car nearly swipes my elbow on the snow-narrowed streets, I swear at myself for riding.

When I make my way to the bike path running through the bottom of the city on an old railway, and the only sounds I hear are my pedals creaking, my wheels plowing a thin path, the first line through the night's light snow lit only by the light on my handlebars, I remember why I love doing this.

Later, after a long hot shower at work, erasing icicles that have formed on my beard and bike, I see my co-workers walk in, bleary eyed and struggling to keep their eyes open. I know that so far today, I have seen lakes and rivers frozen and reflecting the dim, rising sun. I have seen woods and what animals there are to be seen in the winter. I have worked hard up hills, sweating and swearing and puffing. The fifteen miles this morning kept me outside longer today than most people up here will be outside all week. The hot shower at the end of the ride felt better than anything else I will do all day.

After I ride home at night, a long ride after a long day at work, I will pile my clothes in the corner, feel my thighs struggle to carry me around my small house and make simple daily things, walking up stairs, changing, doing dishes, painful and exhausting. I will promise myself not to do this again tomorrow, but will set my alarm for 5:15, just in case.

Tom Rademacher

Tom Rademacher is the geek in the big white helmet riding the bike with the fancy rims and the crummy old bike rack that you see in the early mornings and late afternoons. He rides, and writes, year round in Minneapolis. He started biking just to get to work, and now works to support his biking habit.

ACCESSORIES

Ethik Seat Bag Pedro's Ethik Seat Bag is the first product of its type with sustainability designed into the bag. Great features too:
- Dry-bag closure
- Compression strap to reduce sway
- Narrow profile tucks below the sleekest saddles
- Recycle it when you're done!

FR
Vous trouverez peu de produits tels que le sac de selle Ethik qui présentent une aussi grande compatibilité avec l'environnement. Le sac de selle Ethik possède également d'intéressantes caractéristiques:
- Fermeture hermétique
- Sangle de compression pour réduire le balancement
- Profil étroit qui s'insère sous les selles les plus élégantes
- Courroie de maintien réalisée à partir d'une chambre à air usagée
- Recyclez-le lorsque vous avez terminé !

ES
La nueva alforja Ethik de Pedro's es el primer producto de este tipo en el cual el impacto medioambiental forma parte de la alforja. Y tiene todavía más cualidades fantásticas:
- Cierre impermeable
- Cinta de fijación para evitar el balanceo
- Gracias a su forma delgada, la alforja queda bien también debajo del sillín más delgado.
- Cintas de fijación producidas a base de cámaras usadas
- ¡Reciclable después del uso!

Tire Levers
The industry favorite for several years, Pedro's tire lever is made from the strongest plastic available. The chisel tip makes it easy to insert beneath the bead, and the slightly thicker shape keeps the tire lever from slipping out from under the bead The tough handle makes it easy to remove the tightest of tires.

FR
Forme ergonomique pour un retrait plus aisé qu'avec un démonte-pneu

ES
Forma ergonómica para desmontar más fácilmente los neumáticos que con palancas estándar

RockStand The geometry of our RockStand head is engineered to offer optimal mechanical advantage. With only 1.7 lbs of force at the jaws for every 1 lb on the handle, the Pedro's RockStand and PRC-1 offer the most delicate way to handle today's advanced bicycles and, the extra wide jaws accommodate most shaped and aero tubes.
- 80% less clamping force is safer for carbon seat posts and masts
- Easy to use right hand thread adjustment
- Wide, V-shape clamp accommodates all sizes and shapes
- Nickel plated steel construction is the most durable on the market

FR
- 80% moins de force de serrage le rende plus sécuritaire pour les mâts et poteaux de selle en carbone
- L'ajustement de filetage à droite est facile à utiliser
- La mâchoire large en "V" s'adapte à toutes les formes et dimensions
- La construction en acier cuivré est la plus durable sur le marché

ES
- La fuerza menos de fijación con abrazadera del 80% es más segura para los postes y los mástiles del asiento del carbon
- Ajuste derecho fácil de utilizar del hilo de rosca
- De par en par, la abrazadera d la forma de "V" acomoda todos los tamaños y formas
- La construcción de acero niquelada es la más durable en el mercado

Y Torx
- The most popular torx sizes all on one handy tool
- Ergonomic shape provides great leverage
- Includes T10, T25, T30

FR
- Toutes les tailles de clés Torx les plus courantes sont regroupées dans un seul outil pratique.
- Sa forme ergonomique augmente l'effet de levier
- Inclus les tailles T10, T25, T30

ES
- Todos los tamaños de par más populares en una herramienta manejable
- La forma ergonómica ofrece una gran fuerza de palanca
- Incluye T10, T25, T30

Master Tool Kit 2.1
Known in the trade as the "MTK", the 2.1 includes 64 professional quality, lifetime warranted tools housed in an ABS plastic case with custom tool pallets. All the tools have a location so that you can easily find each one.

FR
Connu dans le commerce sous l'appellation «MTK », notre petit bijou contient 64 outils professionnels de qualité, garantis à vie et bien organisés dans un coffret en plastique ABS muni de palettes à outils faites sur mesure. Tous les outils sont disposés de manière à mettre facilement la main dessus.

ES
Conocido entre los profesionales como "MTK", este maletín contiene 64 herramientas de calidad professional y vida útil garantizada, alojadas en un maletín de plástico ABS con paletas para herramientas hechas a medida. Cada herramienta tiene su sitio asignado para que las encuentres todas fácilmente. El más codiciado de nuestros productos... ¡el MTK es tan estupendo que estuvimos a punto de entregarlo con unas esposas!

Metro Market Bag Built in cooperation with Criteria G.E. Environmental Management of Canada, Pedro's brings the most sustainable shopping bag available. Designed to last through years of service, the Ethik Metro Market is easily recycled at the end of its useful life. Designed to fit Wald and other popular brand baskets.

FR
Créé en coopération avec Criteria G.E.Gestion Environnementale au Canada, le sac de courses le plus écologique a été mis sur le marché pour vous par Pedro's. La durée de vie du sac Ethik Metro Market est de 10 ans. Il est ensuite facilement recyclable. Conçu pour rentrer dans les paniers Wald et autres marques en vogue.

ES
Producido en cooperación con Criteria G.E.Environmental Management of Canada, Pedro's lanza en el Mercado la bolsa de la compra más ecológico del mundo. La bolsa
Ethik Metro Market se diseñó de tal forma que se puede utilizar durante 10 años. Al final de su vida útil se le puede reciclar fácilmente. La bolsa va bien en cestas deWald y otrascestas de marca.

See pedros.com for a complete list of professional quality tools, tool kits and accessories.

PEDRO'S
we'll keep it rolling™