

# ELEMENT ALLOY





## REGISTER / ENREGISTRER / REGISTRA / REGISTRIERE

Registering your bike is the official way for us to welcome you into the Rocky Mountain family. It's also an important step in activating your bike's warranty. If you ever have an issue, we'll be able to handle your case efficiently and get you back riding as soon as possible. It's easy and only takes a few minutes.

**Register your bike:** [bikes.com/registration](https://bikes.com/registration)

L'enregistrement de votre vélo marque votre entrée officielle dans la famille Rocky Mountain, et c'est une étape importante pour en activer la garantie. Ainsi, en cas de problème, nous pourrions le régler efficacement pour vous faire remonter en selle aussitôt que possible. L'enregistrement est facile et ne prend que quelques minutes.

**Enregistrer votre vélo :** [bikes.com/registration](https://bikes.com/registration)

La procedura di registrazione della tua bicicletta è il modo ufficiale di accoglierti nella famiglia Rocky Mountain. È inoltre una tappa importante per attivare la garanzia della tua bicicletta. Nel caso in cui si verificasse un problema, potremo gestire il tuo caso in maniera efficiente e farti risalire in sella il più presto possibile. La procedura di registrazione è semplice e richiede solo alcuni minuti.

**Registra la tua bicicletta:** [bikes.com/registration](https://bikes.com/registration)

Wenn du dein Bike registrierst, können wir dich offiziell in der Rocky Mountain Familie willkommen heißen. Es ist auch ein wichtiger Schritt für die Aktivierung der Garantie deines Bikes. Solltest du irgendwann ein Problem haben, können wir deinen Fall effizient bearbeiten und dich schnellstmöglich wieder auf dein Bike bringen. Es ist einfach und dauert nur ein paar Minuten.

**Registrierte dein Bike:** [bikes.com/registration](https://bikes.com/registration)

**TABLE OF CONTENTS**

Introduction	4
Shrediquette	4
Getting to know your bike	5
Basic setup	6
Shock eyelet bearing	7
Shock setup	8
RIDE-4	10
Cable routing how-to	11
Critical dimensions	15
Pro tips & tricks	16
Exploded view	16
Full list of parts	16
Small parts kit	16
Warranty information	17

**INHALTSVERZEICHNIS**

Einleitung	34
Mountainbike-Knigge	34
Lerne dein Bike kennen	35
Grundeinstellung	36
Dämpfer-Lagerbuchsen	37
Dämpfereinstellung	38
RIDE-4	40
Kabelführung	41
Wichtige Abmessungen	45
Tipps & Tricks vom Profi	46
Explosionszeichnung	46
Vollständige Teileliste	46
Kleinteilesatz	46
Garantieinformationen	47

**TABLE DES MATIÈRES**

Introduction	19
Étiquette de la montagne	19
Survol de votre vélo	20
Configuration de base	21
Paliers d'amortisseur à œillet	22
Ajustement de l'amortisseur	23
RIDE-4	25
Passage des câbles	26
Guide des dimensions	30
Trucs et astuces de pros	31
Vue explosée	31
Liste complète des pièces	31
Trousses de petites pièces	31
Garantie	32

**INDICE**

Introduzione	49
Shrediquette	49
Conoscere la tua bicicletta	50
Configurazione di base	51
Occhiello ammortizzatore	52
Schema di sospensioni	53
RIDE-4	55
Come configurare i cavi	56
Guida alle dimensioni	60
Trucchi e consigli professionali	61
Esploso	61
Lista completa delle parti	61
Kit delle parti piccole	61
Informazioni sulla garanzia	62



## INTRODUCTION

The Element is all about efficiency—you'll be inspired to sprint the climbs then surprised by your pace on the descents. Designed to be more capable and handle technical singletrack better than ever before, the Element strikes a balance between weight, stiffness and comfort. The updated geometry and frame details promote riding with precision, making the Element the perfect bike for those racing the clock, chasing a friend, or just heading out for another long day in the saddle.

This manual contains important safety, maintenance and user information. Read it carefully before your first ride on your new Rocky Mountain bicycle. This information applies only to the specific platform you have chosen and should be reviewed in conjunction with your Rocky Mountain Owner's Manual, which is included with your bike. Please read the Owner's Manual before your first ride. If you do not have a copy of the Owner's Manual, you can get it from your nearest authorized Rocky Mountain dealer.

## SHREDIQUETTE

### Riders

Always be courteous to other trail users. Use extra caution around domestic animals, such as dogs and horses. Give other trail users right-of-way in all situations, during both your climb and your descent.

### Trails

Only ride your bicycle on trails and paths sanctioned for bicycle use. Follow all local laws and regulations. All trail users must take care to avoid impacts on the trail or environment. Do not skid on or modify trails.

**Rider:** Jesse Melamed  
**Photo:** Margus Riga  
**Location:** North Vancouver, BC



## GETTING TO KNOW YOUR BIKE



### Technical details

- Designed to efficiently handle technical singletrack, the Element's carbon frame strikes a balance between weight, stiffness and comfort, which allows you to push the pace on your climbs and handle descents with confidence.
- The Ride-4™ adjustment system allows riders to quickly fine-tune their geometry and suspension with a single Allen key.
- We have increased the reach, made the seat tube angle steeper, lengthened the chainstays and designed a 44 mm offset fork on the 29"-wheel-equipped frames, and a 37 mm offset on the 27.5"-wheel-equipped frames.
- We improved small bump compliance, increased mid-stroke support and reduced the progression for a smoother end-stroke feeling.
- We increased anti-squat through the first 75% of travel for better power transfer in the pedalling range and reduced pedal kickback at the end of travel.
- We added sealed bearings at the shock eyelet, dramatically

improving shock sensitivity.

There are bearing shields throughout, including sealed washers at the main pivot, to help prevent contamination from gnarly trail conditions or post-ride wash stations.

- Dual row bearings at the dropouts for a stiffer rear triangle.
- The fully enclosed internal routing on our carbon models and large open ports on alloy allow for easy cable and hose installations.
- The main pivot nut is interchangeable with the one on the Instincts and Altitudes to accept our Canadarm OneUp chain guide.
- The frame features a complete protector package with our silent rubber chainstay, seatstay, and downtube protectors.
- All frame sizes, except the XS, are compatible with two water bottles inside the front triangle. The lower bottle mount features two mounting positions to optimize placement if a single bottle is preferred.

## BASIC SETUP

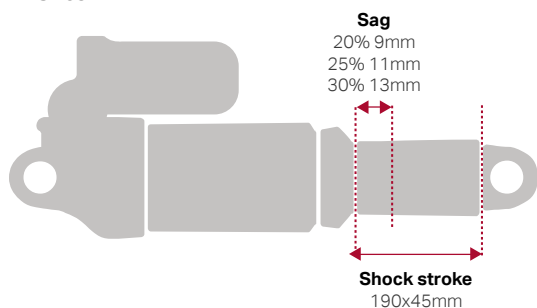
There are several variables that can be modified to fine-tune the setup of your suspension. These are some basic guidelines to get you in the ballpark, and you can experiment to see what suits you best from there. The first step is to set your sag. Sag refers to how much the suspension moves under just the weight of the rider (including all riding accessories). Air pressure or coil spring rate and preload is adjusted until the desired amount of sag is measured.

Please observe the minimum and maximum amount of preload recommended by the manufacturer for a given coil spring. If you need to change the spring rate, please note you must remove the eyelet bearings to remove the coil spring.

### Shock sag

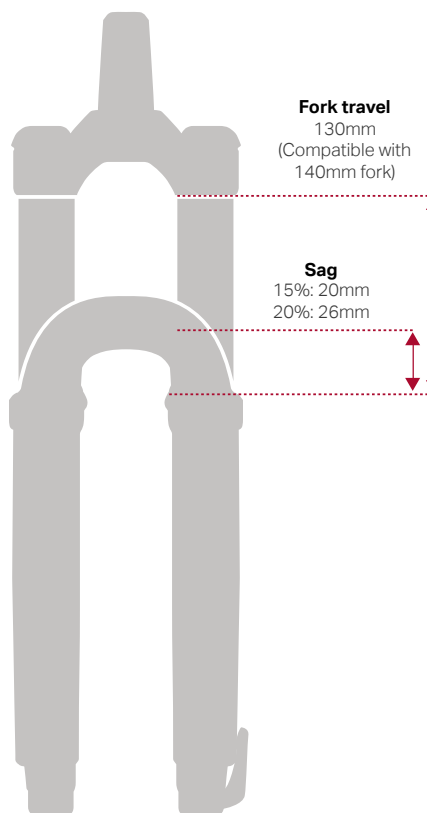
We recommend approximately 20–35% sag for this platform.

All Sizes



### Fork sag

We recommend approximately 15–20% sag for this platform.



## SHOCK EYELET BEARING

### Service

Your frame is equipped with cartridge bearings in the rear eyelet, allowing for better small-bump compliance. These bearings are carried by cups that have a very firm press fit into the shock shaft.



If you have your shock serviced, we highly recommend removing these components, as suspension service centres cannot guarantee they will be returned.

To remove the system, follow these steps:

- Use the Rocky Mountain Bearing Eyelet Tool Kit (Part# 1810031)
- Install the top hat piece on one side of the bearing eyelet
- Next, install one of the cup removal tools over the bearing cup with the top hat piece installed.
- Thread the M8 screw snugly against the top hat piece
- Install the other cup removal tool over the other bearing cup
- Thread the M8 screw all the way in until it starts pushing on the other side. It is contacting the inside of the top hat piece.
- Keep threading until one of the cups is full pushed out.
- Next insert the drift tool through the shock eyelet and rest it firmly against the bearing cup that is still pressed in the shock eyelet.
- Gently, but firmly, hammer the drift tool until the bearing cup is fully removed from the shock eyelet.

**If you do not have the Rocky Mountain Bearing Eyelet Tool Kit, use a blind bearing puller:**

- Use a blind bearing puller (8 mm extension) to remove both bearings.
- Remove the centre sleeve.
- Use the blind bearing puller (10 mm extension) to remove the empty cups.

*NOTE: the inner diameter of the cups is 11 mm, which means the 12 mm extension won't fit (So don't force it); Use the 10 mm extension.*

To install new cups, use a bearing press or vice with soft jaws installed, making sure to press on the outer edge of the cups, and don't forget the centre spacer sleeve between the cups.

## ELEMENT SPRING CHART

### Rebound

Rebound damping adjustment controls how quickly your suspension returns to full extension after it hits a bump. Too much rebound damping, which means clicking the rebound knob towards the slow setting, the fork or shock will move too slowly. This will cause the suspension to sink deeper and deeper into its travel under repeated hits, which will feel harsh. Too little rebound damping, which means clicking the rebound knob towards the fast setting, and the suspension can spring back too quickly, causing a loss of traction and control. Follow the manufacturer's recommendations for base settings, and experiment to find your happy place.

### Compression

Low speed compression (LSC) controls rider weight shifts, pumping through terrain, G-outs, and other slow inputs. Too much LSC will result in a harsher ride feel; too little LSC will result in a ride feel that's too soft and unresponsive.

**2022 ELEMENT 190x45 FOX DPS AIR SHOCK** \*Count clicks from Closed: 0 Clicks = Closed\*

RIDER WEIGHT LBS / KG	FOX DPX2 PSI	SHOCK SAG	RECOMMENDED LSR SETTING	RECOMMENDED LSC SETTING *IF AVAILABLE
100 / 45	130-120	12-14 mm	9	Start open / Adjust to suit
110 / 50	140-130	12-14 mm	9	Start open / Adjust to suit
120 / 55	150-140	12-14 mm	8	Start open / Adjust to suit
130 / 59	160-150	12-14 mm	8	Start open / Adjust to suit
140 / 64	170-160	12-14 mm	8	Start open / Adjust to suit
150 / 68	180-170	12-14 mm	7	Start open / Adjust to suit
160 / 73	190-180	12-14 mm	7	Start open / Adjust to suit
170 / 77	200-190	12-14 mm	6	Start open / Adjust to suit
180 / 82	210-200	12-14 mm	6	Start open / Adjust to suit
190 / 86	220-230	12-14 mm	6	Start open / Adjust to suit
200 / 91	230-240	12-14 mm	5	Start open / Adjust to suit
210 / 95	240-250	12-14 mm	5	Start open / Adjust to suit
220 / 100	250-260	12-14 mm	4	Start open / Adjust to suit
230 / 105	260-250	12-14 mm	4	Start open / Adjust to suit
240 / 109	270-260	12-14 mm	3	Start open / Adjust to suit
250 / 114	280-270	12-14 mm	3	Start open / Adjust to suit



## ELEMENT SPRING CHART

2022 ELEMENT 190x45 ROCK SHOX DELUXE AIR SHOCK *Count clicks from Closed: 0 Clicks = Closed*				
RIDER WEIGHT LBS / KG	DELUXE PSI	SHOCK SAG	RECOMMENDED LSR SETTING	RECOMMENDED LSC SETTING *IF AVAILABLE
100 / 45	130-120	12-14 mm	9	Start open / Adjust to suit
110 / 50	140-130	12-14 mm	9	Start open / Adjust to suit
120 / 55	150-140	12-14 mm	8	Start open / Adjust to suit
130 / 59	160-150	12-14 mm	8	Start open / Adjust to suit
140 / 64	170-160	12-14 mm	8	Start open / Adjust to suit
150 / 68	180-170	12-14 mm	7	Start open / Adjust to suit
160 / 73	190-180	12-14 mm	7	Start open / Adjust to suit
170 / 77	200-190	12-14 mm	6	Start open / Adjust to suit
180 / 82	210-200	12-14 mm	6	Start open / Adjust to suit
190 / 86	220-230	12-14 mm	6	Start open / Adjust to suit
200 / 91	230-240	12-14 mm	5	Start open / Adjust to suit
210 / 95	240-250	12-14 mm	5	Start open / Adjust to suit
220 / 100	250-260	12-14 mm	4	Start open / Adjust to suit
230 / 105	260-250	12-14 mm	4	Start open / Adjust to suit
240 / 109	270-260	12-14 mm	3	Start open / Adjust to suit
250 / 114	280-270	12-14 mm	3	Start open / Adjust to suit

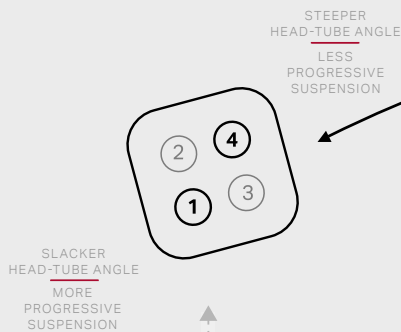
2022 ELEMENT 190x45 ROCK SHOX SIDLUXE AIR SHOCK *Count clicks from Closed: 0 Clicks = Closed*				
RIDER WEIGHT LBS / KG	DELUXE PSI	SHOCK SAG	RECOMMENDED LSR SETTING	RECOMMENDED LSC SETTING *IF AVAILABLE
100 / 45	156-146	12-14 mm	7-6	Start open / Adjust to suit
110 / 50	167-157	12-14 mm	7-6	Start open / Adjust to suit
120 / 55	178-168	12-14 mm	7-6	Start open / Adjust to suit
130 / 59	189-179	12-14 mm	6-5	Start open / Adjust to suit
140 / 64	200-190	12-14 mm	6-5	Start open / Adjust to suit
150 / 68	212-202	12-14 mm	6-5	Start open / Adjust to suit
160 / 73	223-213	12-14 mm	6-5	Start open / Adjust to suit
170 / 77	234-224	12-14 mm	5-4	Start open / Adjust to suit
180 / 82	245-235	12-14 mm	5-4	Start open / Adjust to suit
190 / 86	257-247	12-14 mm	5-4	Start open / Adjust to suit
200 / 91	270-260	12-14 mm	3-4	Start open / Adjust to suit
210 / 95	282-272	12-14 mm	3-4	Start open / Adjust to suit
220 / 100	295-285	12-14 mm	3-4	Start open / Adjust to suit
230 / 105	307-297	12-14 mm	2-3	Start open / Adjust to suit
240 / 109	320-310	12-14 mm	2-3	Start open / Adjust to suit
250 / 114	332-322	12-14 mm	2-3	Start open / Adjust to suit

## RIDE-4

The RIDE-4™ adjustment system allows riders to quickly fine-tune their geometry with a single 5-mm Allen key. Four configurations are possible thanks to a pair of rotating chips. Geometry setup is a complex art form with huge variables in rider style, preference, terrain and ability. We do recommend the use of professional services, but we also believe that learning to dial in your own bike is the best way to fully understand its performance. When adjusting your RIDE-4 position, make gradual, incremental changes, take notes and be methodical. Don't adjust in a hurry before a big ride. Take your time and enjoy the process.

### READY FOR ANY TRAIL

The RIDE-4™ adjustment system allows you to quickly fine-tune your geometry and suspension with a single 5-mm Allen key



#### Position



SLACK

The lower bottom bracket and progressive suspension increase stability at higher speeds. Recommended for more aggressive trail riding

#### Position 3



NEUTRAL

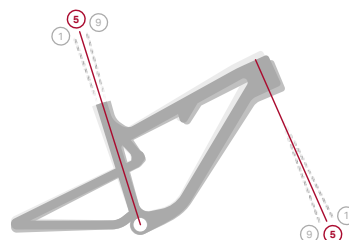
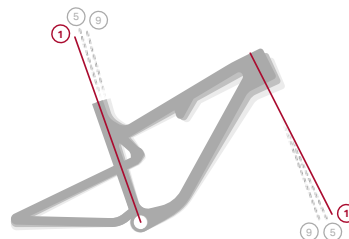
This position offers a balanced blend of geometry and suspension performance to cater to a wide variety of trails

#### Position 4



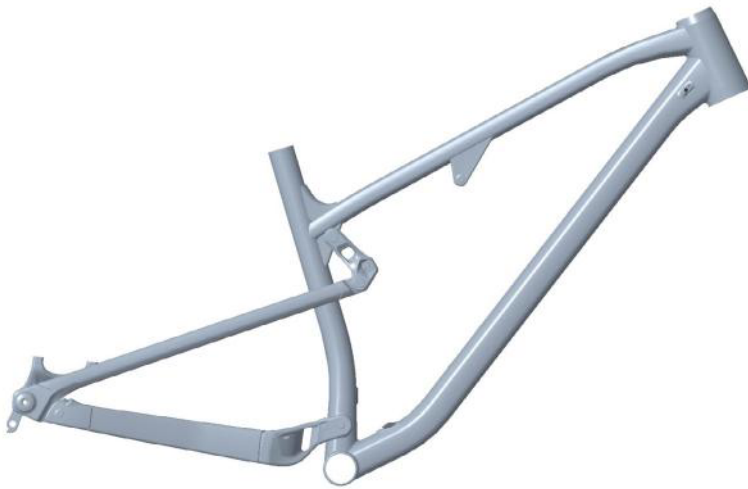
STEEP

The higher bottom bracket and linear suspension allow for better pedal clearance, a more supportive initial suspension rate, and a position on the bike better suited for climbing.



## CABLE ROUTING HOW-TO

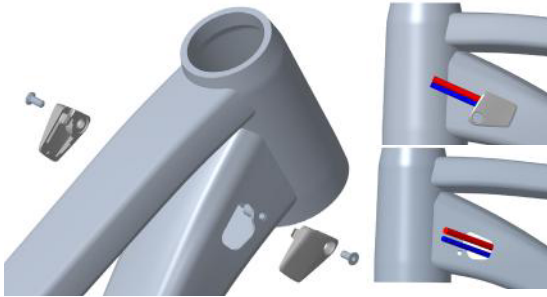
Removing the rear wheel and rear shock will allow you to cycle the rear triangle and give better access to direct the housing in the area between the chain stay and main pivot. Cycling the rear triangle as you push the housing forward also reduces friction as the housing moves through the bottom bracket port.



The tube-in-tube channels in the chainstay can be a tight fit, especially with the curves they have to navigate to get around the chainstay bridge. Spray soapy water or isopropyl alcohol into the opening as a lubricant to help with fitting the housing from one end to the other. Do not use grease or oil; this will leave a mess and attract dirt.

## REPLACING/INSTALLING REAR DERAILLEUR CABLE HOUSING

1. Remove non-drive side head tube port cover.

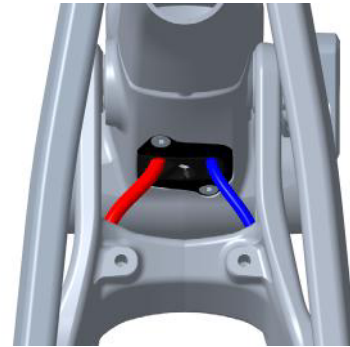


2. If replacing the old housing, cut a new piece to the same length. If you don't have the old piece, approximate the length required and cut a slightly longer portion.

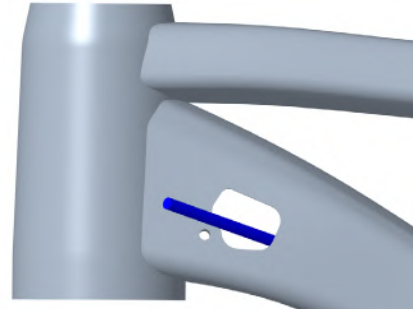
3. Beginning from the rear of the bike, begin feeding the housing into the cable opening on the drive side chain stay. Push the cable forward and simultaneously twist the housing.



4. Guide the housing into the housing port above the bottom bracket. Make sure you insert the derailleur housing into the port labeled "Shift."

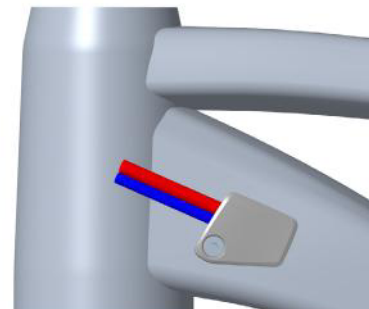


5. Push the cable from the rear until it appears at the head tube port. Fish it out with a pick or a bent spoke.



6. Install the foam sleeve over the housing. You will need to push the foam down the housing until the foam is fully inserted inside the frame.

7. Once the housing is installed, re-install the headtube port.

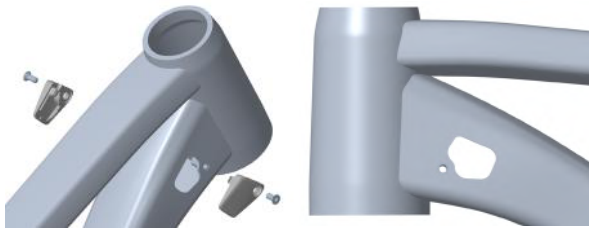




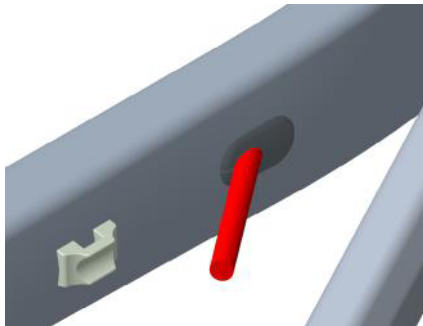
## REPLACING/INSTALLING DROPPER POST HOUSING

*Note: The instructions listed below are for a hydraulic brake with the hose attached to the caliper but not lever. Lever will have to be reconnected and bled according to manufacturing specifications once hose has been installed.*

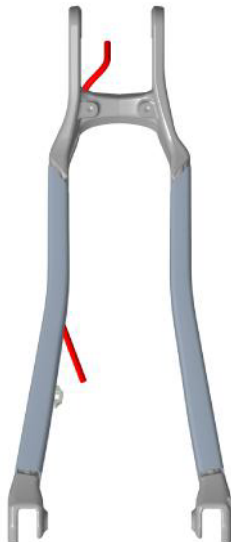
1. Remove non-drive side head tube port cover for standard rear brake lever position (Right-hand side) or drive side head tube port cover for moto / reverse rear brake lever position (left-hand side).



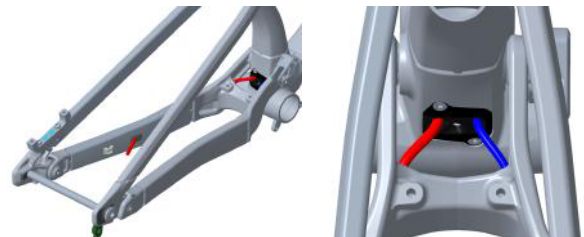
2. Place the rubber grommet onto the hydraulic hose and slide it back towards the brake caliper. Ensure the grommet is in the correct orientation.



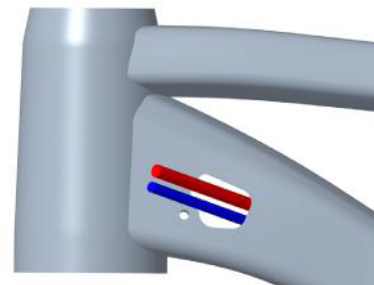
3. Push the hose forward and simultaneously twist the hose until it comes out at the forward end of the chain stay



4. Guide the brake hose into the housing port above the bottom bracket. Make sure you insert the derailleur housing into the port labeled "Brake". Any brake port will do.

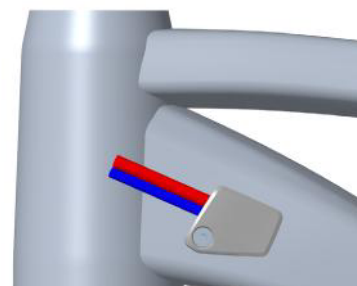


5. Push the brake hose from the rear until it comes out at the head tube port. Fish it out with a pick or a bent spoke.



6. Before you re-attach the hose to the brake lever, install the foam sleeve over the hose. You will need to push the foam housing down the hose until it is fully inserted inside the frame.

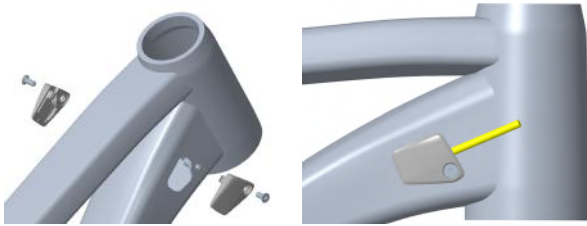
7. Once the hose is re-attached to the brake lever, re-install the headtube port.



## REPLACING/INSTALLING REAR HYDRAULIC BRAKE HOSE

The alloy frame has a natural guiding surface built above the bottom bracket which helps the housing transition from the seat tube to the down tube and up towards the head tube port.

1. Remove drive side head tube port cover.



2. If replacing the old housing, cut a new piece to the same length. If you don't have the old piece, approximate the length required and cut a slightly longer portion.

3. Gently bend a 2-inch portion of the end of the seat post housing. This will allow the housing to glide up the downtube without catching on edges inside the frame.

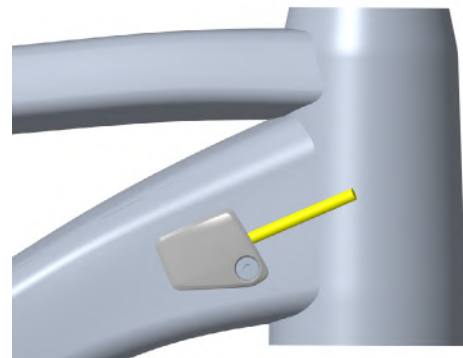
4. Beginning from the seat tube, begin feeding the housing down. Push the housing down, gently twisting back and forth until it makes it way up the down tube. Fish it out with a pick or a bent spoke.



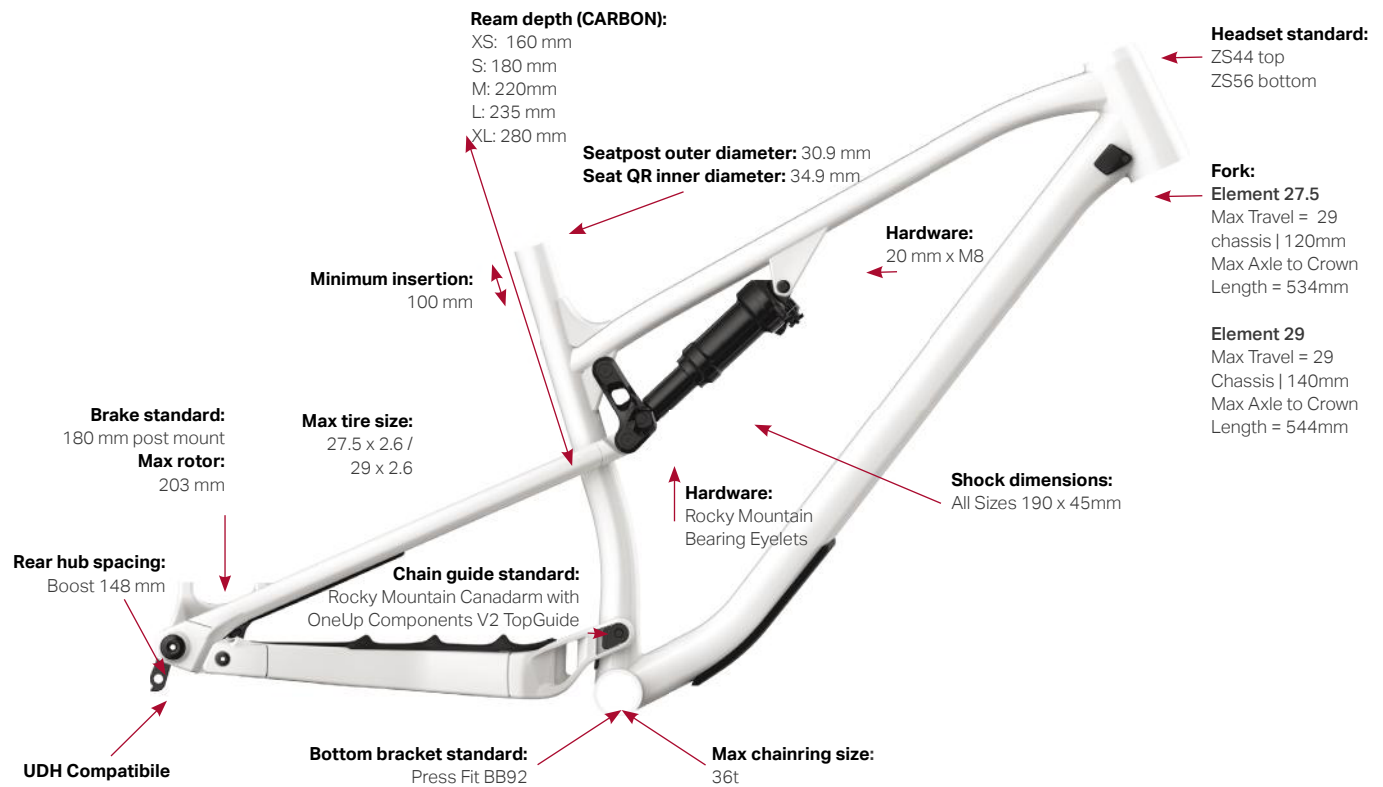
5. Before you re-attach the seatpost housing to the dropper post lever, install the foam sleeve over the housing. You will need to push the foam housing down the hose until it is fully inserted inside the frame.

6. Complete the dropper post installation as per the dropper post manufacturer's instructions.

7. Once the seat post is correctly installed, re-install the headtube port.



## CRITICAL DIMENSIONS



### Shock fitment

We check clearances for many shocks but cannot guarantee compatibility with all makes and models. Please contact your local dealer if you have a specific question regarding shock fitment.

### Approved shocks (All sizes = 190 x 45mm)

Fox	RockShox	Can Creek
• FLOAT DPS	• Deluxe	• DBiL Coil
• FLOAT X	• Super Deluxe	• DB Air
• FLOAT DPX2		• DBiL Air

## PRO TIPS & TRICKS

- When tuning your suspension, write down your settings so you can refer back to them. Better yet, use an online spreadsheet on your phone!
- Use a 4 mm plastic housing ferrule to plug any unused cable ports at the head tube.
- When removing your rear wheel, you can rest the chain on the driveside seatstay protector to prevent it from dangling awkwardly.
- When replacing shift or post housing, you can use a RockShox rebound tool to simply pull a new piece of housing right into place, without disturbing the inner foam tubes.
- When assembling pivot bolts, use grease to “stick” any spacers into place while you assemble.
- Insert pivots through bearings/spacers so they sit flush with the inside of the inner race, holding washers in place while you assemble.
- Zip-tie a spare derailleur hanger to your saddle rails so you always have one with you when you’re deep in the woods.



## EXPLODED VIEW & FULL LIST OF PARTS

Click [HERE](#) to visit the Exploded View and the complete list of parts including part numbers, descriptions, torque values and assembly instructions for the Element Alloy frameset.

## SMALL PARTS KITS

Click [HERE](#) to visit the complete list of parts including part numbers, descriptions, and assembly instructions



## WARRANTY INFORMATION

Your bicycle is warrantied against defects in materials and manufacturing as per the following table:

CATEGORY	TERM	NOTES
Frame members	5 years	Front triangle + rear triangle, links
Hardware	1 year	Pivots, axles, etc.
Drive wear items	1 year	Pulleys, pinions, transfer chain
Battery	2 years	If stored for 3+ months, charge battery every 3 months. Failure to do so may cause damage.
Components	As per original manufacturer warranty	

All warranty and after-sale service must be handled by the authorized dealer who sold the complete bicycle or frame. We cover your Rocky Mountain frame for defects in material and workmanship from the original date of purchase of your new Rocky Mountain bicycle according to the frame material and the type of use.

Registering your bike is the official way for us to welcome you into the Rocky Mountain family. It's also an important step in activating your bike's warranty. If you ever have an issue, we'll be able to handle your case efficiently and get you back riding as soon as possible. It's easy and only takes a few minutes.

[bikes.com/registration](https://bikes.com/registration)

### Frame material / type of use

- Carbon fibre: 5 years – Limited\*
- Aluminum – front and fully suspended: 5 years – Limited\*
- Downhill and freeride: 3 years – Limited\*

\* Please refer to the limitations stated below.

### NOTE – Warranty is not valid for:

- The installation of components, parts or accessories that are not originally intended for or compatible with the bicycle (or frame) as sold.
- The purchase of a Rocky Mountain bicycle from an unauthorized dealer.

- The purchase of a Rocky Mountain bicycle or frame from third-party internet sites (such as eBay), no matter what the listing says.
- This limited warranty covers bicycles previously used for commercial activity such as rental (bike park), courier, police, security, etc. against defects in material and workmanship. Hardware, bearings, pivots and bushings are excluded from our warranty policy.

### Warranty coverage against other defects in workmanship and materials

- Coating – paint and decals: 1 year
- Full suspension frame hardware, bearings, pivots and bushings\*: 1 year  
\*Links are part of the frame.
- Downhill and freeride frame hardware, suspension: 6 months

**What is not covered?**

- Normal wear and tear
- Damage or failure caused by accident, misuse, abuse or neglect
- Extreme or improper use of your Rocky Mountain bicycle outside of its intended purpose
- Improper assembly and/or lack of proper maintenance
- Paint fading caused by the effects of ultraviolet light (UV) or outdoor exposure
- Scratches and/or chips in the paint caused by dirt, rocks, road debris, roof rack transport, etc
- Components, parts or accessories not compatible with the bicycle (or frame)
- Damage on pressfit bottom bracket caused by improper service or materials/parts

**Details of what is not covered under warranty**

- Normal wear and tear on tires, tubes, brakes, gear cables, brake pads, etc. is not covered. Your authorized Rocky Mountain dealer will tell you what these normal maintenance items are.
- Consequential damage or any damage caused by accident, misuse or abuse.
- Improper assembly and/or lack of proper maintenance, sandblasting, sanding, grinding, wire brushing, filing, welding, brazing, drilled holes, anodizing, repainting and chrome plating are not covered under your warranty and may void the warranty of the component manufacturers.

- If you ride in extreme terrain, as depicted in mountain biking videos (e.g., by taking "trial"-style riding courses, riding ramps, performing stunts, riding on BMX tracks, riding in the city down stairs and embankments or riding in other similar terrain), you put yourself at great personal risk and forfeit the warranty as outlined in the Warranty Table. It is important to note that bent components, frames, forks, handlebars, seat posts, pedals, cranks and wheel rims are signs of accidents and/or abuse.
- Labour for part replacement or changeover is not included.
- Rocky Mountain Bicycles reserves the right to repair or replace at its discretion any part that is deemed to be covered by a valid warranty.
- Please note that Rocky Mountain Bicycles cannot guarantee a colour match to the original part.
- This warranty extends from the date of purchase, applies only to the original owner, and is not transferable.

**EXCLUSION AND LIMITATION OF DAMAGES**

THE WARRANTY OF ROCKY MOUNTAIN BICYCLES IS LIMITED TO THE REPAIR OR REPLACEMENT OF THE PRODUCTS AND DOES NOT GRANT ANY WARRANTY, EITHER EXPRESSED OR IMPLIED, LEGAL OR CONVENTIONAL, AND DISCLAIMS ANY AND ALL IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR PARTICULAR PURPOSES, AND ROCKY MOUNTAIN SHALL UNDER NO CIRCUMSTANCES BE LIABLE FOR DIRECT OR INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES, EVEN WHERE ROCKY MOUNTAIN HAS BEEN ADVISED OF SUCH DAMAGES, AND ROCKY MOUNTAIN'S LIABILITY SHALL BE LIMITED TO \$50.00.