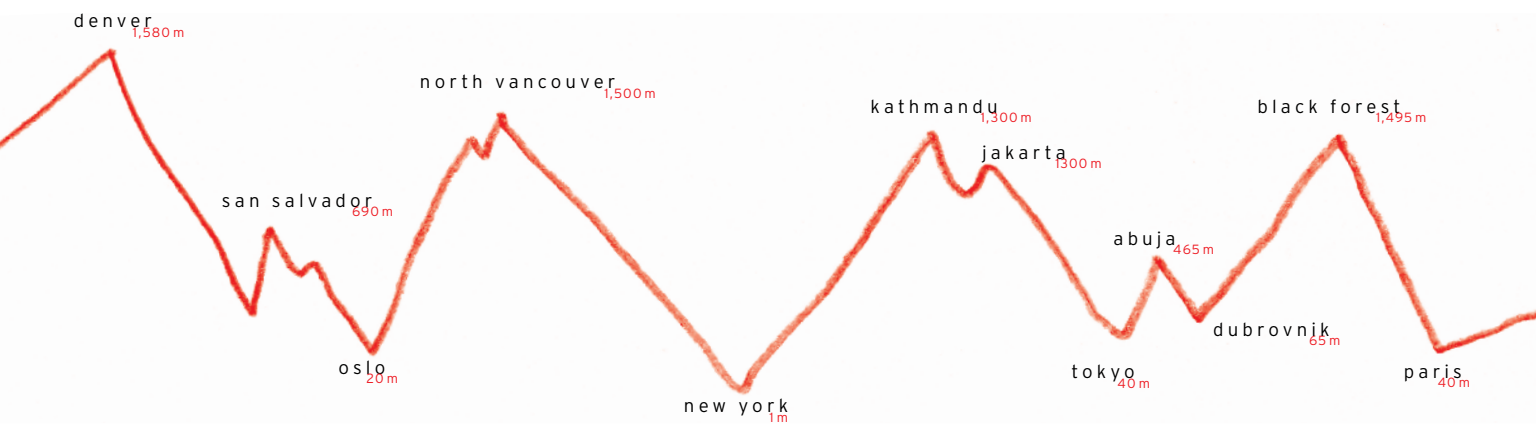




2009



**PLAYS**  
*Love the ride.™*  
**GROUNDS**



# MUD, AND SWEAT TEARS

28 years ago, WE SET OUT TO BUILD A BIKE THAT COULD HANDLE ANY MOUNTAIN. WHAT BETTER PLACE, WHAT BETTER INSPIRATION THAN THE LEGENDARY MOUNTAINS OF BRITISH COLUMBIA. THEY SAID WE HAD OUR HEAD IN THE CLOUDS. AND THEY WEREN'T TOO FAR OFF BECAUSE WE WERE OUT THERE (AND WE STILL ARE) RIPPING UP THE SINGLETRACK, CHARTING NEW TERRITORY—PERFECTING OUR PASSION THROUGH A WHOLE LOT OF TRAIL AND ERROR.

For almost 30 years, ROCKY MOUNTAIN IS STILL OUT THERE. WINNING RACES, MAKING NEW FRIENDS—CONSTANTLY PUSHING THE LIMITS FOR A BETTER RIDE. A BETTER RIDE THAT HAS ALSO COME DOWN FROM THE MOUNTAIN WITH OUR 2009 LINE-UP.

FROM THE TOUGHEST TRAILS TO THE CITY COMMUTE. FROM HARDCORE COMPETITION TO A FIVE-HOUR EPIC. ROCKY MOUNTAIN BIKES ARE DESIGNED FOR THOSE WHO LOVE TO RIDE.



# IT'S ALL ABOUT ALTITUDE



THE ALTITUDE HAS ARRIVED. THIS BIKE IS READY TO TAKE YOU ON THE MOST EPIC JOURNEYS. WITH ITS PERFECT EQUIPMENT BALANCE, PATENTED STRAIGHT UP GEOMETRY AND SMOOTHLINK SUSPENSION, THE ALTITUDE WILL GIVE YOU MORE ENERGY AND MORE EXCITEMENT... YET LEAVE YOU GASPING FOR MORE.

DON'T TAKE OUR WORD FOR IT. PUT IT THROUGH HELL LIKE THE SICK PUPPIES THAT HELPED US DESIGN THE ALTITUDE BY PUTTING IT THROUGH ITS PACES AGAIN AND AGAIN. WHATEVER YOUR TRAIL, THE ALTITUDE ALWAYS COMES OUT ON TOP.

## ALTITUDE INNOVATIONS



### PEDAL POWER

Our groundbreaking SmoothLink suspension features minimal pedal feedback so you get a smoother pedal stroke, especially on uphill climbs. How does it work? Minimal chain growth means you don't lose any forward drive. Optimal power is transferred directly to the rear wheel.



### GRAVITY BITES

We've got your back. With a first of its kind 76-degree seat angle, you're in a position to defy gravity at every technical uphill climb. The Straight Up geometry and its bio-mechanically correct seat position allows for maximum horsepower. Not only will you get an efficient ride, it'll save your lower back and limits pressure on your "sensitive areas"... if you catch our drift.



### FRAME OF MIND

Designed to maximize your ride, this frame has been created with our usual stringent FORM™ design and prototype testing processes. We didn't just push the envelope on tube/frame design—we tore it wide open. And if that wasn't enough, our frames were test driven by world-class athletes in the harshest of conditions.

## ALTITUDE TECHNOLOGIES



< ALTITUDE 70 CR

# MOUNTAIN BIKES

Make molehills out of mountains

ROCKY MOUNTAIN BIKES. MOUNTAIN BIKES. COINCIDENCE? WE THINK NOT. DISCOVER YOUR TRUE NATURE WITH THE FASTEST, MOST FINELY TUNED BIKES IN THE WORLD. THERE'S NO MOUNTAIN TOO HIGH. NO TRAIL TOO WHACKED. PICK YOUR TRAIL WEAPON... FROM VERTEX TO FLATLINE, WE'VE GOT YOU COVERED.



## FLATLINE INNOVATIONS



### LOWRIDER

Here's the dirt. Low Center of Gravity (CG) means weight sits low on the bike, so you get wicked cornering performance. Superior traction and a nimble ride gives you stability in all conditions.



### SHOCK VALUE

Welcome to LC2R technology. Our linkage design's linear rising rate creates suspension progression. The triangulated rear swingarm maximizes stiffness. Huh? Just think superior shock absorption.



### STEER CLEAR

Choose your ride style. Pick your head angle and rear wheel travel, so you can tailor your ride to the terrain. With many available set-up options, the Flatline is designed to make the most of any mountain.

## FLATLINE TECHNOLOGIES



< FLATLINE PRO

MODELS	SLOPESTYLE	TRAIL & JUMP	DIRT JUMP & STREET	GRAVITY & FREERIDE
SLAYER SS				
REAPER				
FLOW				
FLATLINE				

MULTIPLE WAYS TO LOVE THE RIDE.

## Rugged fun

OUR TEST DEPARTMENT IS THE COAST MOUNTAINS. OUR TECHNOLOGIES ARE THE ENVY OF ALL. OUR VERTEX WERE CONCEIVED WITH RUGGED TERRAIN IN MIND. WHETHER YOU'RE A WEEK-END WARRIOR OR CRUSHING THE COMPETITION, VERTEX DELIVER THE GOODS. AGAIN AND AGAIN.



### VERTEX INNOVATIONS



#### GIV'R

18 years of global competition, from medals at the Olympics and World Cup victories to stage races of epic proportions, the Vertex clearly stands above the rest. This year, a completely new, full carbon Vertex RSL has taken another huge leap forward. Featuring Race Tuned Compact (RTC) geometry, an evolution that stems from our experience. Rip it up with superior handling XC race geometry. Equipped with a cockpit feel and a frame stiffer and lighter than ever, the Vertex is clearly tuned for speed.



#### LIGHTER! FASTER!

Stand back. Prepare for lift-off with a carbon fibre monocoque frame. Not only is this the lightest mountain bike frame we've ever produced, the Vertex RSL also boasts incredible stiffness and performance that attains an even higher level! Featuring FORM™ design technology, you can expect maximum power transfer and precision steering from this lean, mean racing machine.

### VERTEX TECHNOLOGIES



## < VERTEX 50 RSL

MODELS	XC RECREATIONNAL	CROSS COUNTRY	XC MARATHON	SUPER XC	29'S
EDGE	_____	_____	_____	_____	_____
STRIKE	_____	_____	_____	_____	_____
FLARE	_____	_____	_____	_____	_____
VAPOR	_____	_____	_____	_____	_____
SOUL	_____	_____	_____	_____	_____
FUSION	_____	_____	_____	_____	_____
TRAILHEAD	_____	_____	_____	_____	_____
HAMMER	_____	_____	_____	_____	_____
VERTEX	_____	_____	_____	_____	_____
ELEMENT	_____	_____	_____	_____	_____
ALTITUDE	_____	_____	_____	_____	_____
SLAYER SXC	_____	_____	_____	_____	_____

# URBAN AND PATH BIKES

On or off the beaten path

NO MATTER WHICH ROAD YOU TRAVEL IN LIFE, OUR URBAN AND PATH BIKES COMBINE PERFORMANCE, SAFETY AND COMFORT TO GIVE YOU THE ULTIMATE RIDE. BETTER HANDLING. BETTER BRAKING. BETTER RIDING POSITION. THAT'S A LOT OF BETTERS. PLUS, THE ENVIRONMENT WILL LOVE YOU FOR IT.



## RC INNOVATIONS



### NEW TOP TUBE DESIGN

Don't get excited. That's top tube, not tube top. Now that we've cleared that up, let's talk Delta Process Moulding (DPM). What is it? Well, it's a newly designed shape that increases lateral stiffness. In other words, major performance.



### STOP RIGHT THERE

We didn't limit improvements to a new down tube shape. Featuring bi-axial design, the new down tube pulled out all the stops for maximum pedalling power transfer and giving you improved braking performance. Because you never know what's going to leap out at you.



### THE SHAPE OF BIKES TO COME

Why the S-bend you ask? Well, other than the fact that it looks hot, the major reason behind this new frame design is that it absorbs vibrations much better so that you can enjoy a smoother ride—city or country.

## RC TECHNOLOGY



< RC 30 DISC

#### MODELS

METRO  
WHISTLER  
LAKESHORE  
RC

#### HYBRIDS

#### COMMUTING

#### ROAD PERFORMANCE

# ROAD BIKES

## Pave the way

THE SOLO RSL ROAD BIKES. RSL, YOU ASK? THAT'S SHOPTALK FOR RACING SUPER LIGHT. LIGHT (DID WE SAY LIGHT?), SOLID AND STREAMLINED, IT'S THE PERFECT RACING MACHINE.



### SOLO INNOVATIONS



#### LIGHT AND MAGIC

The lines are modern. Clean, straight and built with an ultra-light blend of carbon fibre, the new Solo features a Monocoque High Modulus Super Light frame. For you this means less weight and superior overall handling.



#### SEAMLESS PERFORMANCE

Full carbon dropouts are lighter and stiffer than conventional ones. The end result? Improved performance and a very smooth seamless look that will make your RSL the envy of the pack.



#### 350 GRAMS OF BLISS

Excuse our enthusiasm. With a unique tube to tube construction, our RSL fork can be as light as 350 grams. Simply put, with such low weight, we've made zero compromise when it comes to front end or lateral stiffness.

### SOLO TECHNOLOGY

*MONOCOQUE HIGH MODULUS* **SL**

## < SOLO TEAM RSL

#### MODELS

OXYGEN  
PRESTIGE  
SOLO RSL  
SOLO SST  
SOLO CX  
SHERPA  
BOROUGHES

COMMUTING

ROAD PERFORMANCE

ROAD ELITE

TIME TRIAL

CYCLO CROSS

TOURING

TRACK

# LADIES

## Leader of the pack

LADIES, MEET THE ELEMENT L.O., SISTER TO THE 2007 BIKE OF THE YEAR. DESIGNED WITH WOMEN IN MIND, THE ELEMENT L.O. COMBINES RACE WINNING PERFORMANCE AND LIVELY LOOKS. STEP ASIDE GENTLEMEN, YOU JUST MAY HAVE MET YOUR MATCH.



## ELEMENT L.O. INNOVATIONS



### SORRY GUYS

The Element L.O. is made for women. With a shorter top tube, narrower handlebars and smaller grips, the Element is specifically created for a woman's build. We've even thought of a 13.5 inch model—no more excuses, you'll love the ride.



### YOU'VE GOT THE LOOK

Style, meet performance. Performance, meet style. Now that we've got the introductions out of the way, let's just say that the Element is one hot bike. With 12 years of evolution and global race dominance, fresh colours and decals, the only drawback is that it may inspire a little jealousy.



### YOU GO GIRL

With a geometry and suspension rate designed for cross country riding and racing, the 3DLink™ technology that drives the Element is built for speed and performance. It's the proud offspring of our XC race platform, bringing power to the pedals, not to mention precision steering.

## ELEMENT L.O. TECHNOLOGIES



## < ELEMENT L.O.

MODELS  
FUSION L.O.  
VERTEX L.O.  
ELEMENT L.O.

XC RECREATIONAL

CROSS COUNTRY

XC MARATHON

2009

