

COMPANY GUIDE

2025



GRAVITY SPORTS GROUP



CONTENT

YOUR PARTNER SINCE 2002

Since 2002, we've been a reliable partner in the specialist trade and are now one of the leading importers and distributors of motocross, motorcycle, and MTB apparel.

23 of our 46 team members share a true passion for the sport – just like your customers.

STRONG BRANDS FROM ONE SINGLE SOURCE

O'NEAL ranks among the global top 4 off-road brands. With ONE Industries and KINI Red Bull, we offer a compelling portfolio for everyone from beginners to pro riders.

In MTB, O'NEAL is well established, and our presence in the ADV and road segment is growing – led by the Sierra Adventure Helmet.

RELIABLE LOGISTICS & SMART PROCESSES

We supply to 1,500 dealers and 50 distributors in Europe, Asia, Middle East and Africa with a 5,000 sqm logistics center and an average stock of 500,000 items.

Orders placed before 3pm are shipped same day. Since 2005, our B2B online shop has provided real-time stock info, order tracking, and easy access to your documents as well as CE-docs, pictures, ad templates etc.

PARTNERSHIP THAT MATTERS

Our 30-person sales team supports you directly across Europe. We listen, act, and see ourselves as problem-solvers. With expertise, quick responses, and dedication, we work hard to help you succeed.

Welcome to the Gravity Sport Group - Let's grow together.



Thomas Schwarz
Managing Partner,
Gravity Sports Group



Roberto Evangelista
Head of B2B Sales
Gravity Sports Group



Premium Performance

ONE Industries stands for uncompromising quality, cutting-edge design, and performance-driven gear for riders who expect nothing but the best. With a focus on innovation and premium materials, ONE delivers products that set new standards in style, protection, and durability.



Best Price, No Compromise

O'NEAL combines decades of experience with unbeatable value. Offering reliable gear at the best price-performance ratio, O'NEAL is the go-to brand for riders who want solid protection, proven quality, and style.



Ride with Purpose

KINI Red Bull represents passion, purpose, and the spirit of champions. Rooted in racing heritage and fueled by the Red Bull lifestyle, KINI stands for authentic gear that inspires riders to push their limits and live their dreams on and off the track.

DISTRIBUTED BY FOUR MAIN HEADQUARTERS



USA, South America and Canada:
(since 1970)
O'NEAL Distributing, California

AUS/NZ: (since 1986)
Cassons PTY. in Eastern Creek

EU, Africa, Asia: (since 2006)
O'NEAL Europe, Vaihingen/ Enz

CHINA: (since 2018)
**Asia Sales, Sourcing, QC and
Trademark Protection**

YOUR INTERNAL SALES TEAM

Join forces with us for guaranteed success in your business!



Roberto Evangelista
Head of B2B Sales + Key Account
Manager & Team Lead ITA/DE/AT
re@oneal-europe.com



Marjorie Aschoff
Team Lead & Key Account
Manager FRA/BENELUX/CH/MA
ma@oneal-europe.com



Dalibor Saric
Key Account Manager
GER/AT/CH + DI Area Manager
ds@oneal-europe.com



Fabio Mattei
Team Lead & Key Account Manager
ES/AND/PL/CZ/RO + DI Area Manager
fm@oneal-europe.com



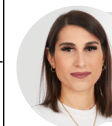
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Ronja Kirschenmann
Team Lead Customer Support
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Clarence Broome
Customer Support
cbr@oneal-europe.com



Mine Busati
Customer Support Drop Ship
mbu@oneal-europe.com



Sandra Flach
Customer Support
sf@oneal-europe.com

Please refer to info@gravitysportsgroup.eu
to get the name and contact of the
GSG representative in your area.

YOUR BENEFITS AT GSG



We understand that time is money, and that's why we've made it our top priority to provide you with a simple and easy-to-use B2B Shop.

Our goal is to make the purchasing process as seamless as possible. We offer a variety of product categories to choose from, and our search function makes it easy to find specific items. Plus, our streamlined checkout process ensures that you can complete your purchase quickly and without any hassle.

Whether you're a first-time visitor or a regular customer, we want to make sure your experience with us is a positive one. If you have any questions or need assistance, our customer support team is always here to help:

B2B Shop: www.gravitysportsgroup.eu
Phone: +49 (0) 7042 28900-0
Email: info@gravitysportsgroup.eu



OUR DELIVERY PROMISE



**INCOMING ORDERS BEFORE
3PM CET***

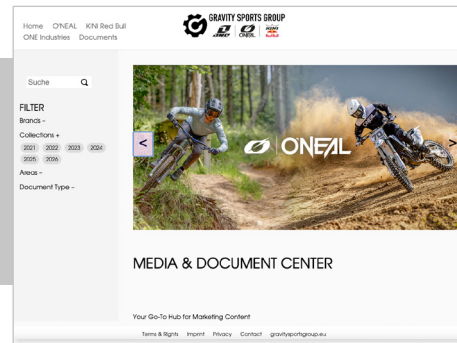
ON WORKING DAYS WILL LEAVE
OUR HOUSE ON THE SAME DAY

YOU CAN ALWAYS REACH OUR TEAM
MONDAY TO FRIDAY FROM 8AM UNTIL 6PM CET

IF THE TIME IS TIGHT AND YOU WANT US TO
DELIVER DIRECTLY
TO YOUR CUSTOMER,
WE WILL DO IT WITHOUT ADDITIONAL CHARGES

* Orders placed before 3pm and containing up to 50 items will be shipped on the same day (and provided with a tracking number).

YOUR BENEFITS AT GSG

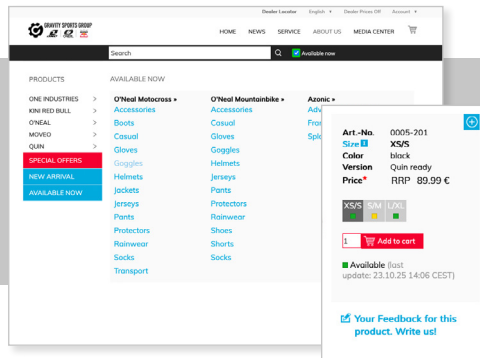


OUR NEW MEDIA CENTER

We make it easy for you – in our media center you can download the Workbook, Posters and all the available Marketing Assets directly for you to use.



SCAN TO GET TO
THE MEDIA CENTER



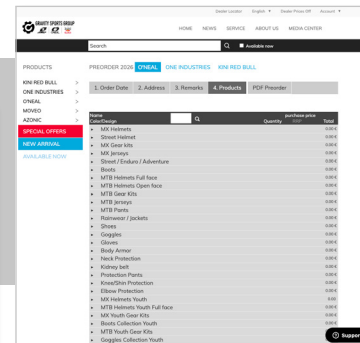
PRODUCT AVAILABILITY*

In our B2B Shop you can directly check the availability of products, or next expected delivery date.



SCAN TO GET TO
THE AVAILABLE PRODUCTS

*only works when logged in



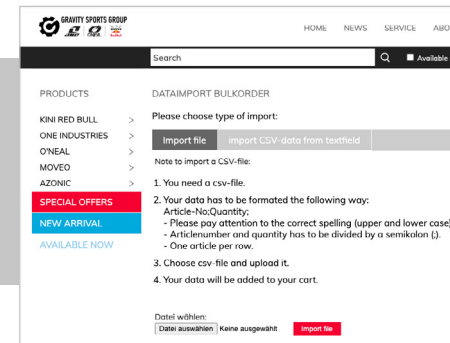
PRE-ORDER TOOL*

Your Pre-order can be created via an extra tool, you only have to enter the desired quantity per size. It is also saveable as a PDF and can be uploaded later in the store.



SCAN TO GET TO
THE PRE-ORDER TOOL

*only works when logged in



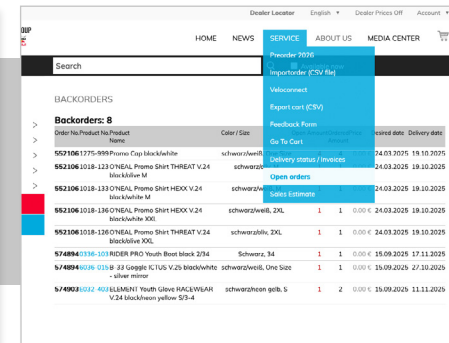
CSV FILE IMPORT*

Fast and efficient: Upload your CSV file and fill your cart in seconds – perfect for bulk orders. Just make sure SKUs and quantities are correct!



SCAN TO GET TO
THE CSV IMPORT

*only works when logged in



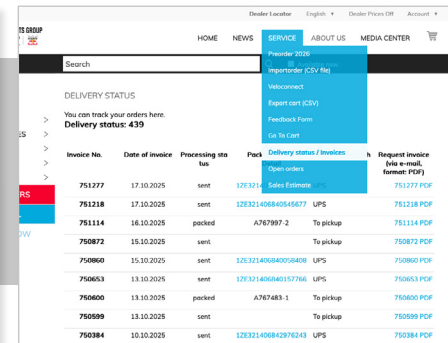
BACKORDER OVERVIEW*

Easily track open backorders and pending deliveries with our clear Backorder Overview. This helps you plan ahead, manage expectations, and stay on top of your supply chain.



SCAN TO GET TO
THE BACKORDER OVERVIEW

*only works when logged in



INVOICE & DELIVERY STATUS*

You can easily track the delivery status of your orders and download your invoices anytime. Everything you need – fast, digital, and always accessible.



SCAN TO GET TO
INVOICES &
THE DELIVERY STATUS

*only works when logged in

ALL NEW GRAVITY SPORTS GROUP MEDIA CENTER

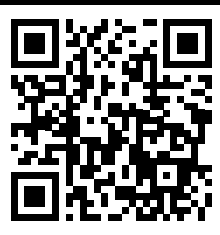
We're excited to introduce the all-new Gravity Sports Group Media Center — your central hub for all marketing assets across our brands O'NEAL, ONE Industries, and KINI Red Bull.

YOUR GO-TO HUB FOR ALL MARKETING ASSETS

Discover everything you need to tell **powerful stories** and showcase our brands. From action-packed lifestyle imagery to logos, videos, banners, and product visuals – our Media Center provides a **full range of high-quality assets** ready for your use.

Here you'll find **marketing and sales materials** for O'NEAL, ONE Industries, and KINI Red Bull – perfect for your own channels such as websites, online shops, press releases, social media, ads, newsletters, and catalogs.

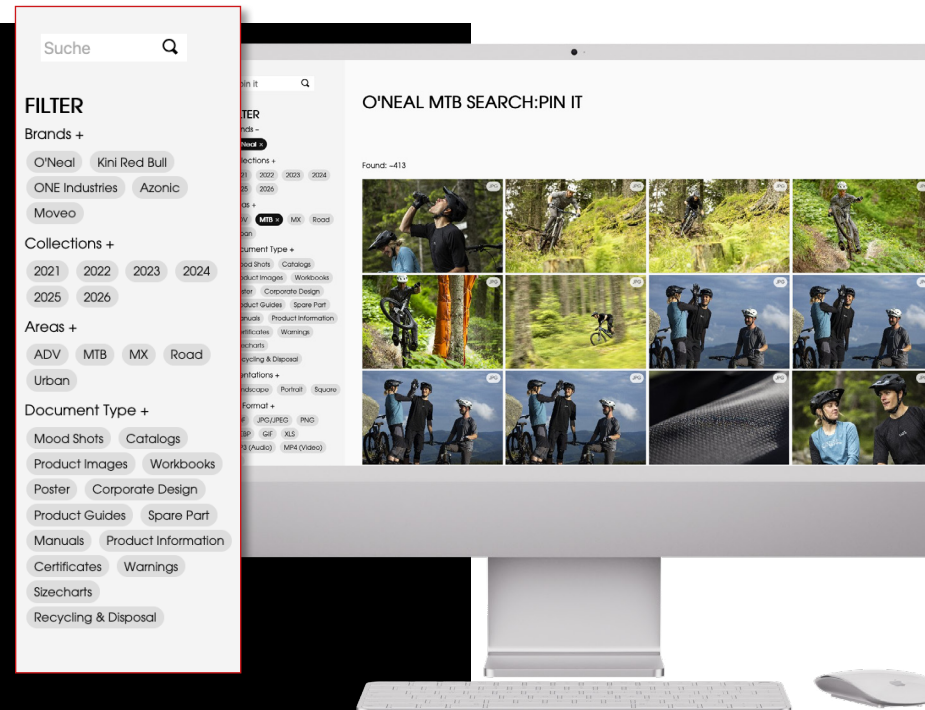
If you need any **customized assets**, please contact us at the following address: info@gravitysportsgroup.eu



**SCAN TO GET TO
THE MEDIA CENTER**

FIND WHAT YOU NEED — FAST

The Media Center offers several intuitive ways to search and filter content.



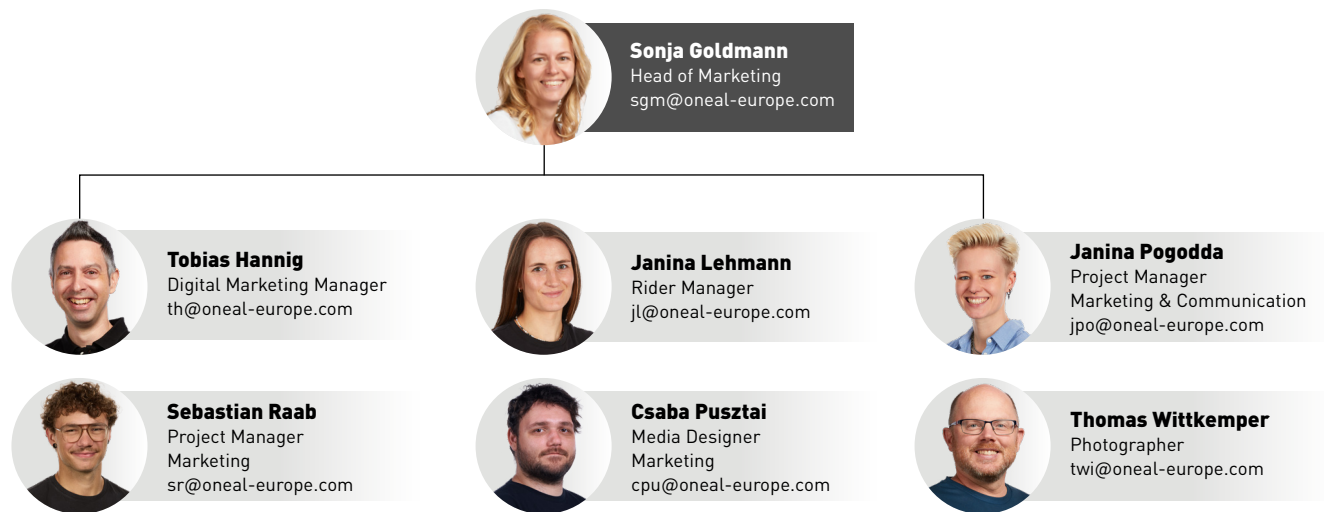
You can easily:

- Use the **search bar** for quick access
- **Select by brand** – O'NEAL, ONE Industries, or KINI Red Bull
- **Browse collections** from 2021 to 2026
- **Filter by area:** Adventure, MTB, MX, or Road/Urban
- **Sort by document type**, such as:
 - Mood Shots
 - Catalogs
 - Product Images
 - Workbooks
 - Posters
 - Corporate Design
 - Product Guides
 - Spare Parts
 - Certificates
 - Manuals
 - Product Information
 - Warnings
 - Size Charts
 - Recycling & Disposal

ALWAYS UP TO DATE

We'll be updating the Media Center regularly.

YOUR MARKETING TEAM



Marketing is no longer
about **the stuff that you make,**
but about **the stories you tell.**

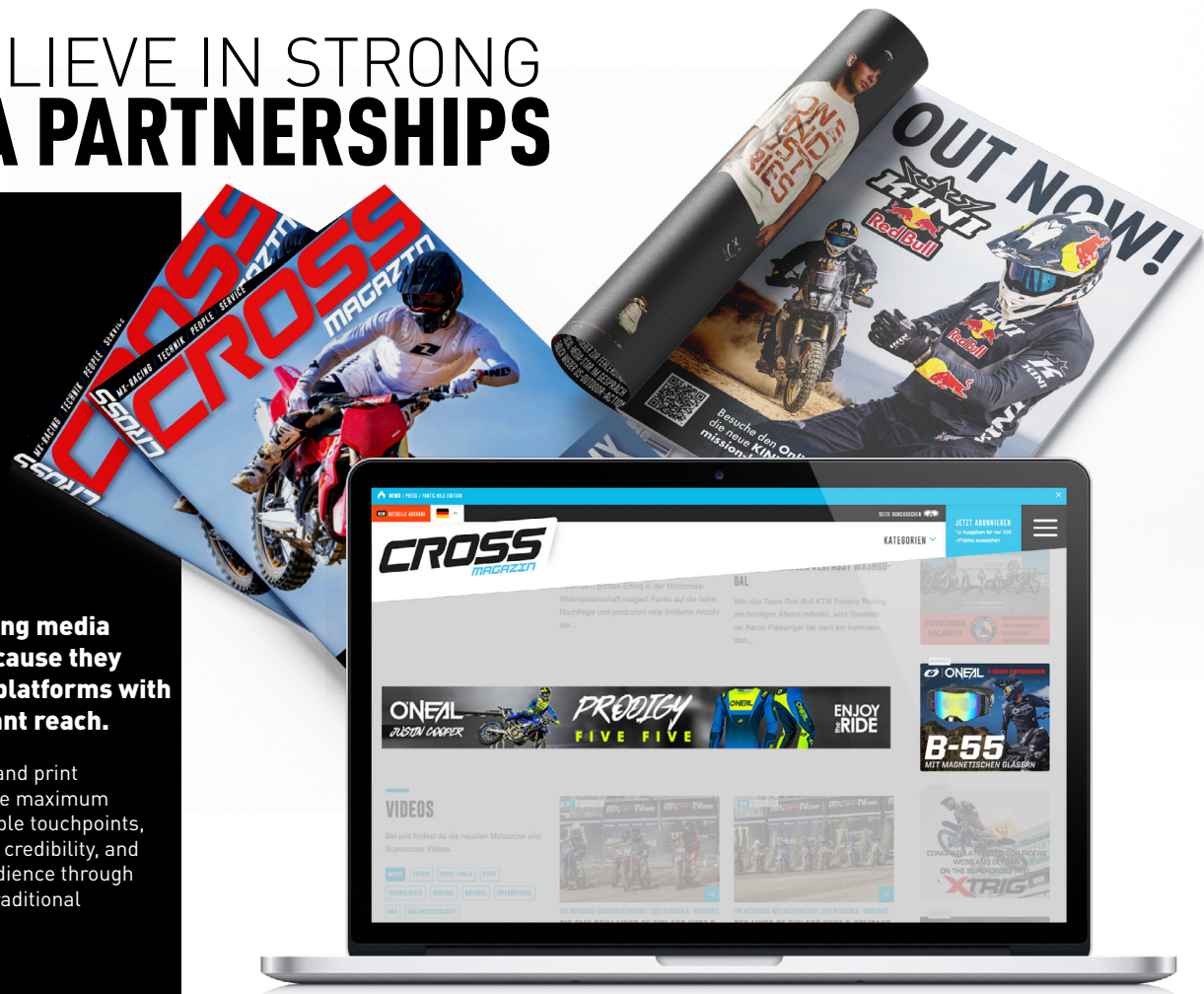
- Seth Godin



WE BELIEVE IN STRONG MEDIA PARTNERSHIPS

We invest in strong media partnerships because they provide trusted platforms with broad and relevant reach.

By combining digital and print advertising, we ensure maximum visibility across multiple touchpoints, strengthen our brand credibility, and engage our target audience through both innovative and traditional channels.



OUR LATEST MEDIA PARTNERS

MX PARTNERS

CROSS
MAGAZIN

MX TICKETS

MOTORRAD
Europas größte Motorradzeitschrift

DIRTBIKER
MAGAZINE

MX1
onboard.com

MX2K
ONLINE MOTOCROSS

MX
MAGAZINE
LE MEILLEUR DU MOTOCROSS

moto
verte

MOTOCROSS
ACTION MAGAZINE

MOTOCROSS
ENDURO

ENDURO
MAGAZINE
www.enduromag.fr

SWAP
MOTO
LIVE

M

BIKE PARTNERS

mtb
NEWS

DOWNHILL
24

MOUNTAINBIKE
ACTION

FREERIDE

saz
bike

bike

world of **mtb**

Big Bike
FREERIDE/DIRT/STREET RACING
MAGAZINE

mountain
BIKE



SINCE 1970

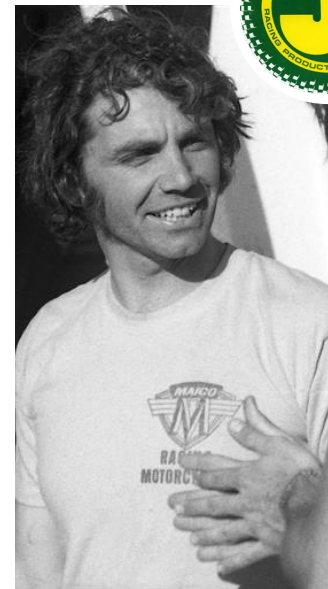
In the foothills of Los Angeles California, during the 1960s, a young man named Jim O'Neal would ride his modified triumph to high school. After school and on weekends Jim would put his bike through its paces, hitting the dirt trails and carved tracks that peppered the hillside above the city.

In 1966, these same riding locations became host to America's first motocross race at Hopetown. It was then that Jim's passion for riding turned to racing and in 1970, O'NEAL was born.

Now, more than 50 years later, our dedicated team is still working every day to develop products that will allow our riders to go further and ride faster than ever before. We understand what it takes to stay at the top of the game.

O'NEAL products not only support your passion, but also showcase your style and personality on racetracks, trails, downhill courses, in bike parks and on the street. We support riders so that they can do what they do best and strive to contribute to the sports of MX and MTB as they continue to progress.

Two wheels with an engine or only pedals, the philosophy for O'NEAL has been (and always will be) the same – the pursuit of excellence and innovation in riding gear.





PRODUCT RANGE

MOUNTAINBKE



STREET



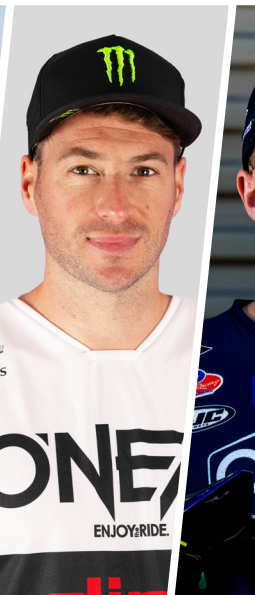
MOTOCROSS/ ENDURO



ADVENTURE



ATHLETES & INFLUENCERS

												
BUTTERY	DYLAN FERRANDIS	TOMMY SEARLE	JUSTIN COOPER	MAIKEL MELERO	ANTONIO NAVAS	KIM IRMGARTZ	999LAZER	ROCKSTAR HARLEY	STEFAN GARLICKI	RÉMY MÉTAILLER	ADOLF SILVA	STEFAN MÜLLER
 902K followers  613K followers  174K followers	 247K followers	 190K followers  47K followers	 172K followers  13K followers	 142K followers  103K followers	 101K followers  257K followers	 20K followers  4K followers	 125K followers  338K followers	 152K followers  2.2M followers  32K followers	 121K followers  135K followers	 116K followers	 135K followers	 116K followers  17K followers

ONE

INDUSTRIES



SINCE 1997

Founded in 1997, ONE has been a pioneer of global innovation, starting with moto graphic kits and seat covers before evolving into industry-leading gear, helmets, gloves, and casual wear for riders worldwide.

Over time, ONE expanded into mountain bike gear and helmets, yet the philosophy never changed: a relentless focus on crafting the best products for riders. A recent hiatus gave us space to reflect and return with a refreshed vision – combining technological excellence with a deeper understanding of what true innovation means.

For us, advanced features are a given. What matters is that every rider – no matter their skill level – feels equipped with the very best and enjoys an experience beyond the technical.

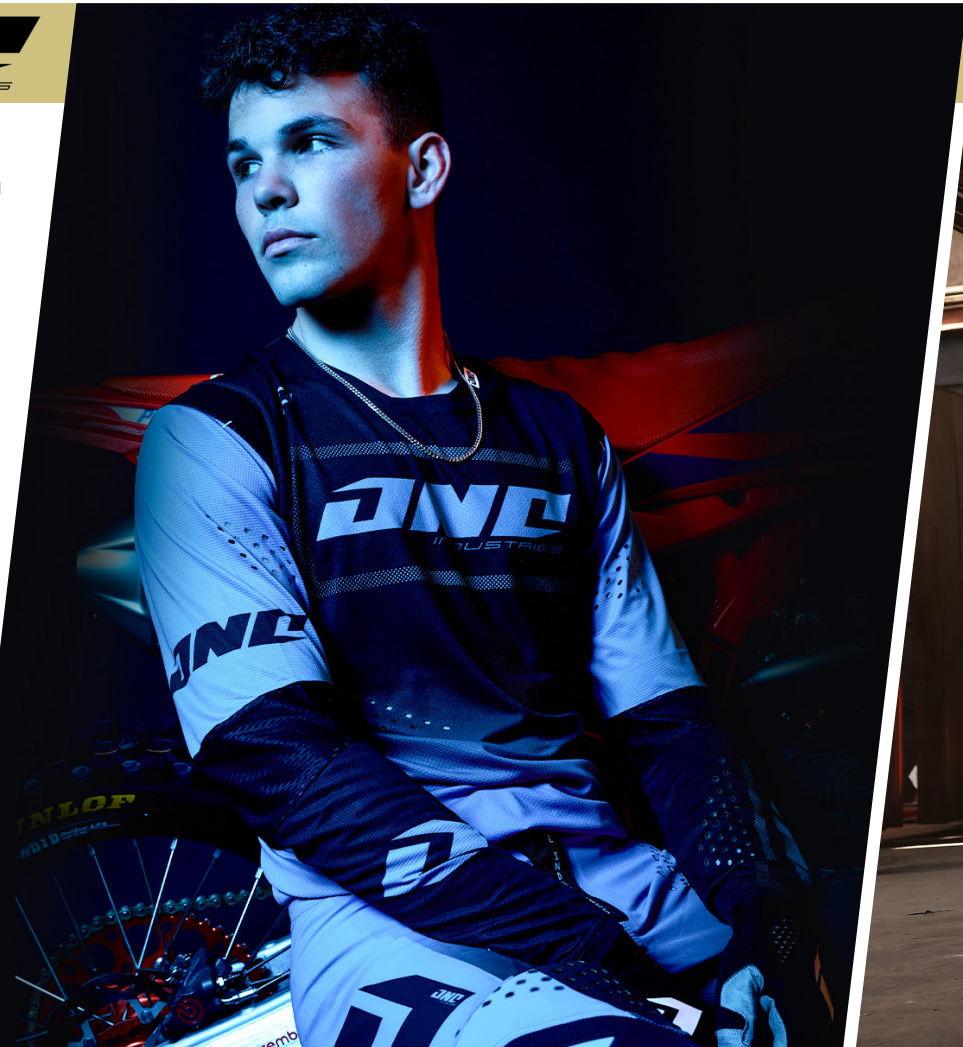
Our “Engineered from Within” philosophy is driven by passionate designers, developers, and riders who shape the brand daily. As an independent company, we remain deeply connected to our sport and determined to create something exceptional.

ONE is not about mass production or cutting corners. Every product line is crafted with uncompromising quality, often in limited runs to ensure exclusivity. While this may lead to temporary unavailability, it guarantees gear that stands apart.



PRODUCT RANGE

MOTOCROSS



CASUAL



ATHLETES



KELANA HUMPHREY

📷 137K followers
🎵 26K followers



JULIEN «JUU» BEAUMER

📷 116K followers
🎵 17K followers



LINKON LEAVERTON

📷 67K followers



JORGE ZARAGOZA

📷 75K followers
🎵 24K followers



LORENZO CAMPORESE

📷 60K followers



LUCA NIERYCHLO

📷 3,5K followers



KINI



Red Bull

SINCE 2002

Austrian motor and enduro sports are inseparably linked to the name Kinigadner. For over two generations, the family from Zillertal has shaped international racing history – beginning in 1953 when Johann Kinigadner Sr. won silver at the first Tyrolean Alpine Rally.

In the 1970s, Hansi, Heinz, and Klaus Kinigadner rose to prominence in motocross. Heinz, in particular, left a lasting mark with his world championship titles in 1984 and 1985. In the 1990s, he shifted his focus to enduro and rally racing, highlighted by his participation in the 2000 Dakar Rally.

Their story also carries moments of tragedy. In 1984, Hansi suffered a spinal cord injury after a motocross crash. In 2003, Heinz's son Hannes was paralyzed in a charity race accident, leading Klaus to end his career in 2004.

Following Hannes' accident, Heinz co-founded the Wings for Life foundation with Red Bull, dedicated to finding a cure for spinal cord injuries through global research. Today, 10% of every KINI Red Bull product sold supports this mission.

With over 50 years of passion and success, the Kinis' spirit lives on – both within the family and through the KINI Red Bull brand, offering premium enduro apparel and gear that reflect their relentless drive.





PRODUCT RANGE

ADVENTURE / ENDURO



MOUNTAINBIKE



CASUAL





ATHLETES



MATTHIAS WALKNER

📷 268K followers



EDGAR CANET

📷 110K followers



TOBIAS EBSTER

📷 19,3K followers



TOBI MERZ

📷 12,2K followers



RADEK BILEK

📷 6,7K followers

FOR A GREENER FOOTPRINT

Born from a passion for movement in nature, GSG has made it its mission to act more sustainable.

With a growing commitment to recycled materials, minimalist packaging and social responsibility, we believe we can make a difference even in our first steps of this journey.

The climate crisis affects us all, but we decide how to deal with it. Sustainability isn't a destination for us – it's an ongoing process. We're actively working to improve step by step, and have already taken important first measures.

OUR LONG-TERM STRATEGIC GOALS CONSIST OF



Climate neutrality with full supply chain decarbonization by 2050.



Reduce greenhouse gas emission impacts – with focus on scope 3 by 30% by 2030 and compensate the rest by 2040.



Use of recycled and certified materials and minimization of packaging waste by 20% by 2030.



30% recycled or environmentally friendly materials in all products by 2035.

One of our key milestones has been the optimization of our packaging: we now use recycled and certified materials, minimize packaging volumes, and avoid plastic wherever possible.

We've also started integrating recycled and more eco-friendly materials into our products. Our focus goes beyond raw materials – we aim to create long-lasting products that are, in the future, part of a circular system.



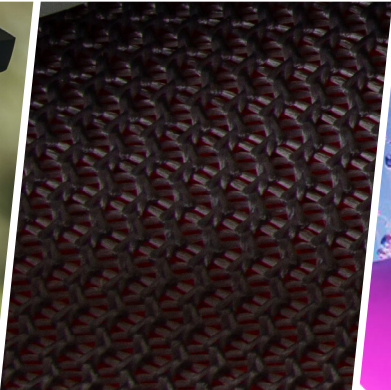
Distinguished by our innovative technologies, our special designs and the interplay between comfort and safety, we work to constantly improve our products and make the fun of riding safer.

OUR ROAD TO SUSTAINABILITY



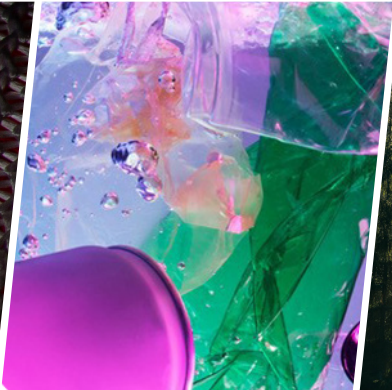
THE LONG ROAD TO SUSTAINABILITY

We believe that environmentally friendly action is a common cause and that everyone can make a difference.



MATERIALS THAT MATTER

We focus on innovative materials that combine performance and sustainability – using more recycled and certified fabrics with every step forward.



PACKAGING, PLASTIC AND RECYCLING

One of our overarching strategic goals is to minimize our packaging and reduce our packaging waste.



SOCIAL COMPLIANCE AND SUPPLY CHAIN

An important milestone regarding compliance is our GSG Code of Conduct.



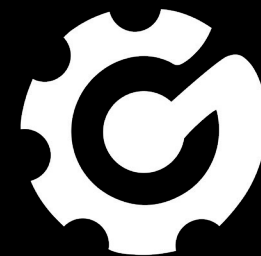
THANK YOU FOR TRUSTING **GRAVITY SPORTS GROUP!**

We are thrilled to be your go-to for support.

Whether you have questions, concerns,
or just want to say hello, don't hesitate
to reach out to us.

We are here to help in any way we can.

So let's connect and make great things
happen together!



GRAVITY SPORTS GROUP



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www.oneindustries.eu

www.mission-kini.com

STRONGER TODAY. **READY FOR THE FUTURE.**



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GSG Company Guide (No Price)
(No Price)

