



ONEAL
—
2027

PRESS RELEASE

O'NEAL CHARGES INTO THE HOLESHOT WITH 2027 MX GEAR RANGE

O'NEAL is kicking off the 2027 motocross season with a refreshed MX collection featuring new colors and graphics across the entire range. From the premium **PRODIGY** line to **MAYHEM**, **ELEMENT**, and the **3SRS MX helmet**, the 2027 collection combines fresh styling with the performance and reliability riders have trusted for more than five decades.

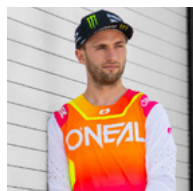
*"The 2027 collection combines fresh new designs with the proven performance O'NEAL has been known for over the years," says **Andy Boller, Head of Product at O'NEAL Europe**. "Our goal was to give each product line its own distinctive look while continuing to deliver the comfort, fit and functionality riders expect from O'NEAL."*

Three collections. One passion for motocross.



PRODIGY
FIVE SIX
WHITE/NEON

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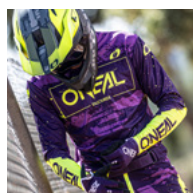


Designed for riders who demand the very best, the **PRODIGY** line represents the premium end of the O'NEAL MX range. Developed with advanced materials, athletic cuts, and race-ready detailing, Prodigy combines a lightweight feel with durable construction to deliver uncompromising performance on the track. With bold new graphics and premium finishes, the Prodigy range represents O'NEAL's most advanced MX apparel offering for 2027.



MAYHEM PAINT
PURPLE // NEON

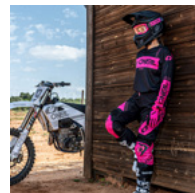
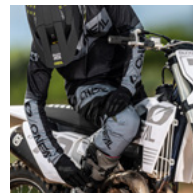
DOWNLOAD MAYHEM MEDIA KIT



The **MAYHEM** line continues to combine proven performance with bold styling. Six new colorways give the 2027 collection a fresh look, while its lightweight construction and rider-focused features make it a reliable choice for every ride.



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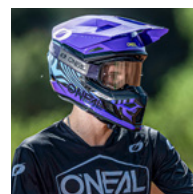
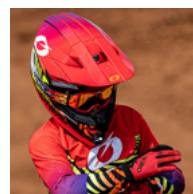
The **ELEMENT** line also returns with a wide range of fresh colors and graphics for 2027. From clean, understated designs to bold race-inspired looks, the collection offers something for every rider looking to express their individual style.

Proven protection. Fresh new look.

For 2027, the **3SRS MX helmet** also receives a range of new colors and graphics. Its proven construction remains unchanged, featuring a durable ABS shell, **ECE 22.06 certification** and a removable, washable comfort liner.



DOWNLOAD 3SRS HELMET MEDIA KIT



The helmet also remains **QUIN Ready**, allowing riders to integrate the optional **QUIN Smart Impact Sensor**. In the event of a serious crash, the system can automatically notify emergency contacts and, where supported, the nearest emergency response service.

Available from July 2026

The **O'NEAL 2027 MX Collection** will be available from **15 July 2026** in adult and youth sizes through authorized O'NEAL dealers and online at www.oneal.eu.

For marketing or media enquiries, please contact: marketing@oneal-europe.com or visit our Media Centre: <https://media.gravitysportsgroup.eu/o'neal/2027>