

# 50

FIFTY YEARS FASTER

## O'NEAL

**EST. 1970**  
*(Founder: Jim O'Neal)*





## THE STORY

*[Founder: Jim O'Neal]*



*In the early 1960's Jim O'Neal was a young teenager living in the foothills outside of Los Angeles, California. Jim's early passion for riding motorcycles quickly became an obsession and in 1961 the 15 year old borrowed a friend's '57 Frances Barnett to race Rough Scrambles in Acton, California. Soon enough, the young man was hooked on racing, taking his bike out across the golden state.*

*A few years later the Europeans traveled to the US to race against the Top TT American racers at the famed Corriganville Movie Ranch (Hopetown) near Jim's home. As racing progressed Jim realized the need for better parts, apparel and accessories to withstand the demands of what would become American Motocross. Soon thereafter, an American Company was born.*



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**THE ORIGINAL O'NEAL OFFICE**  
*[Reseda, California]*





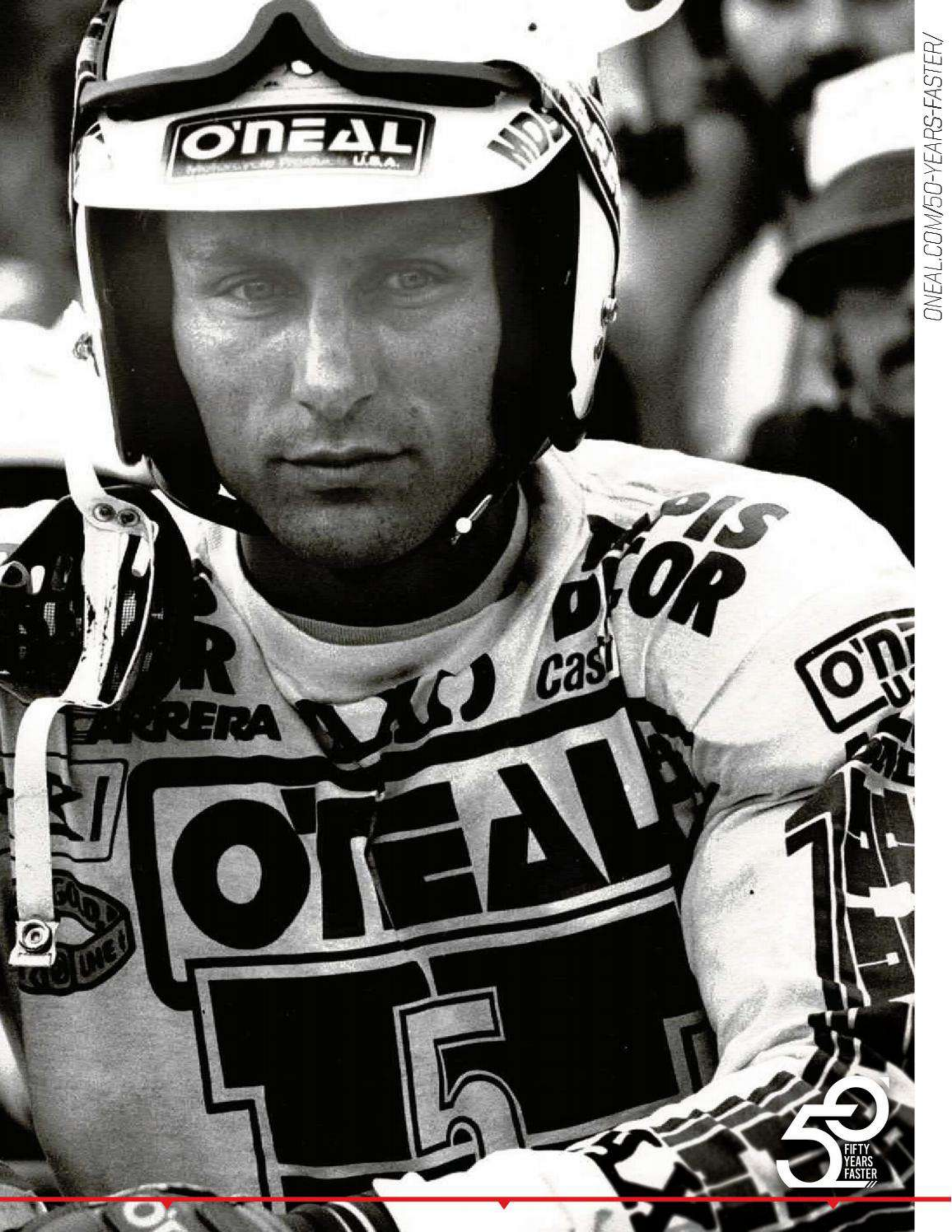


# ANDRÉ MALHERBE

*(The Champion)*

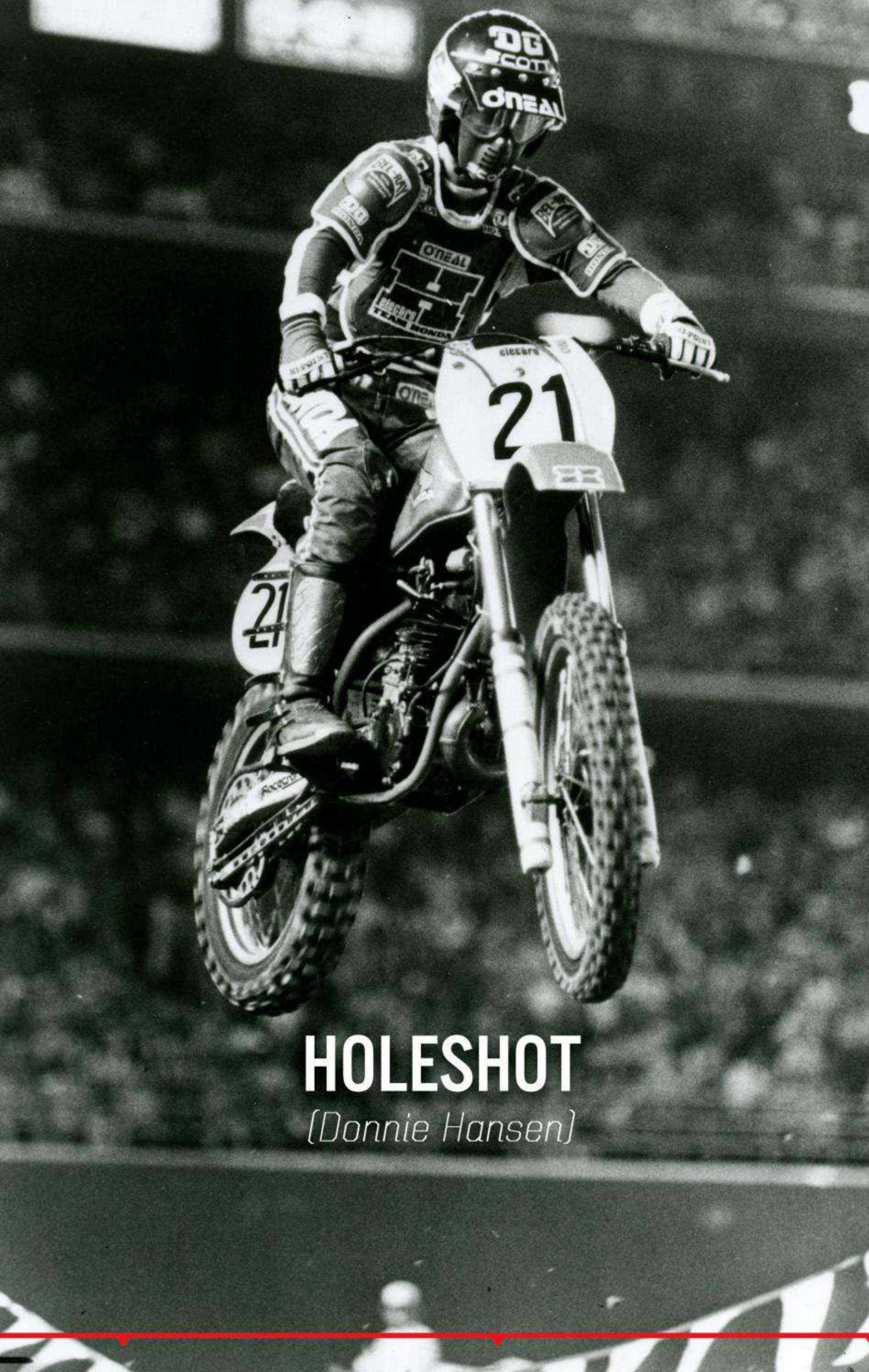






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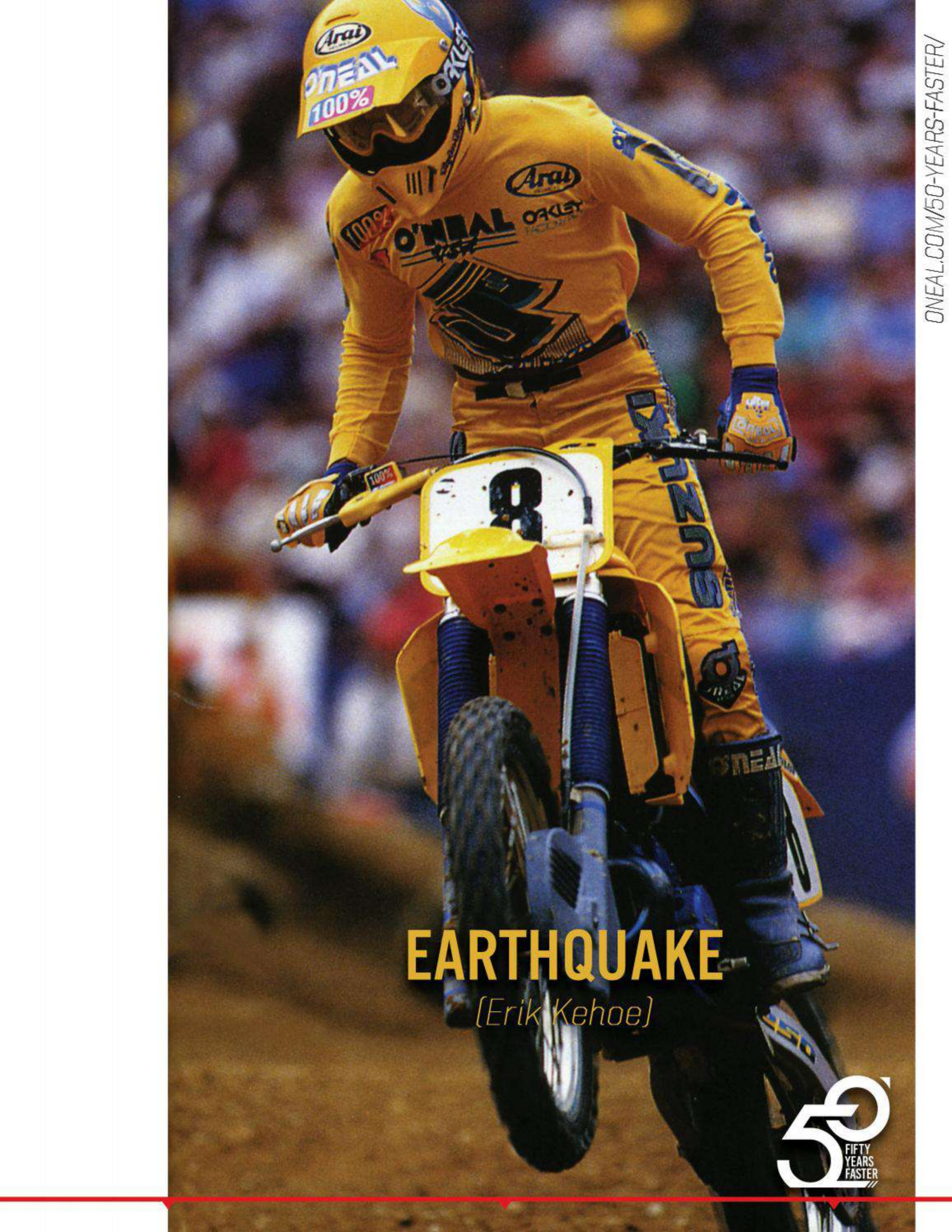




# HOLESHOT

*[Donnie Hansen]*





# EARTHQUAKE

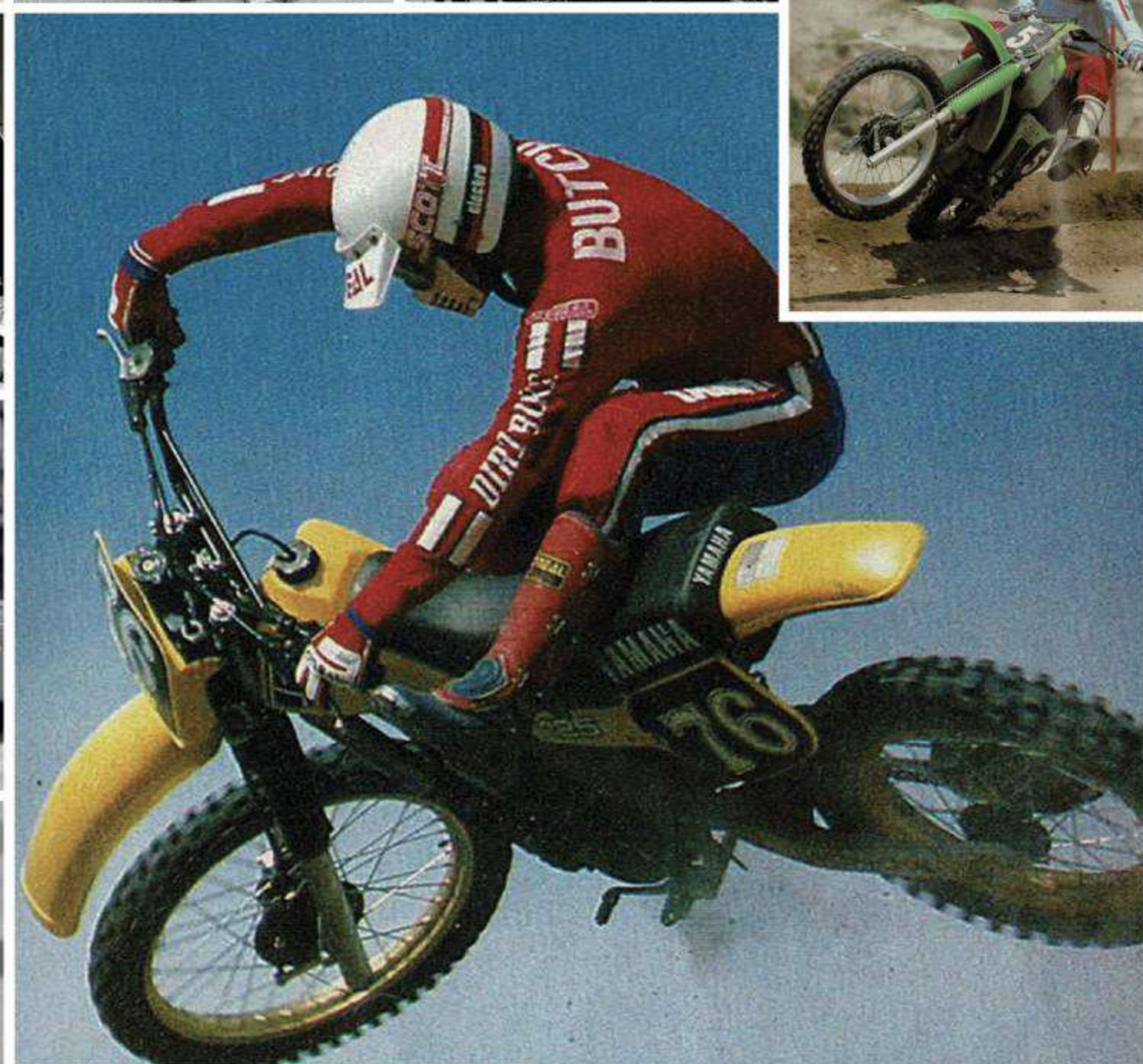
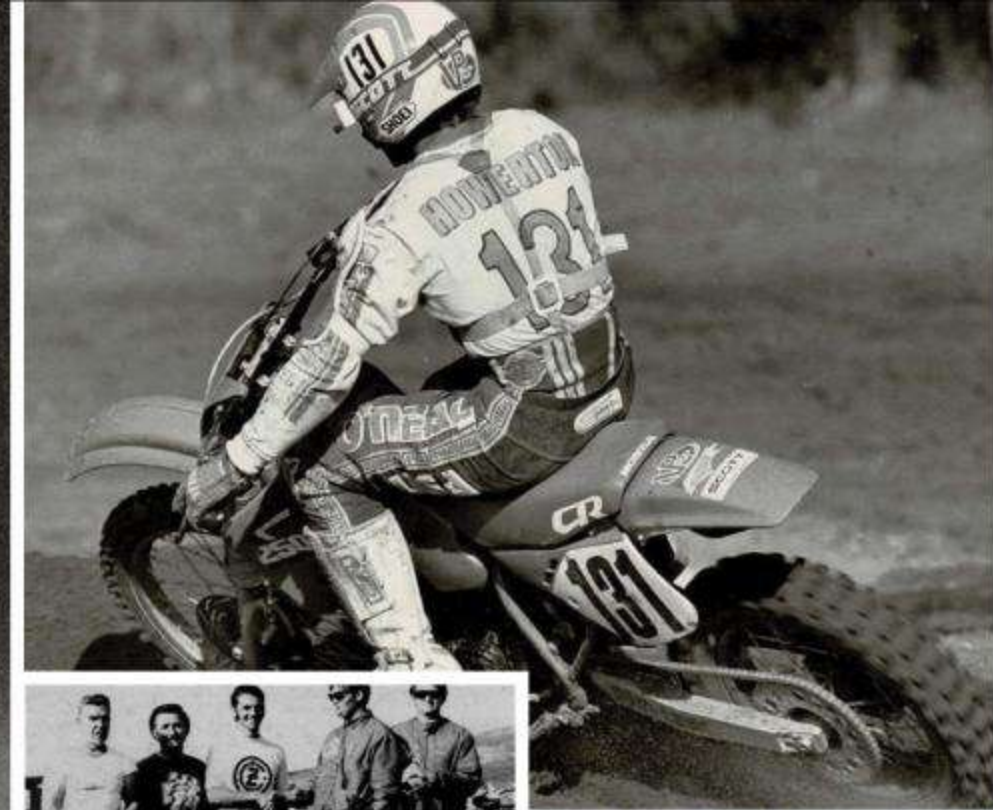
*[Erik Kehoe]*









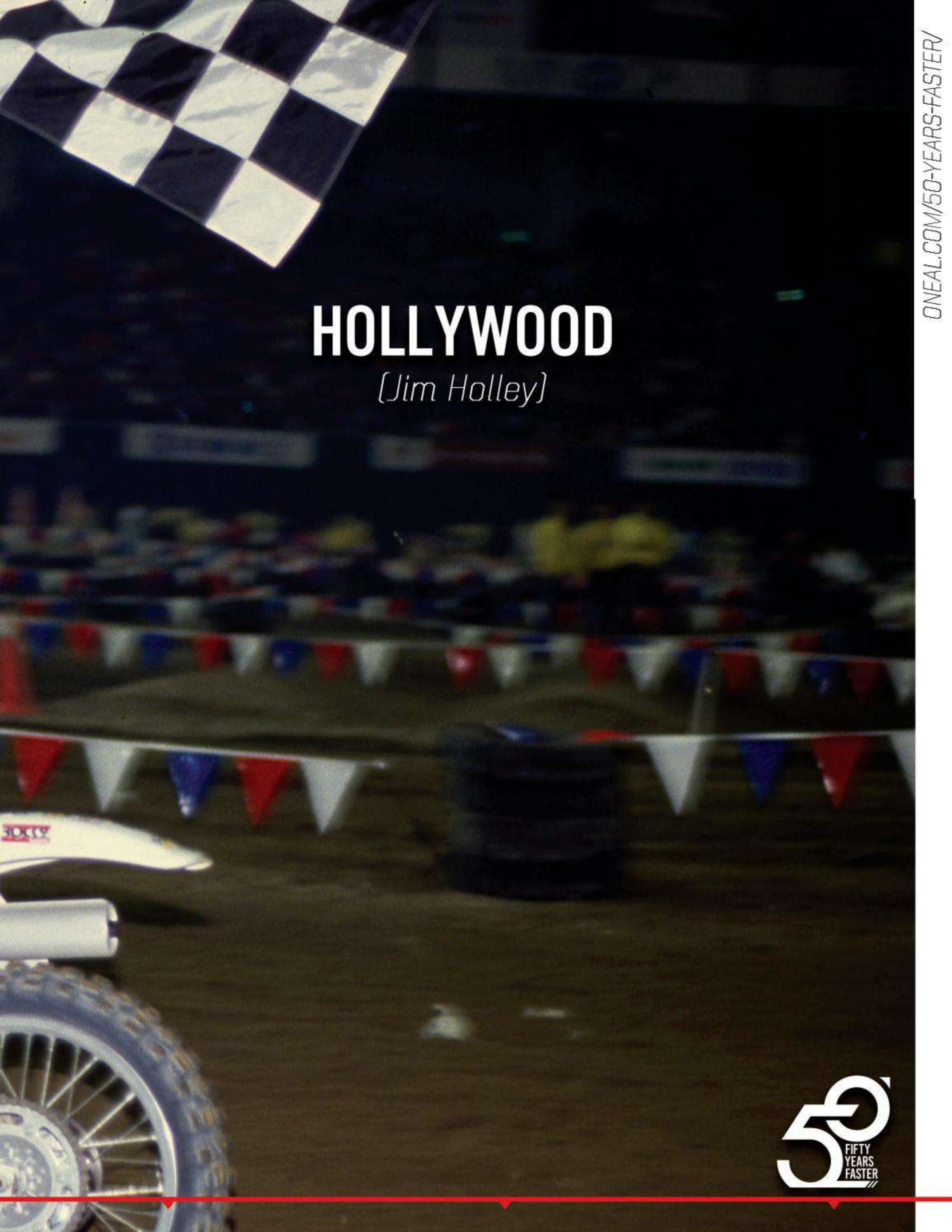


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# HOLLYWOOD

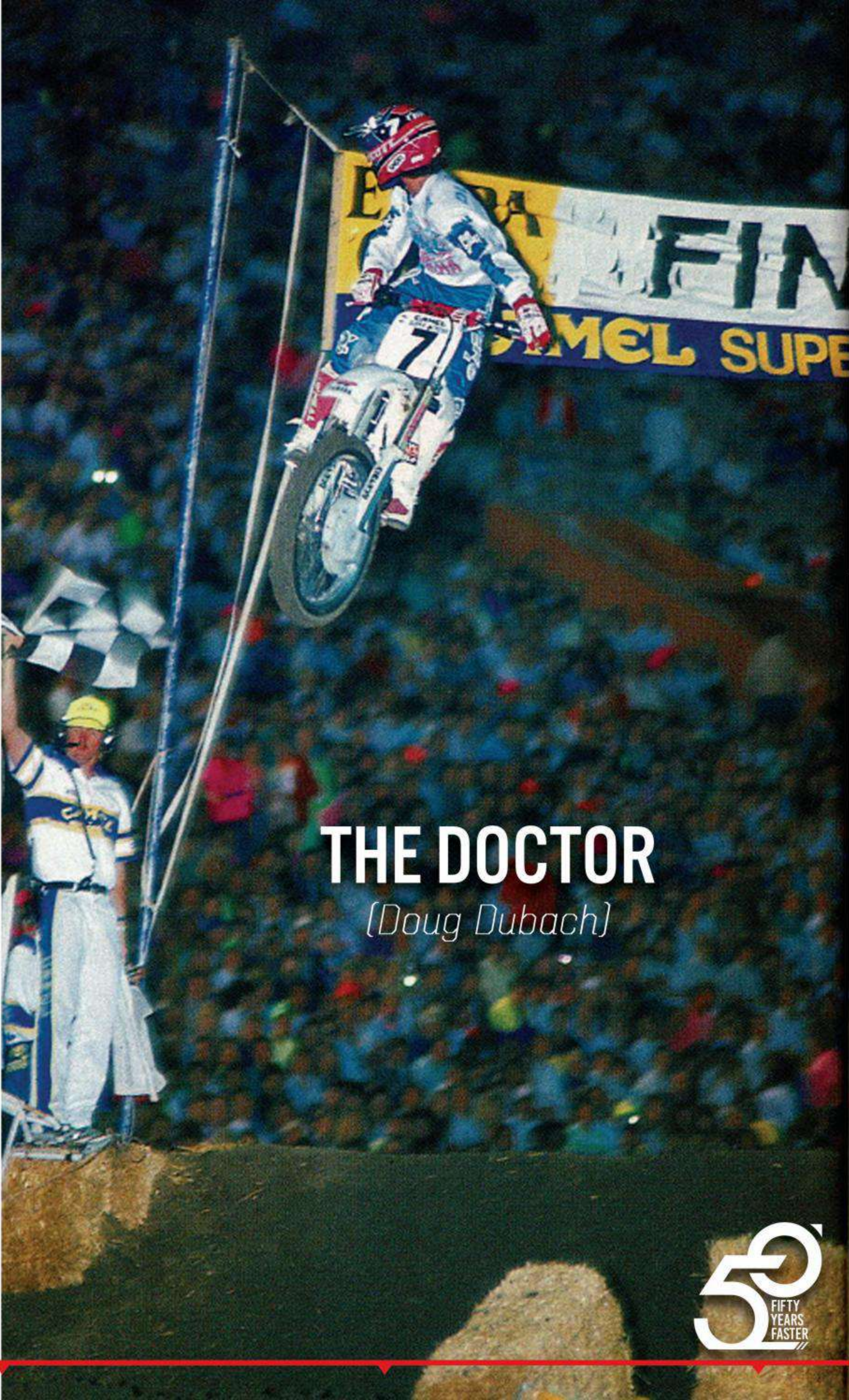
*[Jim Holley]*











# THE DOCTOR

*(Doug Dubach)*











# STINGRAY

*(Mike Craig)*







# SWINKSTER

*(Brian Swink)*



# FINISH

AMA  
SUPER  
SERIES

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## DEEGAN

*(Brian Deegan)*

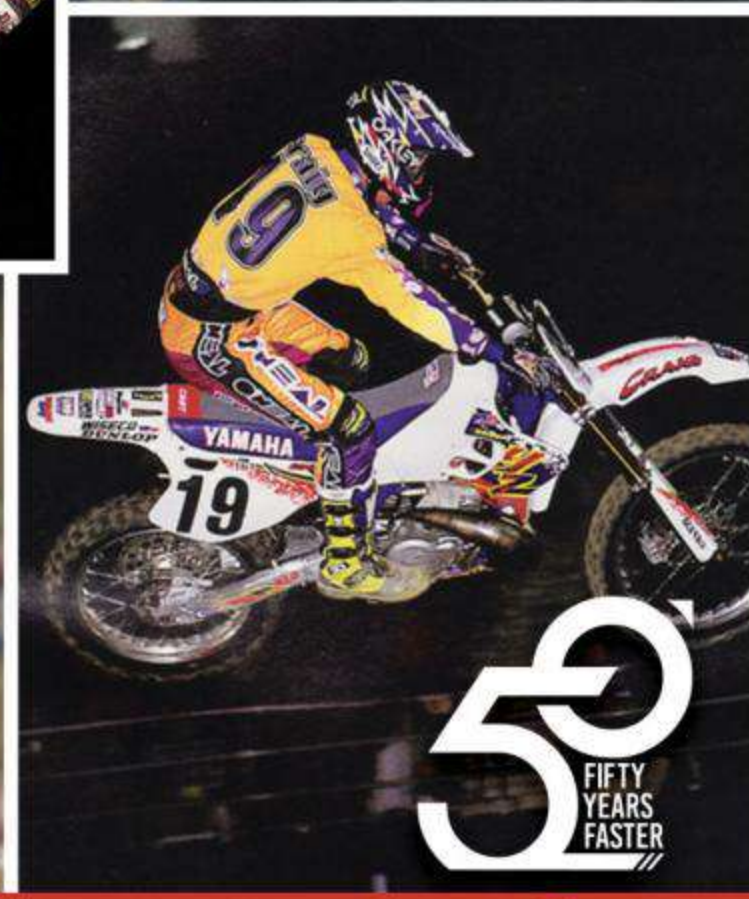
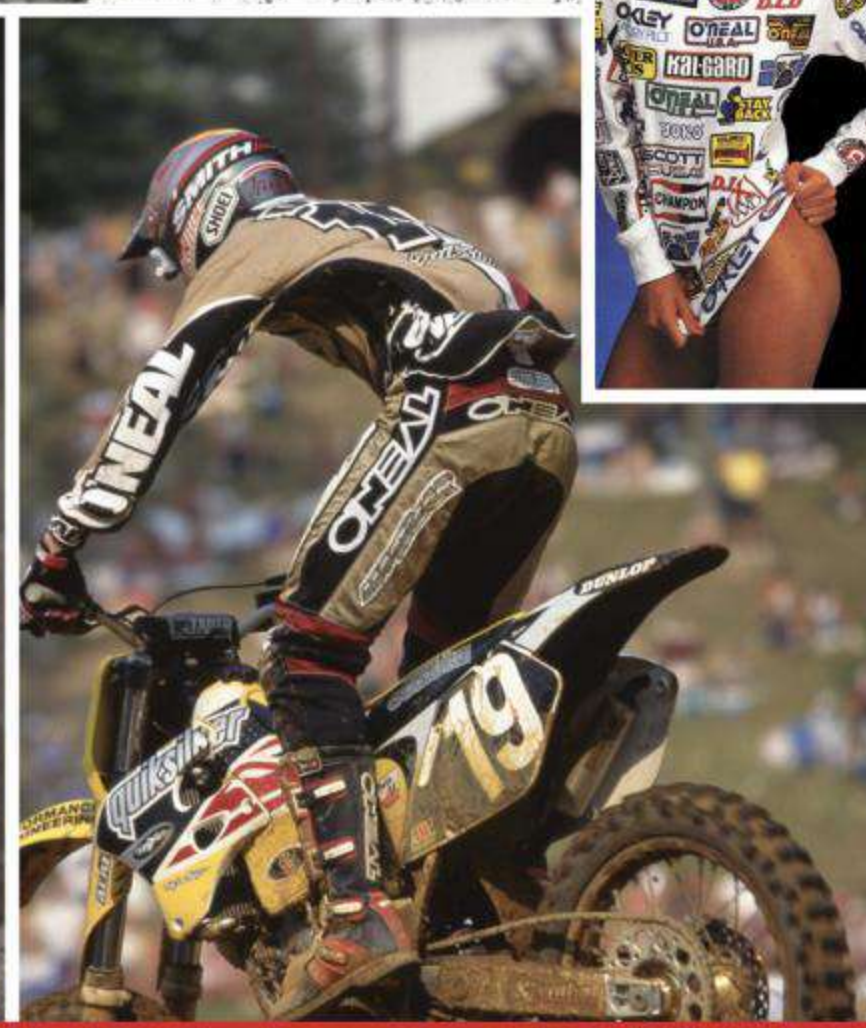
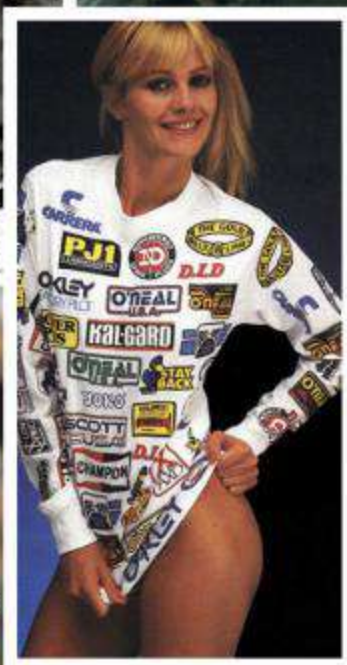


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# BUTTON FLY

*(Jimmy Button)*







# RON-RON

*[Stephane Roncada]*





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A large crowd of spectators is gathered at night for an event. In the foreground, a dirt ramp is visible, with a motorcycle wheel on the right and a black object with white text on the left. The crowd is dense and diverse, with many people looking towards the camera or the event. The lighting is dim, with some bright spots from the event's lights.

# DESERT RAT

*(Travis Preston)*





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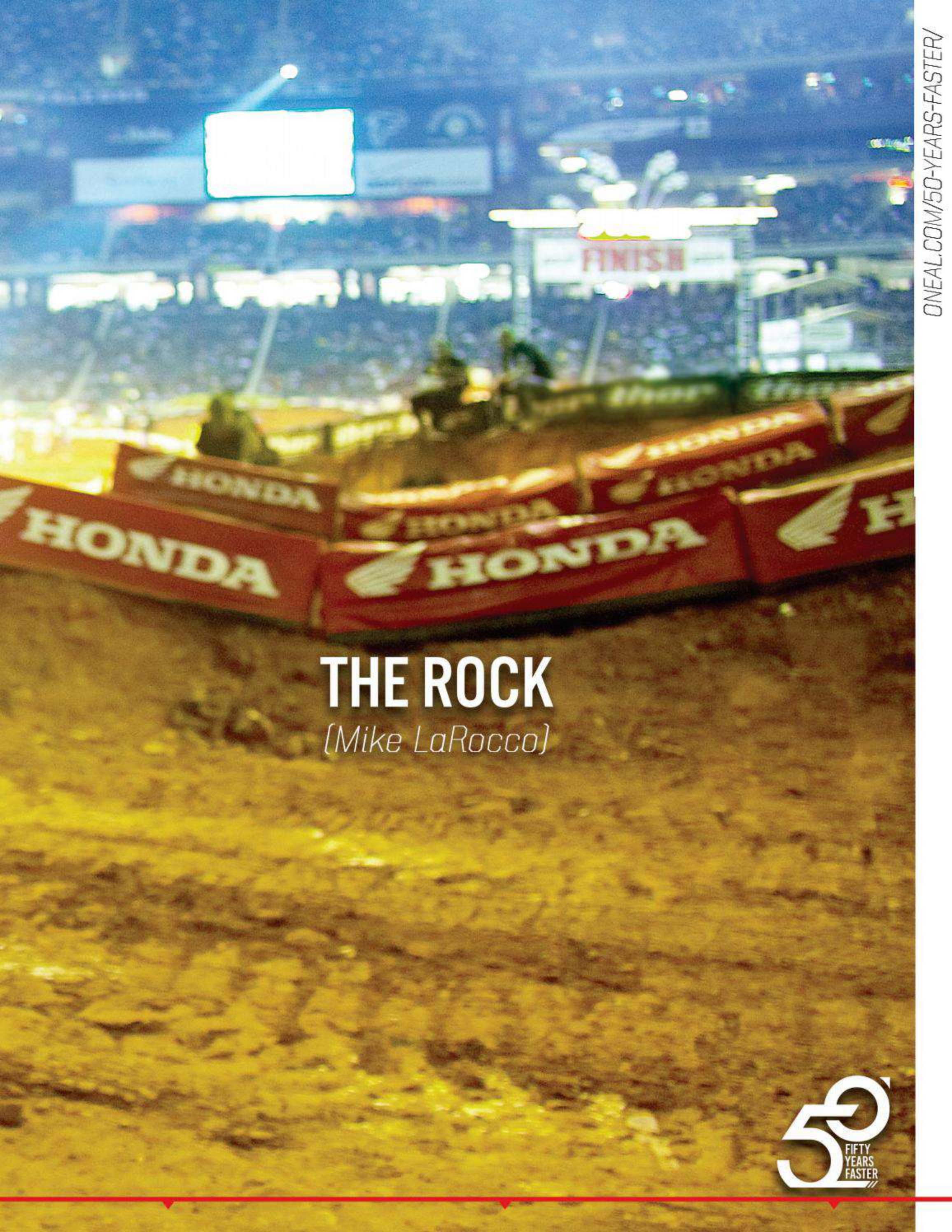
O'NEAL

LAROCHE

5

AMSOIL



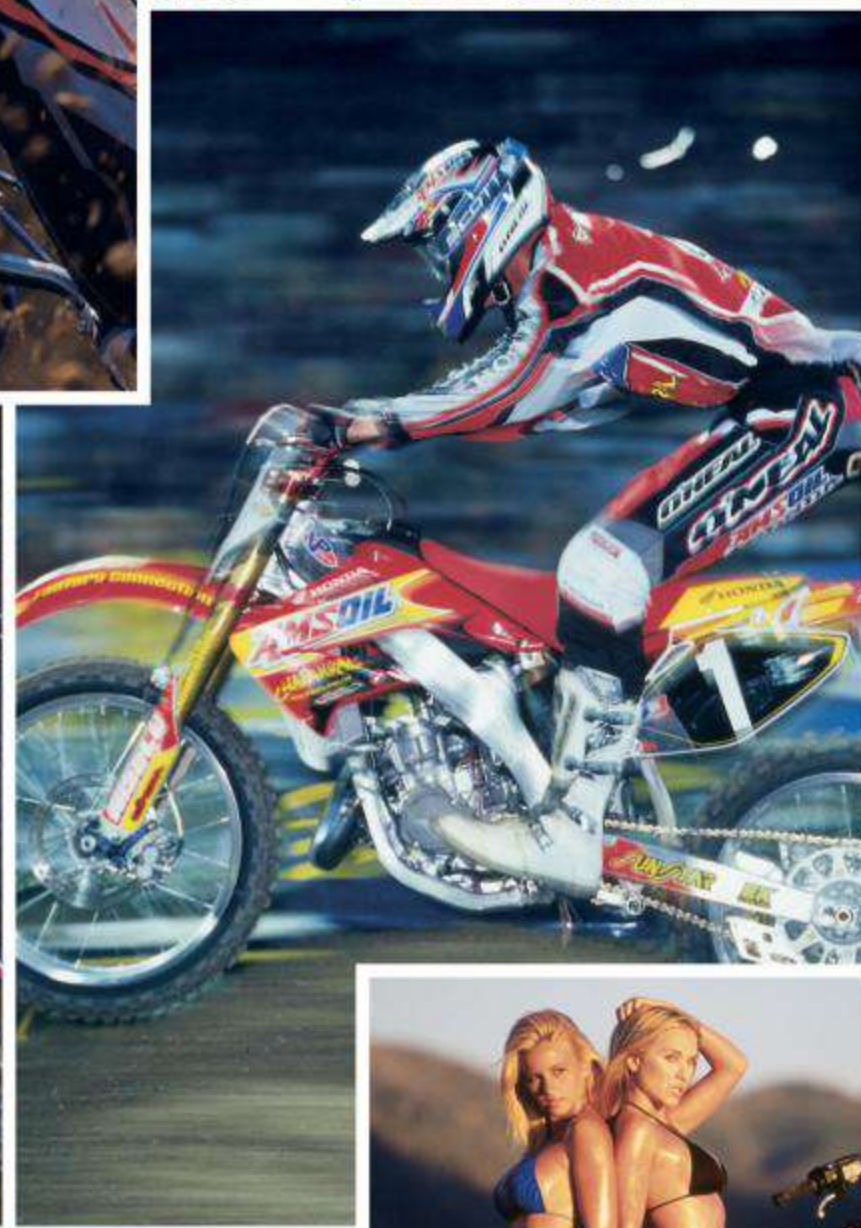


# THE ROCK

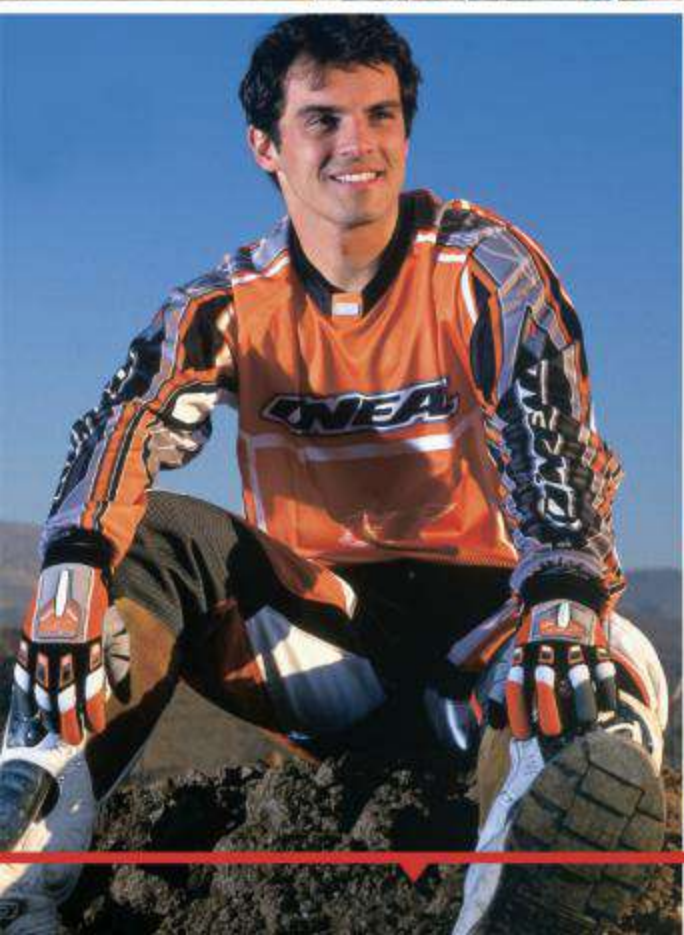
*(Mike LaRocco)*







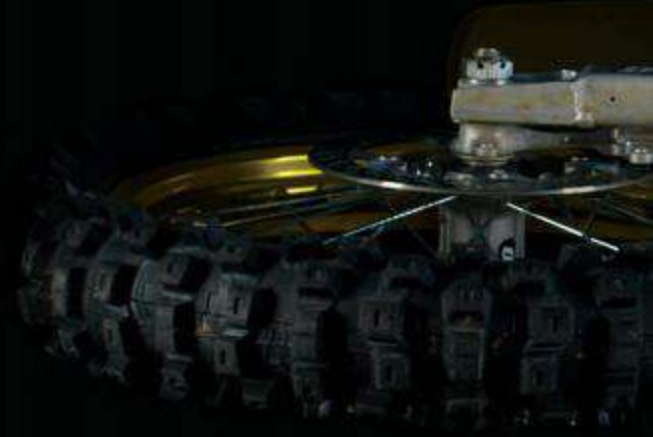




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# ICEMAN

*[Broc Hepler]*







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WINNINGTON PARK  
SEPTEMBER 27-28





KTUK  
1 2008

**RED DOG**  
*(Tim Ferry)*





# ZULU WARRIOR

*(Grant Langston)*







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**LUCKY**  
*[Kyle Lewis]*





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**DM18**

*(Davi Millsaps)*







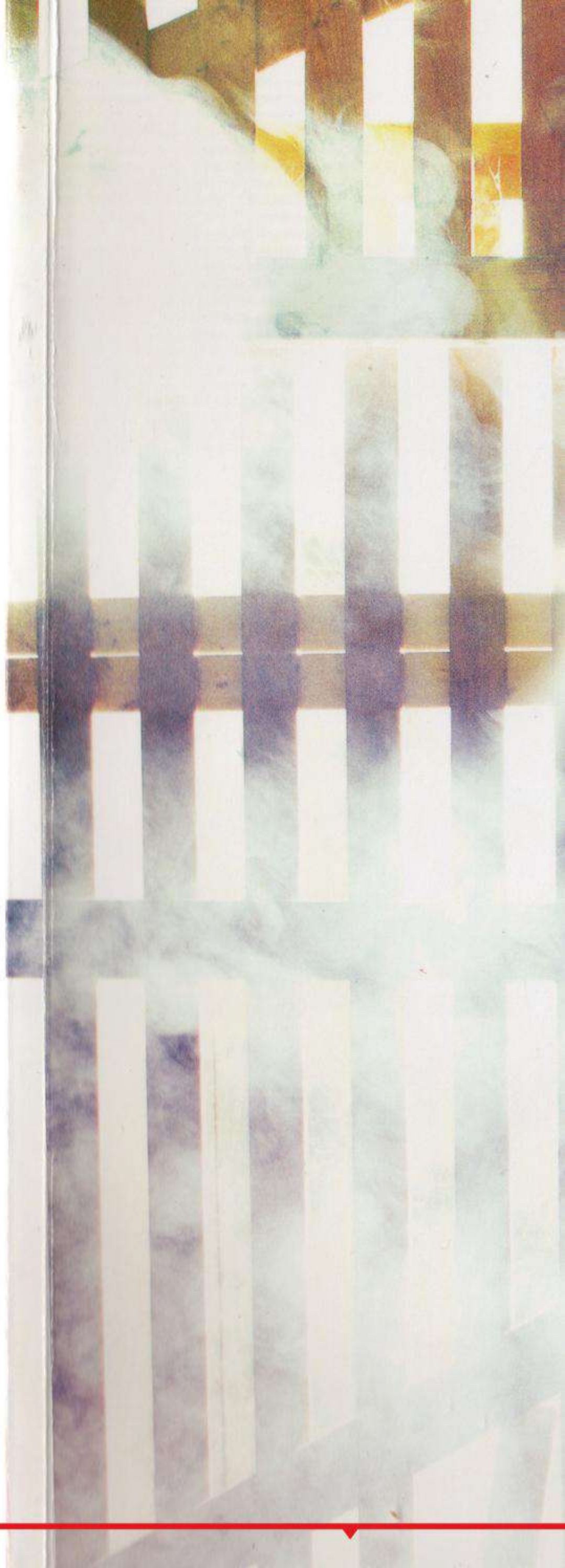
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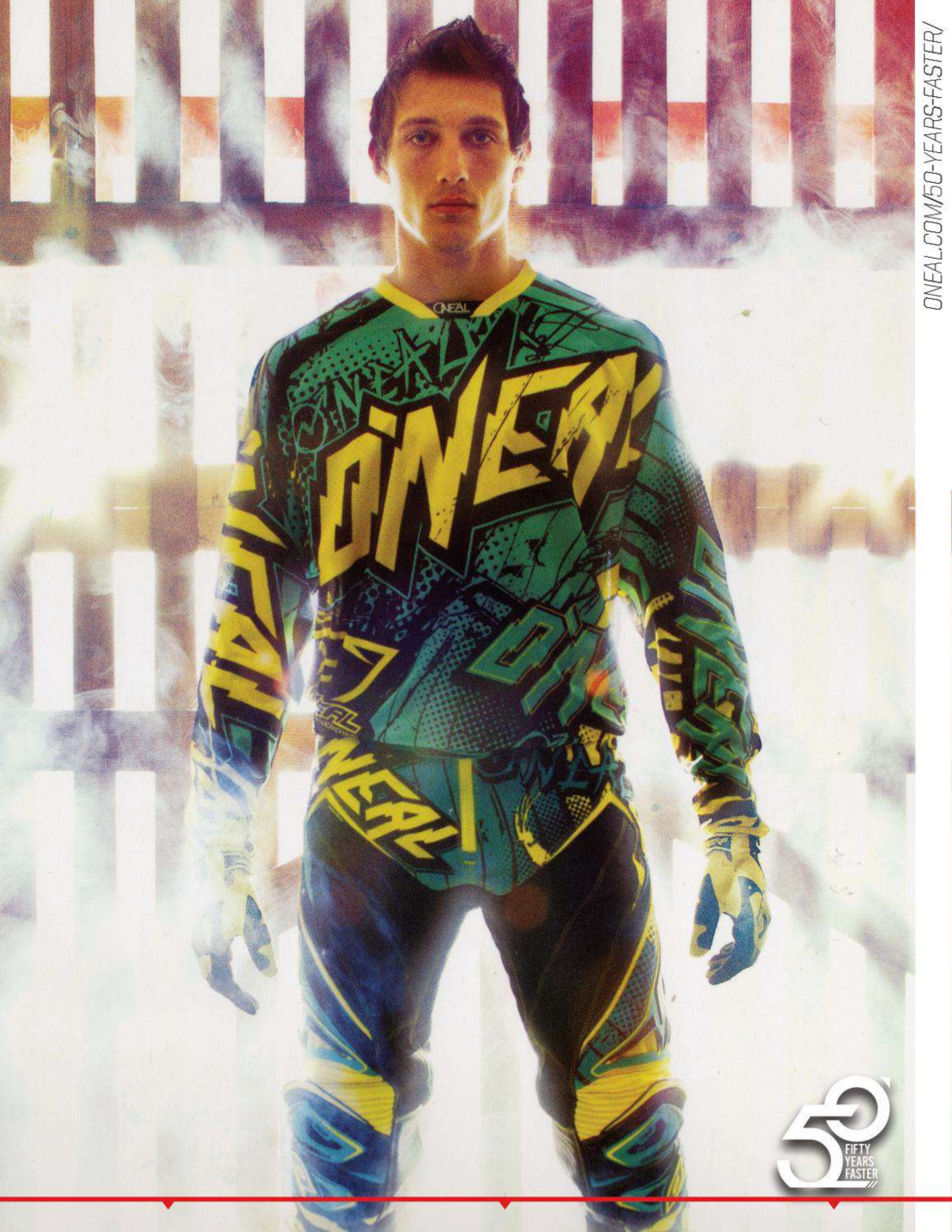


# CHIZ

*[Kyle Chisholm]*







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A landscape photograph showing a series of dark, conical hills, likely volcanic, under a hazy, light-colored sky. The foreground is a dark, textured slope. The hills in the background are layered, creating a sense of depth. The overall tone is muted and atmospheric.

# JUNIOR

*[Justin Hill]*





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# DEANO

*(Dean Wilson)*





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**ENJOY THE RIDE**

*(Rider: Jim O'Neal)*



*It's now 50 years later. The office is just a few miles from the old Hopetown track. Today you can still find the same passion in every single product O'NEAL produces. You can also find Jim racing and riding around Southern California every chance he gets. Jim still races Baja and his drive, grit and determination has led him to the most class Baja wins in history. Jim's obsession pioneered a brand that will forever be embedded in the history of American Motocross.*



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Check out the collection of full face motorcycle helmets we offer.