



PRESS RELEASE

Sports Group Denmark welcomes Crazy Safety as of April 1, 2025

Sports Group Denmark is expanding its portfolio with yet another strong brand. As of April 1, 2025, Crazy Safety will become part of the Sports Group Denmark family. With this acquisition, we are strengthening our range of bicycle helmets, enabling us to meet the growing demand from our customers. Kim Møller-Nielsen, co-founder of Crazy Safety and former longtime director of ABUS Nordic, will continue at Sports Group Denmark as Business Manager, where he will drive the brand forward and ensure strong development in the coming years.

A Perfect Match

At Sports Group Denmark, we see Crazy Safety as a natural addition to our brand portfolio.

“Crazy Safety fits perfectly into our business, as our customers are increasingly looking for bicycle helmets for the whole family. Our mission is to create value for our customers by delivering quality products at an attractive price, and Crazy Safety offers a unique concept with innovative, safe, and colorful helmets that have already gained recognition in markets worldwide. With our strong platform, we can support and accelerate the brand’s growth even further,” says **Bjarne Jeppesen, CEO and founder of Sports Group Denmark.**

Over the years, Crazy Safety has built a strong reputation in cycling safety and design. The brand is known for its iconic helmets featuring unique designs that combine high safety standards with a cool and distinctive look—especially among children and families. With Sports Group Denmark’s extensive distribution network and expertise in brand development, Crazy Safety is now ready to take the next step in its journey.

Crazy Safety Continues—Now with Even Stronger Support

Crazy Safety has always taken an innovative approach to cycling safety, and this philosophy will continue under Sports Group Denmark.

“From day one, we have been impressed by the strength of Sports Group Denmark. In just 12 years, they have built an impressive organization while maintaining their entrepreneurial spirit. This creates a unique team dynamic and an exceptional way of working with both brands and customers. We see enormous potential in combining Crazy Safety’s creative approach with Sports Group Denmark’s strong distribution power and business expertise,” says **Kim Møller-Nielsen, co-founder of Crazy Safety and future Business Manager at Sports Group Denmark.**

We look forward to welcoming **Crazy Safety** and introducing exciting new opportunities for our customers.



crazySAFETY®

Facts about Sports Group Denmark

- **Established:** 2012
- **Headquarters:** Silkeborg, Denmark
- **Offices:** 10 across Scandinavia, Germany, France, China, and Bangladesh
- **Customers:** 4,000, primarily in Scandinavia and Europe
- **Brands:** More than 30, including international and in-house brands
- **Focus areas:** Sustainability, responsibility, quality, functionality, and design
- **Mission:** To create joy and value through sports while inspiring the world through core values
- **Employee focus:** A key part of the company’s DNA

For further information

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at sports-group-sgd.com

Read more about Crazy Safety at www.crazysafety.com