

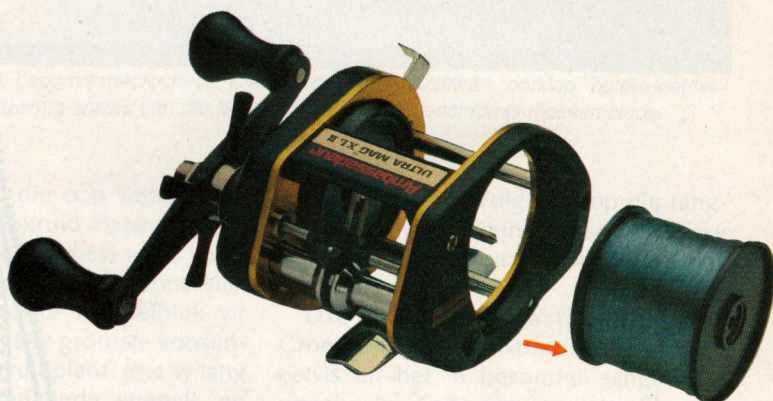
Change lines in 10 seconds flat!

ABU®



This is the new Ambassador Ultra Mag XL. It's the world's first multiplier allowing you to change spools without tools. Just "click" open one of the side plates.

Then you can easily remove the spool and the line you want to change. (Incidentally, as it's the lightest spool in the world you can cast a light lure further than with any other reel!).



Then, just as easily, you mount the spool loaded with the line you want. And with another gentle "click", on with the side plate again.



The Ultra Mag XL comprises all the other features for which the Ambassador is already famous - magnetic brake, free-floating level-wind, comfort-palming side plates and the precision that so many others have tried to copy. Plus a ten-year guarantee!

Larger size of Ultra Mags available (larger spool capacity)

All Ultra Mags and Ambassadors are made in Sweden by Swedish craftsmen.
Represented Exclusively in South Africa by:

HELJEAN AGENCIES (PTY.) LTD.

HJA

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