

# The story of ABU and me...

By

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(Part 2)

Welcome to the second part of my story! As you may recall, I concluded Part 1 with a tribute to my dear ABU mate, Gert Delport (1951-2014), who passed on due to cancer. He's main interest revolved around the Ambassadeur, especially the Ultra Mag's of the 80's. Gert had the entire series, both left or right hand models, and even had two of these reels that was not part of his collection which he used to catch Bass with. When visiting him, we always ended up talking about ABU and speculated how far the Ultra Mag's actually could cast with ceramic bearings etc.! Fond memories...

**ABU Garcia AMBASSADEUR® ULTRA MAG™**  
The Finest Baitcasting Reels in the World—With Exclusive Garcia MAGTRAX™ Magnetic Braking System

**NEW ULTRA MAG XL PLUS™**  
WITH FAST CAST™ THUMBBAR™ AND EXCLUSIVE FLIP QUICKCHANGE SPOOL WITH BAYONET LOCK

The name Ambassadeur has always been synonymous with the finest baitcasting reels in the world. Now the ULTRA MAG XL Series, with bayonet-lock, quick-change spool, continues that tradition and represents a new era of reel design and engineering excellence. No other baitcasting reels can match their features or quality construction. In every detail, the ULTRA MAGs are made with exacting precision and with only the finest materials. Each reel is hand-assembled and carefully tested in Sweden.

And even though it has that rich, low-profile, "Rolls Royce" look on the outside, there's a finely tuned racing machine inside that's smooth, quiet and trouble-free. Only Ambassadeur offers the FAST CAST ThumbBar for easier one-hand casting control plus Garcia's exclusive MAGTRAX magnetic braking system that makes it possible for everyone to use the reel more professionally choose, without worrying about backlash.

**ULTRA MAG XL PLUS**—All ULTRA MAG features, plus FAST CAST ThumbBar and quick-change bayonet lock.

**ULTRA MAG XL I and II**—Same as XL PLUS, but without FAST CAST ThumbBar.

**ULTRA MAG I and II**—All ULTRA MAG features except FAST CAST ThumbBar and bayonet lock.

**FEATURES**

- Unique MAGTRAX magnetic braking system with incremental dial control plus precision internal adjustments. A six-element, three-way micro-adjustable magnetic brake allows precise spool control without sacrificing casting distance. Features full range of standard settings and audible-click dial. Internal set screw can also be used to change dial range. And, as a third adjustment, magnets can be added or subtracted for further refinement to dial setting other reel in the world. This much versatile magnetic system.
- Exclusive flip feature (ULTRA PLUS only) to engage the spool when thumb is released. ThumbBar. This allows hook to be set line without changing turn the handle.
- Exclusive FAST ThumbBar (ULTRA PLUS only) for one-hand casting of the thumb.

**ULTRA MAG XL PLUS**      **ULTRA MAG XL I**      **ULTRA MAG XL II**

Please see Per Erlandsen's full discussion on these champion casters! (**Graphite Revolution: Part 1**). Great work.

Getting back to my Abu Matic 290 C, Gert tried his utmost best to obtain spares needed to fix this reel for me. Even one of his contacts in Canada could not help with this particular reel, but for the Swedish workhorses no problem! I guess being a Japanese model, spares are not easily obtained? Maybe I am wrong... Even until today, I have not managed to repair this sentimental reel. Maybe I should just buy another used or abused one on old flee-bay and use it for spares... Consider this work in progress!

At one of my local tackle shops in 2007-2008, a sales assistant heard of my obsession with ABU and kindly donated two used ABU Tight Line catalogues (circa 1999 & 2000). Now my Tight Lines collection amounted to three, including the 1990 version. Again I was confronted with the fabulous Morrur line- up:

A M B A S S A D E U R

## AMBASSADEUR® MÖRRUM

One of last year's new products and big successes was Ambassador Mörrum. An extremely solid and robust reel that was voted **"BEST IN TEST"** in many of Europe's biggest angling magazines. Ambassador Mörrum is constructed from extruded aluminium. This means that the alignments between individual parts are extremely fine, increasing considerably the reel's durability, stability and strength. With ADS technology the spool becomes better balanced and your casts longer. It also keeps play between the spool and frame to a minimum. Not even the thinnest of lines can creep in and become stuck. The Non-Slip spool grooves prevent superlines from slipping. The Instant Anti-Reverse, IAR, permits fish no slack line when striking, giving you a slight edge when it's time to hook. IAR also makes it considerably easier to reel in those heavy, monster fish.

This very distinguished reel is available for fishing in all waters, from mirror-like perch lakes and gushing salmon rivers to tough sea fishing. Ambassador Mörrum is yet another precision-made miracle from Svängsta. Built to last - from here to eternity.



**AMBASSADEUR MÖRRUM 6600 CL**



**AMBASSADEUR MÖRRUM** has its model number, name, line capacity and serial number engraved on the side of the reel. Important information that'll never wear away.



**M 3600 C      M 5600 C      M 7700 CL**



Always make sure that you release the drag disc's star wheel after each fishing trip. This way you relieve the brake discs and extend their working life.

Oh the emotional turmoil of not owning this silver dream machine! , but now I was also introduced to the ONLY Swedish spinning reel on the market. You probably guessed it (drum

roll please!): "The *Suverän*" (Kindly see the review of Alan Hawk on this ground breaking reel- many thanks Wayne for listing this superb review!). I think my eyes have probably burned a hole in that particular Tight Lines page, because of the numerous times I have 'studied' it:

SPINNING REELS

## SUVERÄN™

There's a standard for what a perfect spinning reel should look like. A standard which we in Svängsta call Suverän.

Suverän is a spinning reel for anglers who appreciate quality, precision, durability and all the other qualities that play a vital role at the water's edge.

Designed, constructed and manufactured in Svängsta, Sweden, Suverän is the only Swedish-made reel on the market. Consequently, when you try a Suverän for the first time you immediately notice the superior Swedish quality and craftsmanship. This is a spinning reel where every detail and choice of material is carefully thought out.

The frame is made of extruded aluminium which makes the reel both strong and solid. Suverän's construction is based on technological solutions which when combined make this the most reliable spinning reel you can own.

Suverän has a revolutionary "center-drag" positioned in the middle of the reel. This gives the disc brakes a braking surface that is four times greater than rear-mounted drags, and twice as great as front-mounted. All told, you get a smoother and

stronger braking system that disperses heat in a much more efficient way. With this disc brake there's never any risk that it'll hop or seize up when playing charging fish.

The unique positioning of the disc

drag also makes it easier to handle, especially if you need to adjust the brake when you have a fish on the line.

In the gear housing sit four ball bearings and the gear has a large,



The new and unique drag on the Suverän not only gives you a more powerful and smoother braking system, it's also very easy to handle, even in the most extreme situations, including those when you're perhaps fishing with frozen fingers or thick gloves.



precision-turned worm screw that gives you an extremely smooth running action. The worm wheel is precision-cut and drives a stainless steel worm screw. The precise construction increases the reel's strength and the life of the gear.

The large one-way stainless steel ball bearing constitutes the heart of the Instant Anti-Reverse function, IAR.

The perfect line storage is totally new and means that you get considerably longer casts, less wear and less line twisting.

Suverän is available in three sizes, all with a 5.1:1 gear ratio. Also included with your Suverän are two spare aluminium spools and a case to protect your reel during transport.

With the new Suverän we at Abu Garcia have once again taken up a proud Swedish tradition – designing the world's best spinning reel.

**NEW PRODUCT 99**

SUVERÄN 4000 M



Spinning reels allow you to fish with very thin line dimensions. When you cast with thin lines you can slow the line or stop it completely by placing your index finger against the spool. This way you can achieve perfect and careful precision casts.



Go ahead laugh all you like, I can take it! After regaining your composure, please go to the early advertising section from South Africa and look at the date the person wrote the review on the ABU Morrur. Sam Knox has written it almost ten years back, but fortunately also included his mobile number! In 2009, I decided to take a chance and phone him... You see how ABU sick I am? But also don't forget desperate!

After a couple of rings, a person answered: "Yes, this is Sam Knox". Success! Now I have to try to explain the purpose of my call... Fortunately, Sam did not find the call strange at all. "There are a couple of the Morrur's floating around in South Africa, but I still have a brand new M 5600 C in the box if you would like to buy it"? Seizing the opportunity, I also asked about the Suveran if he had heard about this reel: "Yes, I also have one of those in good condition, would you also like to buy it?" What??? Two birds with one stone, I must be doing something right! After violating my credit card, I received my two super reels of

Sweden a couple of days later. I finally managed to obtain an ABU Morrums that I was longing for since 1999, but also the magnificent Suveran.



As Wayne correctly pointed out patience is of the essence in this hobby, not even to mention the financial cost involved. I concur mate!

Up until now, I bought ABU reels in South Africa, mainly one's in current production. Later that same year, I decided to give e-bay a shot...Now for the classics!

This concludes Part 2 of *ABU and me*.