



Lennart "Len" Borgstrom

Lennart "Len" Borgstrom was the grandson of Carl Borgstrom and the son of Gote Borgstrom, two early pioneers of the fishing tackle industry. This family started the company that developed and produced Record, Abu and Ambassador fishing reels. The family also made and sold Record lures.

Gote originally found it difficult to find an American company that was willing to market an outlandish red baitcasting reel. The rest as they say, is history. Abu reels were first sold in the United States in 1952 and the legacy continues today, as Abu Garcia reels that are part of the Pure Fishing line of products.



Early Record 5000 model was engraved MOD SG and is located on the lower left side plate. It was sold in the European market only in 1952 until sometime in 1953.

(Pictures courtesy of Fred Ribb!)

Len was of Swedish descent, born in Suamapta, Sweden in 1932. While being an integral part of his family business for many years; when asked what his greatest legacy to the fishing tackle industry was, he indicated it was promoting the awareness and need for clean water insuring the relevance of fishing tackle for generations to come. He also opined that his family's greatest contribution to the tackle world was the legendary Ambassador reel.



Ambassadeur 5000 in original case with paperwork

Honorary Member - 2001