



Abu Garcia makes equipment for anglers pursuing the sport with the fervor and passion of an athlete constantly trying to achieve their PB. Fishing to Win has always been in our DNA. And our promise is that it always will. While we celebrate and relish what we have helped anglers across the world accomplish in our 100 year history, we are focused on what we can help anglers achieve today. And tomorrow. As long as fishermen work hard to be the best they can be, we promise to do the same.