



“After careful consideration, ABR chose Synmar, based on the company’s extensive range of high-quality products and expert industry knowledge. Since then, the collaboration has evolved into a strong and reliable partnership”

- Morgan Lundahl, Product Manager at AB Reservdelar

Morgan Lundahl (Product Manager at AB Reservdelar) and Dustin Jacobs (New Business Developer at Synmar).

A Strong and Reliable Partnership

For many years, AB Reservdelar has been a well-known name in the automotive aftermarket. AB Reservdelar (ABR) was looking for a European supplier with a comprehensive product portfolio to meet its growing needs. In the search for a reliable distribution partner, it soon became clear that Synmar was the perfect choice.



Stefan Söderberg, Product Specialist at AB Reservdelar – In front of the Sollentuna office.

Building a Lasting Collaboration

The partnership between ABR and Synmar is built on trust and consistent communication. Both parties maintain weekly contact via email and meet in person at least once or twice a year to strengthen their collaboration. The relationship began when ABR’s Head of Purchase, Ola, reconnected with Vincent from Synmar, with whom he had previously worked. As ABR’s need for an additional oil brand grew, this connection became increasingly valuable.

Unmatched Service and Support

One of the standout features of working with Synmar is their exceptional customer service. Their team’s responsiveness is critical for ABR. Whenever ABR has a question, Synmar’s team is available to provide swift and precise answers. Their willingness to support ABR has made the collaboration seamless and efficient.

A recent example of Synmar’s impact was when ABR helped convert a large garage that previously used another brand. Once Synmar had been introduced, the garage quickly realized that fewer oil types were needed to cover the same vehicle fleet.

What are the key factors behind ABR’s choice?

Several factors played a crucial role in ABR’s decision to partner with Synmar:



Comprehensive Product Portfolio: Synmar provides a broad selection of products tailored to various automotive needs.



Expert Industry Knowledge: Their swift and knowledgeable responses significantly enhance ABR’s daily operations.



Exclusive Brand Offerings: Synmar differentiates itself with unique products unavailable from competitors.





“Additionally, Synmar’s range of transmission oils is unmatched by any competitor. Their commitment to exceptional support and service has consistently helped strengthen relationships and open doors to new business opportunities.”

- Morgan Lundahl, Product Manager at AB Reservdelar

Synmar’s Product Excellence

Some of the most popular choices from Synmar’s extensive product range include Livius engine oil and Alexius DSG oils. Time and again, when ABR searches for specific oil specifications, Synmar provides alternatives that other brands simply do not offer. More impressively, in many cases, Synmar is the only brand that meets the required transmission oil specifications. With their outstanding products and dedicated service, Synmar has proven to be an invaluable partner for ABR, ensuring a productive and successful collaboration for years to come.

Long-Term Benefits and Growth Opportunities

Collaboration with Synmar extends beyond merely supplying products. Together, the companies are actively working to establish the Synmar brand in the Swedish market. This partnership provides long-term benefits for both companies, making Synmar feel like an integral part of ABR’s own brand portfolio.

Moving Forward Together

AB Reservdelar and Synmar have cultivated a thriving partnership built on trust, quality, and shared success. With Synmar’s exceptional products and dedicated support, growth opportunities continue to expand. For companies seeking a reliable partner and a competitive edge, joining this network offers expert guidance and access to a top-tier product range. Now is the time to collaborate and achieve even greater success together.



About ABR Reservdelar

Founded in 1942 and part of the Relais Group since 2019, ABR supplies high-quality auto parts to wholesalers and engine rebuilders, covering over 90% of Sweden’s car fleet. With acquisitions of Malmö Bromsservice (2009) and GETE Motordelar (2015), ABR expanded its offerings. Operating from warehouses in Stockholm and Malmö, ABR’s 85 employees ensure fast delivery across Sweden. ABR is part of the Finnish Relais OY automotive group.



About Synmar

Synmar is a Dutch expert in high-quality lubricants and technical fluids, serving international markets with over 20 years of experience. All products are made in the Netherlands, exceeding OEM standards with premium European base oils and additives. Committed to innovation, service, and strong partnerships, Synmar provides expert advice, training, and marketing support. After all, ‘service’ isn’t just the name of a department - it’s a company’s attitude.



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