



Contact Mike Jensen
Telephone 844-MY-BINOS (692-4667)
Cell 804-414-5022
Email mike.jensen@gpo-usa.com
Website GPO-USA.com

FOR RELEASE
January 1, 2018

GPO, USA INTRODUCES PASSION™ 4X RIFLESCOPE

Midlothian, Va., January 1, 2018 — GPO, USA, the industry's newest premium optics company introduces the PASSION™ 4X 6-24x50 riflescope. This product is German designed and engineered and brings quality, features and value together for the benefit of the American hunter. The PASSION™ 4X riflescope is a product built on a 30mm machined aircraft aluminum main tube, comes standard with a MOA ballistic reticle, ¼ MOA target turrets for long range dialing and a certificate for a free Kenton turret.

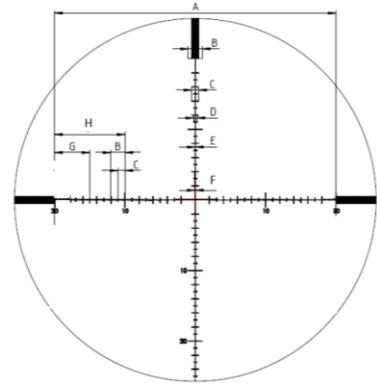
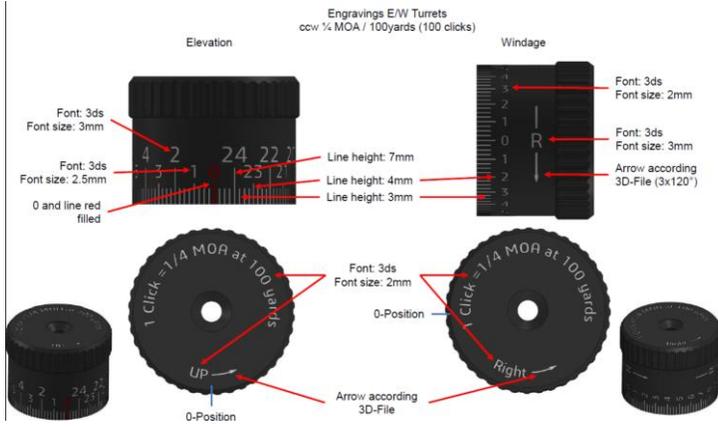
“PASSION™ 4X is going to be our workhorse for long-range shooting. The MOA reticle and turret combination is exactly what the market has been asking us to build, and 24X is plenty of magnification to get the job done” says Michael Jensen, owner and CEO of GPO, USA.

The PASSION™ 4X riflescope line will initially be offered in a 6-24x50, but other models are underway. It will have an MOA ballistic reticle calibrated at 24 power. With GPObright™ high-transmission lens coating technology, Passionsdrop™ hydrophobic exterior lens coatings, and a double HD glass objective lens, optically it is sure to please. Additional features such as an easy to read target turret with rotation markings, fast-focus rubberized ocular, and an extra-wide magnification adjustment ring, these scopes will meet the needs of everyone looking for a high-performance riflescope. Plus, as an added bonus, a certificate for a free custom Kenton turret that will be specially made for the shooter's favorite caliber.

“We packed this product with the highest optical and technical features available in the world and fought to keep pricing reasonable. Extreme premium products do not need to come with extreme premium prices. As serious outdoor enthusiasts ourselves, we understand how important it is for American hunters to trust in their equipment,” says Jensen. “When you see this product and compare it to competitive scopes, technically, optically, and by price, you’ll see why it will quickly become a leader in its price/class space.”

All GPO products purchased in the United States include the GPO, USA's spectacular lifetime warranty. Full details of this incredible warranty can be found at www.gpo-usa.com.

WE FIGHT – WE SUPPORT – WE CARE. GPO, USA is proud to contribute a portion of all sales proceeds to the following organizations: Rocky Mountain Elk Foundation, National Rifle Association, Safari Club International, and American Birding Association. GPO also proudly contributes to cerebral palsy research. For additional information on these efforts, visit www.gpo-usa.com or e-mail gpocares@gpo-usa.com.



Magnification 24x

Unit	A	B	C	D	E	F	G	H
MOA	40	2	1	0.5	0.064	0.064	5	10
in/100y	41.89	2.094	1.047	0.524	0.067	0.067	5.236	10.472



Item #	Model	MAP 2018	MSRP	Tube	Reticle	UPC
R460	6-24x50	999.99	1,111.10	30mm	MOA Ballistic	852885007199

About GPO, USA:

GPO, USA is an American-based company that creates and sells premium outdoor sporting optics to avid outdoor enthusiasts who seek high-quality premium optics for their sport. Based in Midlothian, Virginia, the company is owned and operated by Michael Jensen, an outdoor industry veteran who has successfully assisted in leading numerous premium brands such as Zeiss, Swarovski, Remington, and Marlin to benchmark success levels. GPO, USA works in tandem with GPO, GbmH, a German-based company owned and operated by Richard Schmidt, formerly CEO of Carl Zeiss Sports Optics, GmbH. GPO, GmbH is the global owner of the GPO brand. Together, GPO, USA and GPO, GmbH design, engineer, and have produced optics that meet the highest specifications in their products' price/class segments. GPO, USA is committed to enhancing the experience of outdoor enthusiasts by introducing premium products with better features at similar prices or similar quality premium products at better prices. The GPO, USA-based company is unique because it not only creates premium sporting optics, but it also offers one of the best warranty service policies in the industry, and it publicly supports select organizations that protect conservation, our country, and our constitutional rights. For more information about GPO, USA visit www.gpo-usa.com or email info@gpo-usa.com.

GPO RIFLESCOPE TECHNICAL SPECIFICATIONS

PASSION 4X

Optical parameter	Description	Value	6-24x50	
			Min	Max
Magnification			6x	24x
Field of View (FOV)		ft/100y	16.9	4.5
Field of View (FOV)		m/100m	5.5	1.5
Objective diameter	Effective diameter	mm	50	
Exit pupil diameter	Measurement of the pupillary ocular beam	mm	8.3	2.1
Eye Relief	From the last optical surface	inches	3.94	
Eye Relief	From the last optical surface	mm	100	
Focal plane	F2 - non-magnifying reticle F1 - magnifying reticle		F2	
Travel value per click	1 Click = x / 100y	inches	.25" (1/4")	
Travel value per click	1 Click = x / 100m	cm	0.63	
Elevation range total	100y	inches	104	
Elevation range total	100m	cm	288	
Windage range total	100y	inches	+ - 50.7	
Windage range total	100m	cm	+ - 140	
Parallax compensation	Parallax free at x distance		25yds to infinity	
Transmission Daylight	ISO 14490-5:2005		90.00%	
Height	Without covers	inches	2.6	
Height	Without covers	mm	66.3	
Width	Without covers	inches	3.2	
Width	Without covers	mm	82.5	
Length	Measured at outside diameter	inches	15.35	
Length	Measured at outside diameter	mm	390	
Tube diameter	Width of main tube	inch or mm	30	
Mechanical outer diameter	Objective end of scope	mm	58	
Mechanical outer diameter	Ocular end of scope	mm	43	
Weight	Without covers	ounces	27.16	
Weight	Without covers	grams	770	
Reticle Options	G4 = German #4 G4i = German #4 illuminated HS(i) = Horseshoe illuminated		MOA	