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## GPO, USA INTRODUCES PASSION™ 3X RIFLESCOPE LINE THAT INCLUDES THE GPO BALLISTIC TURRET SYSTEM

Midlothian, Virginia, January 20, 2018 — GPO, USA, the industry's newest premium optics company, introduces the PASSION™ 3X rifle scope that includes the GPO Ballistic Turret System. These scopes are German-designed and engineered and brings quality features and value together for the benefit of the American hunter. The PASSION™ 3X rifle scope lineup is built on a 1" machined aluminum main-tube and includes 42mm, and 50mm objective lens models. PASSION™ 3X is also available with illuminated and nonilluminated reticle options. The GPO Ballistic Turret System is configured to work with the 3-9x42 and the 4-12x42 scopes.

*"PASSION™ 3X hits the core of what most hunters are using in the field. It is incredibly well-built and will be immediately recognized as a leader in its space," says Michael Jensen, owner and CEO of GPO, USA. "Feature for feature, spec for spec, this product simply outshines other competitive entry-premium European product lines."*

The PASSION™ 3X rifle scope line is offered in a 3-9x40 illuminated German #4, 3-9x42 plex, 4-12x42 plex, and a 4-12x50 illuminated German #4. With durable metallic turret caps, easily adjustable internal turret knobs, fast-focus rubberized ocular, and an extra-wide magnification adjustment ring, these scopes will meet the needs of anyone looking for a high-performance entry-premium rifle scope. The illuminated reticle options are fiber-optically driven and have the newest iControl™ auto-off illumination feature to protect the battery from unnecessary draining. The iControl™ technology is normally found in much higher-priced scopes. Additionally, the 3-9x42 and the 4-12x42 will include 5 custom ballistic turret rings, specially made and pre-calibrated to function with select Hornady ammunition. They are pre-engraved and allow the shooter to increase their accuracy by dialing to 200, 300, 400 and 500 yards.



The GPOBTS™ is ballistically matched to select Hornady cartridges in the American Gunner and American Whitetail line, including 223 Remington, 6.5 Creedmoor, 308 Winchester, 30-06 Springfield, and 300 Winchester Magnum. They will be included at no additional charge with the PASSION™ 3X 3-9x42 and 3X 4-12x42.

# Entry-Premium Riflescope



PASSION™ 3X  
 3-9x42 | 4-12x42  
 3-9x40i | 4-12x50i



Item #	Model	MAP 2018	MSRP	Tube	Reticle	UPC
R310	3-9x42	\$ 399.99	\$ 444.43	1-inch	GPOBTS	852885007120
R320	3-9x40i	\$ 599.99	\$ 666.67	1-inch	PassionTrac	852885007137
R350	4-12x42	\$ 449.99	\$ 499.99	1-inch	GPOBTS	852885007151
R360	4-12x50i	\$ 699.99	\$ 777.77	1-inch	PassionTrac	852885007168

All GPO products purchased in the USA include GPO, USA's Spectacular Lifetime Warranty™. Full details of this warranty can be found at [www.gpo-usa.com](http://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 the American Birding Association. For additional information on these efforts, visit [www.gpo-usa.com](http://www.gpo-usa.com)

### 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, it 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 company owned and operated by Richard Schmidt, former 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 the products' price/class segments. GPO, USA is committed to enhancing the experience of outdoor enthusiasts by bringing premium products with better features at similar prices or similar-quality premium products at better prices. GPO, USA is unique in not only creating premium sporting optics but also in offering one of the best warranty service policies in the industry, and it publicly supports select organizations that protect conservation, the country, and US constitutional rights. For more information about GPO, USA, visit [www.gpo-usa.com](http://www.gpo-usa.com) or e-mail [info@gpo-usa.com](mailto:info@gpo-usa.com).

# GPO RIFLESCOPE TECHNICAL SPECIFICATIONS

PASSION 3X PASSION 3X PASSION 3X PASSION 3X

Optical parameter	Description	Value	3-9x40i		3-9x42		4-12x42		4-12x50i	
			Min	Max	Min	Max	Min	Max	Min	Max
<b>Magnification</b>			3x	9x	3x	9x	4x	12x	4x	12x
<b>Field of View (FOV)</b>		ft/100y	36.2	12.1	44.7	16.6	33.8	13.6	27.2	9
<b>Field of View (FOV)</b>		m/100m	12	4	14.8	5.5	11.2	4.5	9	3
<b>Objective diameter</b>	Effective diameter	mm	40		42		42		50	
<b>Exit pupil diameter</b>	Measurement of the pupillary ocular beam	mm	13.3	4.5	14	4.7	10.5	3.5	12.5	4.2
<b>Eye Relief</b>	From the last optical surface	inches	3.54		3.74		3.74		3.54	
<b>Eye Relief</b>	From the last optical surface	mm	90		95		95		90	
<b>Focal plane</b>	F2 - non-magnifying reticle F1 - magnifying reticle		F2		F2		F2		F2	
<b>Travel value per click</b>	1 Click = x / 100y	inches	.25" (1/4")		.25" (1/4")		.25" (1/4")		.25" (1/4")	
<b>Travel value per click</b>	1 Click = x / 100m	cm	0.63		0.63		0.63		0.63	
<b>Elevation range total</b>	100y	inches	46		72		61		46	
<b>Elevation range total</b>	100m	cm	127		200		170		127	
<b>Windage range total</b>	100y	inches	46		72		61		46	
<b>Windage range total</b>	100m	cm	127		200		170		127	
<b>Parallax compensation</b>	Parallax free at x distance		100 yds		100 yds		100yds		100 yds	
<b>Transmission Daylight</b>	ISO 14490-5:2005		93.00%		90.00%		90.00%		92.00%	
<b>Height</b>	Without covers	inches	1.7		1.8		1.8		1.7	
<b>Height</b>	Without covers	mm	43.4		45		45		43.4	
<b>Width</b>	Without covers	inches	2.4		1.8		1.8		2.4	
<b>Width</b>	Without covers	mm	60		45		45		60	
<b>Length</b>	Measured at outside diameter	inches	12.5		11.7		12.2		13.2	
<b>Length</b>	Measured at outside diameter	mm	317		298		310		336	
<b>Tube diameter</b>	Width of main tube	inch or mm	1"		1"		1"		1"	
<b>Mechanical outer diameter</b>	Objective end of scope	mm	47.5		49.5		49.5		60	
<b>Mechanical outer diameter</b>	Ocular end of scope	mm	41		41		41		41	
<b>Weight</b>	Without covers	ounces	15		14.1		13.8		18.2	
<b>Weight</b>	Without covers	grams	428		400		390		516	
<b>Turrets</b>	Type		PassionTrac		PassionTrac with GPOBTS		PassionTrac with GPOBTS		PassionTrac	
<b>Reticle Options</b>	G4 = German #4 G4i = German #4 illuminated HS(i) = Horseshoe illuminated		G4i		Plex		Plex		G4i	