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GPO, USA INTRODUCES PASSION™ 3X RIFLESCOPE LINE

Midlothian, Virginia, January 27, 2017 — GPO, USA, the industry's newest premium optics company, introduces the PASSION™ 3X riflescope portfolio. This product is German-designed and engineered and brings quality features and value together for the benefit of the American hunter. The PASSION™ 3X riflescope lineup is built on a 1" machined aluminum main-tube and includes 40mm, 42mm, and 50mm objective lens models. PASSION™ 3X is also available with illuminated and nonilluminated reticle options.

"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 riflescope line will initially be offered in a 3-9x40 plex, 3-9x40 illuminated German #4, 3-9x42 plex, 4-12x40 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 riflescope. Select models include an extreme wide-angle field of view sure to please optical enthusiasts as well as an extended range of adjustment and extended eye relief. The illuminated reticle options are fiber-optically driven and have the newest iControl™ auto-off illumination feature to protect the battery from unnecessary draining so the user will always have illumination when they need it most. iControl™ technology is normally found in much higher-priced scopes.

"We packed this product with optical and technical features and fought to keep pricing reasonable. As serious outdoorsmen ourselves, we understand how important it is for the American hunter to have equipment that will not fail," says Jensen.

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.

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 or e-mail gpocares@gpo-usa.com.

Entry-Premium Riflescope



PASSION™ 3X

- 3-9x40 | 4-12x40
- 3-9x42 | 4-12x42
- 3-9x40i | 4-12x50i



Item #	Model	MAP	MSRP	Spec	Tube	Reticle	UPC#
R300	3-9x40	\$ 299.99	\$ 333.32	1/4 MOA	1 inch	Plex	852885007113
R310	3-9x42	\$ 349.99	\$ 388.88	1/4 MOA	1 inch	Plex	852885007120
R320	3-9x40i	\$ 599.99	\$ 666.66	1/4 MOA	1 inch	G4i	852885007137
R340	4-12x40	\$ 349.99	\$ 388.88	1/4 MOA	1 inch	Plex	852885007144
R350	4-12x42	\$ 399.99	\$ 444.43	1/4 MOA	1 inch	Plex	852885007151
R360	4-12x50i	\$ 649.99	\$ 722.21	1/4 MOA	1 inch	G4i	852885007168

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 or e-mail info@gpo-usa.com.

PASSION™ 3X
Technical Specifications

Optical parameter	Description	Value	3-9x40		3-9x40i		3-9x42		4-12x40		4-12x42		4-12x50i	
			Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max
Magnification			3x	9x	3x	9x	3x	9x	4x	12x	4x	12x	4x	12x
Field of View (FOV)		ft/100y	36.2	12.1	36.2	12.1	44.7	16.6	27.2	9	33.8	13.6	27.2	9
Field of View (FOV)		m/100m	12	4	12	4	14.8	5.5	9	3	11.2	4.5	9	3
Objective diameter	Effective diameter	mm	40		40		42		40		42		50	
Exit pupil diameter	Measurement of the pupillary ocular beam	mm	13.3	4.5	13.3	4.5	14	4.7	10	3.3	10.5	3.5	12.5	4.2
Eye Relief	From the last optical surface	inches	3.54		3.54		3.74		3.54		3.74		3.54	
Eye Relief	From the last optical surface	mm	90		90		95		90		95		90	
Focal plane	F2 - non-magnifying reticle F1 - magnifying reticle		F2		F2		F2		F2		F2		F2	
Travel value per click	1 Click = x / 100y	inches	.25" (1/4")		.25" (1/4")		.25" (1/4")		.25" (1/4")		.25" (1/4")		.25" (1/4")	
Travel value per click	1 Click = x / 100m	cm	0.63		0.63		0.63		0.63		0.63		0.63	
Elevation range total	100y	inches	46		46		72		46		61		46	
Elevation range total	100m	cm	127		127		200		127		170		127	
Windage range total	100y	inches	46		46		72		46		61		46	
Windage range total	100m	cm	127		127		200		127		170		127	
Parallax compensation	Parallax free at x distance		100 yds		100 yds		100 yds		100 yds		100yds		100 yds	
Transmission Daylight	ISO 14490-5:2005		93.00%		93.00%		90.00%		93.00%		90.00%		92.00%	
Height	Without covers	inches	1.7		1.7		1.8		1.7		1.8		1.7	
Height	Without covers	mm	43.4		43.4		45		43.4		45		43.4	
Width	Without covers	inches	1.7		2.4		1.8		1.7		1.8		2.4	
Width	Without covers	mm	43.4		60		45		43.4		45		60	
Length	Measured at outside diameter	inches	12.5		12.5		11.7		13.2		12.2		13.2	
Length	Measured at outside diameter	mm	317		317		298		336		310		336	
Tube diameter	Width of main tube	inch or mm	1"		1"		1"		1"		1"		1"	
Mechanical outer diameter	Objective end of scope	mm	47.5		47.5		49.5		47.5		49.5		60	
Mechanical outer diameter	Ocular end of scope	mm	41		41		41		41		41		41	
Weight	Without covers	ounces	14.4		15		14.1		14.4		13.8		18.2	
Weight	Without covers	grams	408		428		400		408		390		516	
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Reticle Options	G4 = German #4 G4i = German #4 illuminated HS(i) = Horseshoe illuminated		Plex		G4i		Plex		Plex		Plex		G4i	