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## GPO, USA, INTRODUCES CUSTOM TURRETS WITH ENTRY PRICED SCOPES

**MIDLOTHIAN, VIRGINIA**, April 26, 2017 — GPO, USA, the industry’s newest premium optics company, introduces ballistically calibrated elevation turrets as a free accessory with select models of its PASSION™ 3X riflescope portfolio. Available for use with some of America’s most popular hunting cartridges, this new turret system allows hunters to simply range the target, dial the turret to the specified distance, precisely aim, and shoot. Simple, quick, and accurate, this system eliminates the need to memorize or access click or adjustment values or the need to “hold over” to make the shot. Designed and engineered in Germany, the PASSION™ 3X riflescope line brings together quality features and value for the benefit of the American hunter.

*“The PASSION™ 3X line 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,” said 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. Add custom turrets to items in this line, and we have a winner!”*



The new turrets are 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 purchase of a PASSION™ 3X 3-9x42 (\$349.99) and PASSION™ 3X 4-12x42 (\$399.99). All PASSION™ 3X riflescopes are built on a 1" machined aluminum main-tube with durable metallic turret caps, easily adjustable internal turret knobs, fast-focus rubberized ocular, and an extra-wide magnification adjustment ring. The 3-9X42 and 4-12X42 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.

These new ballistically calibrated turrets are easy to install on the selected PASSION™ 3X riflescope. Simply remove one screw, replace the factory-installed turret adjustment ring with the ballistic turret of choice, and reinstall the screw. The gun does not have to be re-zeroed if sighted in at 200 yards. Turrets are made from high grade aluminum that resists wear and corrosion.

Ballistically calibrated turrets are available for the following Hornady cartridges:

- American Gunner 223 Remington, 55gr HP @3240fps
- American Whitetail 6.5 Creedmoor, 129gr InterLock SP @2820fps
- American Whitetail 308 Winchester, 150gr InterLock SP @2820
- American Whitetail 30-06 Springfield, 180gr InterLock SP @2700fps
- American Whitetail 300 Winchester Magnum, 180gr InterLock SP @2960fps

All American Whitetail® cartridges are loaded with legendary Hornady InterLock® bullets in weights that have been deer hunting favorites for decades. American Whitetail® ammunition combines generations of ballistics know-how with modern components and the technology for optimum big game hunting performance.

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

Like all GPO products purchased in the USA, the new PASSION™ 3X 3-9X42mm and 4-12X42mm riflescopes include GPO, USA’s Spectacular Lifetime Warranty™. Full product and warranty details 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. GPO, USA is also a proud annual contributor to the United Cerebral Palsy. For additional information on these efforts, visit [www.gpo-usa.com](http://www.gpo-usa.com) or email [gpocares@gpo-usa.com](mailto:gpocares@gpo-usa.com).

#### **About GPO, USA:**

GPO, USA, is an American-based company that creates and sells premium sporting optics to avid outdoor enthusiasts. 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, including 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, the 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 produce optics that meet the highest specifications in their products’ price and 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 than comparable optics. GPO, USA, is unique in not only creating premium sporting optics but also offering one of the best warranty service policies in the industry. The company also publicly supports select organizations that promote conservation and protect our country and our constitutional rights. For more information about GPO, USA, visit [www.gpo-usa.com](http://www.gpo-usa.com) or email [info@gpo-usa.com](mailto:info@gpo-usa.com).

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