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GPO, USA INTRODUCES PASSION™ 6X RIFLESCOPE LINE

Midlothian, Va., May 10, 2017 — GPO, USA, the industry's newest premium optics company introduces the PASSION™ 6X 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™ 6X riflescope lineup is built on a 30mm machined aircraft aluminum main tube, comes standard with iControl™ fiber-optic auto-off illuminated reticles and is offered in 24mm, 50mm, and 56mm objective lens models.

“PASSION™ 6X is one of our flagship categories packed with the optical brilliance and technical features expected from super-premium riflescopes. With a 6X zoom factor, it is a highly versatile tool in the American hunters' arsenal of equipment,” says Michael Jensen, owner and CEO of GPO, USA. “Feature for feature, spec for spec, this product simply outshines other competitive European product lines.”

The PASSION™ 6X riflescope line will initially be offered in a 1-6x24i, 2.5-15x50i and 2.5-15x56i, all with an iControl™ illuminated 4A reticle. With durable metallic turret caps, easily adjustable PASSIONtrac™ quick zero custom turrets, GPObright™ high transmission lens coating technology, and Passiondrop™ hydrophobic exterior lens coatings coupled with double HD glass objective lenses, 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. Select models include extreme wide-angle field of view, sure to please optical enthusiasts. The illuminated reticle options are fiber-optically driven and have the newest iControl™ auto-off feature that protects the battery from draining unnecessarily, so users always have illumination when they need it most. This feature is usually found in much higher-priced scopes.

“We packed this product with 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 outdoorsmen 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.



Premium Riflescope Portfolio

PASSION™ 6X

1-6x24i | 2.5-15x50i | 2.5-15x56i



German 4 reticle illuminated



Double HD Glass



Transmission above 91%



Zeroing without tools



Objective thread for accessories.

PASSION Trac™ quick-zero turret with aluminium caps for dual use (shooting / hunting)



Machined single Aluminium 30mm body



Index scale diopter

GPObright™ high transmission lens coating technology

Combined illumination control and parallax compensation 50ft - ∞



iCONTROL

Bright fiber optic illumination technology
Automatic shut off after 3 hours of inactivity
Battery indicator (less 15% capacity indicator)



Extended eye relief 1-6x24i



Acrylic lens objective flip covers

Item #	Model	MAP	MSRP	Spec	Tube	Reticle	UPC#
R600	1-6x24i	\$1,149.99	\$1,277.77	1cm / CW	30mm	G4i	852885007205
R620	2.5-15x50i	\$1,249.99	\$1,388.88	1cm / CW	30mm	G4i	852885007212
R640	2.5-15x56i	\$1,299.99	\$1,444.43	1cm / CW	30mm	G4i	852885007229

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-based company owned and operated by Richard Schmidt, formerly CEO of Carl Zeiss Sports Optics, GmbH. GPO, GbmH is the global owner of the GPO brand. Together, GPO, USA and GPO, GbmH 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 bringing premium products with better features at similar prices or similar quality premium products at better prices. The GPO, USA-based company is unique in the fact that it not only creates premium sporting optics, but it 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.

PASSION™ 6X
Technical Information

Optical parameter	Description	Value	1-6x24i		2.5-15x50i		2.5-15x56i	
			Min	Max	Min	Max	Min	Max
Magnification			1x	6x	2.5x	15x	2.5x	15x
Field of View (FOV)		ft/100y	113	19	43.5	7.6	45.6	7.6
Field of View (FOV)		m/100m	37.5	6.3	14.4	2.5	15.1	2.5
Objective diameter	Effective diameter	mm	24		50		56	
Exit pupil diameter	Measurement of the pupillary ocular beam	mm	24	4	20	3.3	22.4	3.7
Eye Relief	From the last optical surface	inches	3.94		3.74		3.74	
Eye Relief	From the last optical surface	mm	100		95		95	
Focal plane	F2 - non-magnifying reticle F1 - magnifying reticle		F2		F2		F2	
Travel value per click	1 Click = x / 100y	inches	.36"		.36"		.36"	
Travel value per click	1 Click = x / 100m	cm	1		1		1	
Elevation range total	100y	inches	84		52.4		52.4	
Elevation range total	100m	cm	232		145		145	
Windage range total	100y	inches	84		52.4		52.4	
Windage range total	100m	cm	232		145		145	
Parallax compensation	Parallax free at x distance		100m		side adjustment		side adjustment	
Transmission Daylight	ISO 14490-5:2005		91.00%		91.00%		91.00%	
Height	Without covers	inches	1.9		1.9		1.9	
Height	Without covers	mm	49.3		49.3		49.3	
Width	Without covers	inches	2.6		3		3	
Width	Without covers	mm	65.7		75.5		75.5	
Length	Measured at outside diameter	inches	10.6		15		15	
Length	Measured at outside diameter	mm	269		381		381	
Tube diameter	Width of main tube	inch or mm	30		30		30	
Mechanical outer diameter	Objective end of scope	mm	30		58		65	
Mechanical outer diameter	Ocular end of scope	mm	46		46		46	
Weight	Without covers	ounces	18.7		24.7		27.5	
Weight	Without covers	grams	530		700		780	
Reticle Options	G4 = German #4 G4i = German #4 illuminated HS(i) = Horseshoe illuminated		G4i		G4i		G4i	