



GERMAN • PRECISION • OPTICS

**NEWS RELEASE**  
**FOR IMMEDIATE RELEASE**

**German Precision Optics Kicks off the New Year with a Buy 5 Get 1 Free Promotion**

**RICHMOND, Va. (Dec. 20, 2019)** — German Precision Optics (GPO) USA, is kicking off the new year with a dealer promotion that provides up to 20 percent additional margin for supporting retailers. This mix and match promotion of buy five and get one free is available to both new and existing dealers. It will run through the end of February and there is no limit on the purchases.

The promotion is easy, just select any of the premium riflescopes, binoculars or rangefinders in the line in increments of six. At least one of the six items will need to be one of the award-winning PASSION™ 3X riflescopes which includes a 4-12x50i, 6-18x50, 4-12x42, 3-9x40i or 3-9x42 or one PASSION™ ED 8x32, 10x32, 8x42 or 10x42 binoculars. The free item will be the lowest priced item of the six units ordered. All orders are for immediate delivery.

“We are always looking for ways to support our dealers,” said Mike Jensen, owner and CEO of GPO, USA. “Many stores may have depleted their inventory over the holidays, and with NIKON exiting the riflescope market, many dealers are looking for a high margin high quality replacement for 2020.

“With no limit on the orders, our customers can really position themselves to have one of the highest margin product lines in their showcase.”

In addition to the spectacular savings, new dealers signing up during this two-month promotion will also receive an in-store banner, product displays and promotional items. If you are interested in becoming a GPO dealer please contact GPO USA toll free at 1-844-MY-BINOS (692-4667) or by email at [info@gpo-usa.com](mailto:info@gpo-usa.com).

**About GPO USA**

German Precision Optics was founded on the premise that design, engineering and quality management is 100-percent controlled in Germany to its strictest standards, yet products can be produced at some of the largest production facilities around the world. This unique corporate structure allows GPO to offer the highest quality products with better features at a significantly better price. The company is 100-percent confident that all of its products will not only function perfectly but will exceed all expectations. Therefore, GPO, USA has created an industry-leading Spectacular Lifetime Warranty™. With outstanding professional service, GPO USA will take care of its products before, during, and after the purchase at no charge, ever. Founded in 2016, GPO has its U.S. headquarters in Richmond, Va. For more information on GPO USA, visit [www.gpo-usa.com](http://www.gpo-usa.com) or call 844-MY BINOS (844-692-4667).

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