



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

**German Precision Optics' 8x42 and 10x42 ED Binoculars Are Now Available in Deep Green**



**RICHMOND, Va. (Jan. 16, 2020)** — In response to customer requests, German Precision Optics (GPO) USA announces the immediate availability of its popular 8x42 and 10x42 ED binoculars in deep green. Until now, the deep green color variation was only available in the popular 8x32ED and 10x32ED models. Now all ED binoculars, 8x32, 10x32, 8x42 and 10x42 are available in multiple colors.

With its unique magnesium micro-bridge and body, the ED binoculars are ultra-lightweight yet incredibly durable. They feature ED glass technology, GPObright™ lens coating technology and are fog proof and waterproof. The cutting-edge field-of-view afforded on this line of binoculars makes them ideal for a variety of glassing situations. They are extremely popular among all outdoor enthusiasts and are some of the best selling items in the GPO portfolio.

The new deep green Passion ED 8x42 and 10x42 binoculars are currently available and can be purchased at retailers nationwide. They have a retail price of \$449 and \$499 respectively. For more information on this product line call 1-844-MY-BINOS (692-4667) or visit [www.gpo-usa.com](http://www.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. The unique global structure of GPO focuses on premium quality and exceptional service for all of its products. The company has invested in an unprecedented quality control structure where 100-percent of the products are hand-inspected and quality-control tested by German engineers in Germany 100-percent of the time.

The company is completely 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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