

Digital Imaging

Instant Savings November 2-8, 2020



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α9 Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE9/B	\$3,999 ⁹⁹	\$1,000	\$2,999⁹⁹
α7R IV Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7RM4/B	\$3,499 ⁹⁹	\$500	\$2,999⁹⁹
α7R III Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7RM3/B	\$2,799 ⁹⁹	\$500	\$2,299⁹⁹
α7S II Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7SM2/B	\$2,399 ⁹⁹	\$400	\$1,999⁹⁹
α7R II Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7RM2/B	\$1,799 ⁹⁹	\$500	\$1,299⁹⁹
α7 III + 28-70mm Zoom Lens - Black Bundle and save more. Check bundle chart for savings.	ILCE7M3K/B	\$2,199 ⁹⁹	\$300	\$1,899⁹⁹
α7 III Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7M3/B	\$1,999 ⁹⁹	\$300	\$1,699⁹⁹
α6000 Body Only - All Colors Bundle and save more. Check bundle chart for savings.	ILCE6000/B	\$549 ⁹⁹	\$150	\$399⁹⁹
α5100 + 16-50mm Power Zoom Lens - All Colors Bundle and save more. Check bundle chart for savings.	ILCE5100L/B	\$549 ⁹⁹	\$100	\$449⁹⁹

Please check final pricing at retail. Offers valid at participating retailers. * Stackable with other soft bundles and standalone instant rebate. ** Not stackable with other soft bundles and standalone instant rebate. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any. ††† Stackable with instant rebate on camera body and accessory only, if any.

Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers or discounts. Reseller prices may vary. Prices and offers stated do not include tax or shipping. Specifications, availability, prices and terms of offer are subject to cancellation or change without notice. Sony is not responsible for photographic, typographic or system errors.

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Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$2,599 ⁹⁹	\$200	\$2,399⁹⁹
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,499 ⁹⁹	\$100	\$2,399⁹⁹
FE 16-35mm F2.8 GM	SEL1635GM	\$2,199 ⁹⁹	\$200	\$1,999⁹⁹
FE 24-70mm F2.8 GM	SEL2470GM	\$2,199 ⁹⁹	\$200	\$1,999⁹⁹
FE 12-24mm F4 G	SEL1224G	\$1,774 ⁹⁹	\$100	\$1,674⁹⁹
FE 70-200mm F4 G OSS	SEL70200G	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,399 ⁹⁹	\$300	\$1,099⁹⁹
Vario-Tessar T* FE 16-35mm F4 ZA OSS	SEL1635Z	\$1,349 ⁹⁹	\$250	\$1,099⁹⁹
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,274 ⁹⁹	\$100	\$1,174⁹⁹
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,049 ⁹⁹	\$100	\$949⁹⁹
Sonnar® T* FE 55mm F1.8 ZA	SEL55F18Z	\$999 ⁹⁹	\$100	\$899⁹⁹
FE 20mm F1.8 G Bundle and save up to \$150. Check bundle chart for savings.	SEL20F18G	\$899 ⁹⁹	\$50	\$849⁹⁹
Vario-Tessar T* FE 24-70mm F4 ZA OSS	SEL2470Z	\$899 ⁹⁹	\$200	\$699⁹⁹
Sonnar T* FE 35mm F2.8 ZA	SEL35F28Z	\$799 ⁹⁹	\$50	\$749⁹⁹
FE 35mm F1.8	SEL35F18F	\$749 ⁹⁹	\$50	\$699⁹⁹
FE 85mm F1.8	SEL85F18/2	\$599 ⁹⁹	\$50	\$549⁹⁹

APS-C E-Mount Lenses

E PZ 18-110mm F4 G OSS	SELP18110G	\$3,649 ⁹⁹	\$100	\$3,549⁹⁹
E 16-55mm F2.8 G	SEL1655G	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
Sonnar® T* E 24mm F1.8 ZA	SEL24F18Z	\$1,099 ⁹⁹	\$100	\$999⁹⁹
Vario-Tessar T* E 16-70mm F4 ZA OSS	SEL1670Z	\$999 ⁹⁹	\$100	\$899⁹⁹
E 70-350mm F4.5-6.3 G OSS	SEL70350G	\$999 ⁹⁹	\$100	\$899⁹⁹
E 10-18mm F4 OSS	SEL1018	\$899 ⁹⁹	\$100	\$799⁹⁹
E 18-200mm F3.5-6.3 OSS	SEL18200	\$899 ⁹⁹	\$100	\$799⁹⁹
E 18-200mm F3.5-6.3 OSS LE	SEL18200LE	\$849 ⁹⁹	\$100	\$749⁹⁹
E 18-135mm F3.5-5.6 OSS	SEL18135	\$649 ⁹⁹	\$100	\$549⁹⁹
E PZ 18-105mm F4 G OSS	SELP18105G	\$649 ⁹⁹	\$50	\$599⁹⁹
E 35mm F1.8 OSS	SEL35F18	\$474 ⁹⁹	\$50	\$424⁹⁹
E 20mm F2.8	SEL20F28	\$349 ⁹⁹	\$50	\$299⁹⁹
E 16mm F2.8	SEL16F28	\$249 ⁹⁹	\$25	\$224⁹⁹

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Cyber-shot



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Sony ZV-1 Camera for Creators and Vloggers Bundle and save up to \$150. Check bundle chart for savings.	DCZV1/B	\$799 ⁹⁹	\$100	\$699⁹⁹
Sony ZV-1 Camera for Creators and Vloggers Bundle and save up to \$150. Check bundle chart for savings.	DCZV1/W	\$799 ⁹⁹	\$100	\$699⁹⁹

α Bundles

Bundle	With	Additional Savings
α6100 Body OR α6100 L Kit*	E 55–210mm F4.5-6.3 OSS (all colors)	\$100
α6400, OR α6600* (excludes double lens kits)	E 55–210mm F4.5-6.3 OSS (all colors)	\$200
α7S III*	CFexpress Type A Memory Card 160GB (CEAG160T)	\$50
α7 II, α7R II OR α7S II*	Vertical Grip (VGC2EM)	\$50
α7 III, α7R III OR α9*	Vertical Grip (VGC3EM)	\$100
α7R IV, α7S III OR α9 II*	Vertical Grip (VGC4EM)	\$100
α6100, α6400, α6600, OR α7C*	Vlogger Accessory Kit (ACCV1)	\$50
α6000, α6100, OR α6400* (camera body only)	SELP1650	\$200
α7 II, α7R II OR α7 III* (camera body only)	SEL2870	\$200
α6100, α6400, α6600, α7 II, α7 III, α7R, α7S, α7C, α9 OR α9 II*	SEL20F18G	\$100

Handycam and Cyber-shot Bundles

Bundle	With	Savings
FDRAX43/B OR FDRAX53/B	Gun Zoom Microphone (ECMGZ1M) AND/OR Shooting Grip (GPVPT1)*	\$50 EACH (up to \$100)
DSCRX0M2/B, DSCRX100M6/B OR DSCRX100M5A/B	Shooting Grip (VCTSGR1)††	\$50
DCZV1/B OR DCZV1/W	Vlogger Accessory Kit (ACCV1)	\$50

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