

SONY

α  
ALPHA

# UPGRADE YOUR GEAR

LIMITED TIME OFFER: NOVEMBER 20 – DECEMBER 24, 2022

Trade in any working interchangeable lens camera (digital or film) or lens and receive up to a **\$500 bonus** towards the purchase of select Sony Full-Frame mirrorless cameras and lenses. Increase your savings when you purchase products with instant rebates.



α FULL-FRAME MIRRORLESS CAMERAS AND LENS	TRADE-IN BONUS OFFER
α 1 35mm Full Frame Mirrorless Digital Camera	\$500
α 9 II 35mm Full Frame Mirrorless Digital Camera	\$500
α 7 R IV 35mm Full Frame Mirrorless Digital Camera	\$500
α 7S III 35mm Full Frame Mirrorless Digital Camera	\$500
α 7C with 35mm Full Frame Image Sensor	\$300
α 7C Kit 35mm Full Frame Image Sensor with 28-60mm lens	\$300
α 7 III 35mm Full Frame Mirrorless Digital Camera	\$300
α 7 III Kit 35mm Full Frame Mirrorless Camera + 28-70mm lens	\$300
α 7 IV 35mm Full Frame Mirrorless Digital Camera	\$300
α 7 IV Kit 35mm Full Frame Mirrorless Camera + 28-70mm lens	\$300

LENS	TRADE-IN BONUS OFFER
FE 24-105mm F4 G OSS II	\$200
FE 70-200mm F2.8 GM OSS	\$150
FE 12-24mm F2.8 GM	\$150
FE 200-600mm F5.6-6.3 G OSS	\$150
FE 14mm F1.8 GM	\$100
FE 16-35mm F2.8 GM	\$100
FE 20mm F1.8 G	\$100

LENSES	TRADE-IN BONUS OFFER
FE 24mm F1.4 GM	\$100
FE 24-70mm F2.8 GM	\$100
FE 24-70mm F2.8 GM II	\$100
FE 35mm F1.4 GM	\$100
FE 55mm F1.8 ZA	\$100
FE 85mm F1.4 GM	\$100
FE 90mm F2.8 Macro G OSS	\$100
FE 70-300mm F4.5-5.6 G OSS	\$100
FE PZ 16-35mm F4 G	\$100
FE 24mm F2.8 G	\$50
FE 40mm F2.5 G	\$50
FE 50mm F2.5 G	\$50
FE 100-400mm F4.5-5.6 GM OSS	\$100
E 10-18mm F4 OSS	\$100
E 16-55mm F2.8 G	\$100
E 70-350mm F4.5-6.3 G OSS	\$100
E 11mm F1.8	\$50
E 15mm F1.4 G	\$50
E PZ 10-20mm F4 G	\$50

Sony  
Authorized  
Dealer

\*Eligible models listed in chart. All eligible trade-in products must be in working condition. One bonus offer per item. © 2022 Sony Electronics Inc. All rights reserved. Sony, its logo and the Sony α logo are trademarks of Sony Corporation. Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers/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 photo-graphic, typographic or system errors. Participating Sony Authorized Dealers will add a discount as specified herein to consumers who trade in one (1) working digital or film interchangeable lens camera or lens (as specified herein) to purchase one (1) select new models listed herein, usable at the time of Final Checkout or at the cash register. Dealer determines the trade-in amount at its sole discretion and Dealer's trade-in amount may vary according to condition and age of the trade-in. The discount amount is not a cash equivalent, may not be redeemed for cash, and is available only for the purchase of a new Sony item listed herein at the time of trade-in. The discount to the customer is forfeited if the new model listed herein is returned for any reason or cause whatsoever. The traded-in/used product must be surrendered at time of trade-in (for e-commerce execution, physical receipt by the dealer or notification from carrier is considered an act of surrender). Multiple trade-in discounts cannot be combined and applied to the purchase of any one item.