

SONY

SONY

FE 1.4/35 GM

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LOWEST PRICE EVER

IN-STORE SPECIAL ONLY

LIMITED TIME: 5/16/2024 - 5/18/2024

Trade-in any working interchangeable lens camera and/or lens from any brand and receive*

UP TO \$1,300 IN PURCHASE CREDIT

when you apply your trade-in value towards the purchase of Eligible Products**

Eligible Products:

Cannot combine offer with instant rebates, bundle savings, and other rebates.

CAMERAS	MODEL #	RETAIL PRICE	TRADE-IN BONUS CREDIT	SALE PRICE
Alpha 1 Camera Body	ILCE1/B	\$6,499.99	\$1,300	\$5,199.99
Alpha 7R V Camera Body	ILCE7RM5/B	\$3,899.99	\$800	\$3,099.99
Alpha 7S III Camera Body	ILCE7SM3/B	\$3,499.99	\$700	\$2,799.99
Alpha 7 IV Camera Body + 28-70mm Zoom Lens	ILCE7M4K/B	\$2,699.99	\$500	\$2,199.99
Alpha 7 IV Camera Body	ILCE7M4/B	\$2,499.99	\$500	\$1,999.99
Alpha ZV-E1 Camera Body - all colors	ILCZVE1	\$2,199.99	\$450	\$1,749.99
Alpha 6700 Camera Body + 18-135mm Power Zoom Lens	ILCE6700M/B	\$1,799.99	\$200	\$1,599.99
Alpha 6700 Camera Body + 16-50mm Power Zoom Lens	ILCE6700L/B	\$1,499.99	\$200	\$1,299.99
Alpha 6700 Camera Body	ILCE6700/B	\$1,399.99	\$200	\$1,199.99
Cinema Line FX3 Camera	ILMEFX3	\$3,899.99	\$300	\$3,599.99
Cinema Line FX6 Camera	ILMEFX6V	\$5,999.99	\$700	\$5,299.99
LENSES	MODEL #	RETAIL PRICE	TRADE-IN BONUS CREDIT	SALE PRICE
FE 70-200mm F2.8 GM OSS II	SEL70200GM2	\$2,799.99	\$300	\$2,499.99
FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,499.99	\$300	\$2,199.99
FE 16-35mm F2.8 GM II	SEL1635GM2	\$2,299.99	\$300	\$1,999.99
FE 24-70mm F2.8 GM II	SEL2470GM2	\$2,299.99	\$300	\$1,999.99
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$1,999.99	\$300	\$1,699.99
FE 50mm F1.2 GM	SEL50F12GM	\$1,999.99	\$300	\$1,699.99
FE 85mm F1.4 GM	SEL85F14GM	\$1,799.99	\$300	\$1,499.99
FE 24mm F1.4 GM	SEL24F14GM	\$1,399.99	\$300	\$1,099.99
FE 35mm F1.4 GM	SEL35F14GM	\$1,399.99	\$300	\$1,099.99
FE 50mm F1.4 GM	SEL50F14GM	\$1,299.99	\$200	\$1,099.99
FE 24-105mm F4 G OSS	SEL24105G	\$1,299.99	\$400	\$899.99
E 16-55mm F2.8 G	SEL1655G	\$1,399.99	\$250	\$1,149.99
E 15mm F1.4 G	SEL15F14G	\$749.99	\$150	\$599.99
E 11mm F1.8	SEL11F18	\$549.99	\$100	\$449.99

SPECIAL BONUS: Trade in a DSLR, SLR, or a Sony SLT camera and receive one (1) FREE Sony NP-FZ100 Battery (\$79.99 value) + one (1) BC-QZ1 Charger (\$99.99 value) when you purchase one of the eligible Sony Alpha cameras listed above. FX series and lenses excluded.

For more information: <https://alphauniverse.com/promos/trade-in-trade-up>

* Sony Authorized Retailer determines whether it participates in the Trade-In Trade-Up program and the timeframe that it will participate between 5/16/2024 - 5/18/2024

** Eligible Products listed in above chart.

Offer, during Promotion Period, consists of up to \$1,300 credit toward the purchase of each Eligible Product.

During the Promotion Period, participating Sony Authorized Retailers will add a discount as specified herein to consumer's purchase receipt for every eligible trade-in of one (1) a working digital or film interchangeable lens camera or lens (as specified herein) for every purchase of one (1) Eligible Product listed herein, usable at the time of Final Checkout or at the point of sale register. Sony Authorized Retailer may offer, on its own and in its sole discretion, a Trade-In amount that is separate and in addition to this offer and such Trade-In amount may vary including 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 Eligible Product at the time of Trade-In. The discount to the consumer is forfeited if the new Eligible Product is returned for any reason or cause whatsoever. The Trade-In/used product must be surrendered at time of Trade-In (for e-commerce execution, physical receipt by the Sony Authorized Retailer 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.

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