

Canon

UPGRADE TODAY!

AND SAVE!

RECEIVE STORE TRADE-IN VALUE¹

when you trade-in your digital or film interchangeable lens camera or a lens

— PLUS —

RECEIVE UP TO \$400 BONUS TRADE-UP CREDIT¹

for every purchase of one or more Eligible Canon Products

— PLUS —

RECEIVE INSTANT SAVINGS*

on Select Eligible Canon Products













See back for complete program details on Canon Eligible Products and credit amount. Offer is available with same day in-store or online purchase only. Valid January 6, 2025 through February 9, 2025.

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ELIGIBLE PRODUCTS	WAS	TRADE-IN / TRADE-UP BONUS ¹	FINAL PRICE
EOS MIRRORLESS CAMERAS			
 EOS R5 Mark II Body	\$4,299	\$400	\$3,899.00
 EOS R5 Mark II + RF24-105mm F4 L IS USM Kit	\$5,399	\$400	\$4,999.00
STANDARD ZOOM LENSES			
 RF15-35mm F2.8 L IS USM	\$2,399	\$200	\$2,199.00
 RF24-70mm F2.8 L IS USM	\$2,399	\$200	\$2,199.00
 RF28-70mm F2 L USM	\$3,099	\$200	\$2,899.00
 RF70-200mm F2.8 L IS USM	\$2,799	\$200	\$2,599.00
SUPER TELEPHOTO LENS			
 RF100-500mm F4.5-7.1 L IS USM	\$2,899	\$200	\$2,699.00
STANDARD & MEDIUM TELEPHOTO LENSES			
 RF50mm F1.2 L USM	\$2,299	\$200	\$2,099.00
 RF85mm F1.2 L USM	\$2,799	\$200	\$2,599.00
 RF85mm F1.2 L USM DS	\$3,099	\$200	\$2,899.00

¹Savings are with instant rebate. See store for specific offers on eligible products and offer dates.

¹Offer is only available from January 6, 2025 through February 9, 2025 ("Promotion Period") at participating Canon Authorized Dealers and is valid on same day purchases of Eligible Products only. During the Promotion Period, participating Canon Authorized Dealers will offer a Trade-In + Trade-Up promotion where a consumer who trades in one (1) or more working digital or film interchangeable lens camera or lens ("Trade-In Product") will receive (a) a Trade-In amount determined by the Canon Authorized Dealer, and (b) a Trade-Up credit in an amount set forth in the chart above for every purchase of one (1) or more Canon Eligible Products listed herein. Offer is available on the purchase of new Eligible Products only and is not valid on used or refurbished products. Each participating Canon Authorized Dealer will determine, in its sole discretion, the Trade-In amount of each Trade-In Product. Such Trade-In amount may vary depending on condition and age of the Trade-In Product and other factors. The Trade-Up credit amount is not a cash equivalent, may not be redeemed for cash, and is available only for the purchase of one (1) or more Eligible Products at the time of the Trade-In. The Trade-Up credit amount is forfeited if the Eligible Product purchased under the promotion is returned for any reason whatsoever. The Trade-In Product must be surrendered at time of Trade-In. Neither Canon nor the participating Canon Authorized Dealer is responsible for any images stored in Trade-In Product's memory or for a memory card left in a Trade-In Product. Canon Authorized Dealers are not required to participate in Trade-In + Trade-Up program.

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