

SONY

GET PAID TO TRADE

Winter 2025 Trade-in Trade-up • 01/16 – 03/31/25

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

UP TO \$800 IN PURCHASE CREDIT

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

STACKABLE WITH INSTANT REBATES AND BUNDLES

	ELIGIBLE PRODUCTS	MODEL #	RETAIL PRICE	TRADE-IN BONUS CREDIT	SALE PRICE
CAMERAS	α9 III Camera Body	ILCE9M3/B	\$5,999 ⁹⁹	\$500	\$5,499 ⁹⁹
	α1 Camera Body	ILCE1B	\$5,499 ⁹⁹	\$200	\$5,299 ⁹⁹
	α7R V Camera Body	ILCE7RM5/B	\$3,899 ⁹⁹	\$300	\$3,599 ⁹⁹
	α7CR Camera Body - All Colors	ILCE7CR	\$2,999 ⁹⁹	\$300	\$2,699 ⁹⁹
	α7S III Camera Body	ILCE7SM3/B	\$3,499 ⁹⁹	\$300	\$3,199 ⁹⁹
	α7 IV Camera Body + 28-70mm Zoom Lens	ILCE7M4K/B	\$2,699 ⁹⁹	\$300	\$2,399 ⁹⁹
	α7 IV Camera Body	ILCE7M4/B	\$2,499 ⁹⁹	\$300	\$2,199 ⁹⁹
	α7C II Camera Body - All Colors	ILCE7CM2	\$2,199 ⁹⁹	\$250	\$1,949 ⁹⁹
	ZV-E1 Camera Body - All Colors	ILCZVE1	\$2,199 ⁹⁹	\$150	\$2,049 ⁹⁹
	ZV-E1 Camera + 28-60mm Zoom Lens - All Colors	ILCZVE1L	\$2,499 ⁹⁹	\$150	\$2,349 ⁹⁹
	α6700 Camera Body + 18-135mm Power Zoom Lens	ILCE6700M/B	\$1,799 ⁹⁹	\$200	\$1,599 ⁹⁹
	α6700 Camera Body + 16-50mm Power Zoom Lens	ILCE6700L/B	\$1,499 ⁹⁹	\$200	\$1,299 ⁹⁹
	α6700 Camera Body	ILCE6700/B	\$1,399 ⁹⁹	\$200	\$1,199 ⁹⁹
	Cinema Line FX6 Kit + 24-105 Zoom Lens	ILMEFX6VK	\$7,199 ⁹⁹	\$800	\$6,399 ⁹⁹
	Cinema Line FX6 Camera	ILMEFX6V	\$5,999 ⁹⁹	\$700	\$5,299 ⁹⁹
Cinema Line FX3 Camera	ILMEFX3	\$3,899 ⁹⁹	\$200	\$3,699 ⁹⁹	
LENSES	FE 24-105mm F4 G OSS	SEL24105G/2	\$1,299 ⁹⁹	\$200	\$1,099 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 70-200mm F2.8 GM OSS II	SEL70200GM2	\$2,799 ⁹⁹	\$300	\$2,499 ⁹⁹
	FE 16-35mm F2.8 GM	SEL1635GM	\$1,899 ⁹⁹	\$200	\$1,699 ⁹⁹
	FE 24-70mm F2.8 GM	SEL2470GM	\$1,699 ⁹⁹	\$200	\$1,499 ⁹⁹
	FE 70-200mm F2.8 GM OSS	SEL70200GM	\$1,999 ⁹⁹	\$200	\$1,799 ⁹⁹
	FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,499 ⁹⁹	\$200	\$2,299 ⁹⁹
	FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$1,999 ⁹⁹	\$200	\$1,799 ⁹⁹
	FE 16-25mm F2.8	SEL1625G	\$1,199 ⁹⁹	\$200	\$999 ⁹⁹
	FE 16-35mm F4 G	SELP1635G	\$1,199 ⁹⁹	\$100	\$1,099 ⁹⁹
	FE 20-70mm F4 G	SEL2070G	\$1,099 ⁹⁹	\$100	\$999 ⁹⁹
	FE 70-200mm F4 Macro G OSS II	SEL70200G2	\$1,699 ⁹⁹	\$200	\$1,499 ⁹⁹
	FE 24mm F1.4 GM	SEL24F14GM	\$1,399 ⁹⁹	\$200	\$1,199 ⁹⁹
	FE 24-50mm F2.8 G	SEL2450G	\$1099 ⁹⁹	\$200	\$899 ⁹⁹
	FE 35mm F1.4 GM	SEL35F14GM	\$1,399 ⁹⁹	\$200	\$1,199 ⁹⁹
	FE 50mm F1.2 GM	SEL50F12GM	\$1,999 ⁹⁹	\$200	\$1,799 ⁹⁹
	FE 50mm F1.4 GM	SEL50F14GM	\$1,299 ⁹⁹	\$200	\$1,099 ⁹⁹
	FE 85mm F1.4 GM	SEL85F14GM	\$1,299 ⁹⁹	\$200	\$1,099 ⁹⁹
	E PZ 10-20mm F4 G	SELP1020G	\$749 ⁹⁹	\$50	\$699 ⁹⁹
E 16-55mm F2.8 G	SEL1655G	\$1,399 ⁹⁹	\$100	\$1,299 ⁹⁹	
E 15mm F1.4 G	SEL15F14G	\$749 ⁹⁹	\$50	\$699 ⁹⁹	
E 11mm F1.8	SEL11F18	\$549 ⁹⁹	\$50	\$499 ⁹⁹	

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 01/16 – 03/31/25.
 Offer, during Promotion Period, consists of up to \$500 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) 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 Traded-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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