

SONY TRADE-UP EVENT



LIMITED TIME OFFER: 4/1 - 6/30/2026

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**

	ELIGIBLE PRODUCTS	MODEL #	RETAIL PRICE	TRADE-IN BONUS CREDIT	SALE PRICE
CAMERAS	α1 II Camera Body	ILCE1M2B	\$6,999 ⁹⁹	\$500	\$6,499 ⁹⁹
	α1 Camera Body	ILCE1B	\$6,199 ⁹⁹	\$200	\$5,999 ⁹⁹
	α9 III Camera Body	ILCE9M3B	\$6,799 ⁹⁹	\$500	\$6,299 ⁹⁹
	α7R V Camera Body	ILCE7RM5/B	\$3,799 ⁹⁹	\$300	\$3,499 ⁹⁹
	α7S III Camera Body	ILCE7SM3/B	\$3,999 ⁹⁹	\$200	\$3,799 ⁹⁹
	α7CR Camera Body - All Colors	ILCE7CR	\$3,399 ⁹⁹	\$200	\$3,199 ⁹⁹
	α7 V Camera Body + 28-70mm Zoom Lens	ILCE7M5M/B	\$3,099 ⁹⁹	\$200	\$2,899 ⁹⁹
	α7 V Camera Body	ILCE7M5/B	\$2,899 ⁹⁹	\$200	\$2,699 ⁹⁹
	Cinema Line FX6 Kit + 24-105 Zoom Lens	ILMEFX6VK	\$8,299 ⁹⁹	\$800	\$7,499 ⁹⁹
	Cinema Line FX6 Camera	ILMEFX6V	\$6,999 ⁹⁹	\$700	\$6,299 ⁹⁹
	Cinema Line FX3 Camera	ILMEFX3A	\$4,299 ⁹⁹	\$300	\$3,999 ⁹⁹
	Cinema Line FX2 Camera + XLR Handle Unit	ILMEFX2	\$3,099 ⁹⁹	\$200	\$2,899 ⁹⁹
	Cinema Line FX2 Camera	ILMEFX2B	\$2,699 ⁹⁹	\$200	\$2,499 ⁹⁹
LENSES	FE 300mm F2.8 GM OSS	SEL300F28GM	\$6,799 ⁹⁹	\$300	\$6,499 ⁹⁹
	FE 28-70mm F2 GM	SEL2870GM	\$3,299 ⁹⁹	\$200	\$3,099 ⁹⁹
	FE 50-150mm F2 GM	SEL50150GM	\$3,999 ⁹⁹	\$200	\$3,799 ⁹⁹
	FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,799 ⁹⁹	\$200	\$2,599 ⁹⁹
	FE 400-800mm F6.3-8 G OSS	SEL400800G	\$2,699 ⁹⁹	\$200	\$2,499 ⁹⁹
	FE 24-70mm F2.8 GM	SEL2470GM	\$1,799 ⁹⁹	\$100	\$1,699 ⁹⁹
	FE 70-200mm F2.8 GM OSS	SEL70200GM	\$2,149 ⁹⁹	\$100	\$2,049 ⁹⁹
	FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$2,099 ⁹⁹	\$100	\$1,999 ⁹⁹
	FE 35mm F1.4 GM	SEL35F14GM	\$1,499 ⁹⁹	\$100	\$1,399 ⁹⁹
	FE 50mm F1.2 GM	SEL50F12GM	\$2,299 ⁹⁹	\$100	\$2,199 ⁹⁹
	FE 50mm F1.4 GM	SEL50F14GM	\$1,399 ⁹⁹	\$100	\$1,299 ⁹⁹
FE 85mm F1.4 GM II	SEL85F14GM2	\$1,949 ⁹⁹	\$100	\$1,849 ⁹⁹	

Stackable with Customer Registration Cash Back. Stackable with Instant Rebates, Bundles and Retargeting Campaign. Not Stackable with RSA Purchase Program.

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 4/1 - 6/30/2026

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) 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 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.

© 2026 Sony Electronics Inc. All rights reserved. Sony, its logo and the Sony Alpha logo are trademarks of Sony Corporation. Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers/discounts. Offer valid on in-stock items only. No substitutions or rain checks issued. Other restrictions may apply. 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.