

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 \$500
BONUS TRADE-UP CREDIT¹

for every purchase of **one or**
more Eligible Canon Products

PLUS

RECEIVE INSTANT
SAVINGS[^]

on **Select Eligible Canon Products**



ELIGIBLE PRODUCTS	TRADE-IN / TRADE-UP BONUS ¹
EOS MIRRORLESS CAMERAS	
 EOS R1 Body	\$500
 EOS R5 Mark II Body	\$200
 EOS R7 Body	\$100
 EOS R7 Body with Cropping Guide Firmware	\$100
 EOS R7 RF-S18-150mm F3.5-6.3 IS STM Lens Kit	\$100
 EOS R7 Content Creator Kit	\$100
 EOS R10 RF-S18-45mm F4.5-6.3 IS STM Lens Kit	\$100
 EOS R10 RF-S18-150mm F3.5-6.3 IS STM Lens Kit	\$100
 EOS R10 Content Creator Kit	\$100
STANDARD ZOOM LENSES	
 RF15-35mm F2.8 L IS USM	\$200
 RF24-70mm F2.8 L IS USM	\$200
 RF28-70mm F2 L USM	\$200
 RF70-200mm F2.8 L IS USM	\$200
SUPER TELEPHOTO LENS	
 RF100-500mm F4.5-7.1 L IS USM	\$200
STANDARD & MEDIUM TELEPHOTO LENSES	
 RF50mm F1.2 L USM	\$200
 RF135mm F1.8 L IS USM	\$200

Offer is available with same day in-store or online purchase only. Valid now through August 17, 2025.

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

[^]Offer is only available now through August 17, 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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NUMBER
ONE



Canon

Interchangeable Lens
Cameras, Mirrorless
Cameras and Full-Frame
Mirrorless Cameras*

*Circuits, LLC, Retail Tracking Service, US, Detachable Lens and Lenses, Filters, Adapters, and Caps Subcategories, Digital Lens Types: Digital I.S.M., Mirrorless Detachable Lens, Sensor Size: Full-Frame, Lens Mount Type: Any, Imaging Accessory Type(s): Prime Lens, Zoom Lens, and Mirrorless Detachable Lens, Unit Sales by Brand, 12 Months Ending December 2024.