

SONY

TRADE-UP E V E N T



LIMITED TIME OFFER: 1/1 – 3/31/2026

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
C A M E R A S	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	\$4,199 ⁹⁹	\$300	\$3,899 ⁹⁹
	α7CR Camera Body - All Colors	ILCE7CR	\$3,399 ⁹⁹	\$200	\$3,199 ⁹⁹
	α7S III Camera Body	ILCE7SM3/B	\$3,999 ⁹⁹	\$200	\$3,799 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	\$3,399 ⁹⁹	\$200	\$3,199 ⁹⁹
	Cinema Line FX2 Camera	ILMEFX2B	\$2,999 ⁹⁹	\$200	\$2,799 ⁹⁹
	FE 300mm F2.8 GM OSS	SEL300F28GM	\$6,799 ⁹⁹	\$300	\$6,499 ⁹⁹
	FE 16-35mm F2.8 GM II	SEL1635GM2	\$2,649 ⁹⁹	\$200	\$2,449 ⁹⁹
	FE 24-70mm F2.8 GM II	SEL2470GM2	\$2,449 ⁹⁹	\$200	\$2,249 ⁹⁹
L E N S E S	FE 70-200mm F2.8 GM OSS II	SEL70200GM2	\$3,149 ⁹⁹	\$200	\$2,949 ⁹⁹
	FE 28-70mm F2 GM	SEL2870GM	\$3,349 ⁹⁹	\$200	\$3,149 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	\$3,299 ⁹⁹	\$200	\$3,099 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	\$2,249 ⁹⁹	\$100	\$2,149 ⁹⁹
	FE 35mm F1.4 GM	SEL35F14GM	\$1,599 ⁹⁹	\$100	\$1,499 ⁹⁹
	FE 50mm F1.2 GM	SEL50F12GM	\$2,299 ⁹⁹	\$100	\$2,199 ⁹⁹
	FE 50mm F1.4 GM	SEL50F14GM	\$1,449 ⁹⁹	\$100	\$1,349 ⁹⁹
	FE 85mm F1.4 GM II	SEL85F14GM2	\$2,049 ⁹⁹	\$100	\$1,949 ⁹⁹

Stackable with Instant Rebates and Bundles. Stackable with Customer Registration Cash Back. 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 1/1 – 3/31/2026. Offer, during Promotion Period, consists of up to \$500 credit toward the purchase of each Eligible Product.

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