

SONY | α

TRADEUP  
SALES EVENT

# UPGRADE YOUR GEAR

## LIMITED TIME OFFER: FEBRUARY 3RD – MARCH 30TH, 2019

Trade-in any working digital interchangeable lens camera or lens and receive **up to a \$500 bonus** towards the purchase of select Sony α Full-Frame mirrorless cameras and lenses—including the α 7 III and select G Master lenses—**plus the value of your trade-in**. Stack your bonus offers with instant rebates to increase savings when you trade up into new Sony α gear during the best deals of the season.

α FULL-FRAME MIRRORLESS CAMERA AND LENS	INSTANT REBATE	BONUS OFFER
α 9 Mirrorless Camera (Body Only)	\$500	\$500
α 7R III Mirrorless Camera (Body Only)	\$200	\$300
α 7 III Full Frame Mirrorless Camera (Body Only)	-	\$200
α 7 III Full Frame Mirrorless Camera (Kit)	-	\$200
α 7R II Mirrorless Camera (Body Only)	\$200	\$200
α 7S II Full Frame Mirrorless Camera (Body Only)	\$200	\$200
FE 16-35mm F2.8 GM wide-angle zoom lens	-	\$250
FE 24-70mm F2.8 GM standard-zoom lens	-	\$250
FE 70-200mm F2.8 GM OSS telephoto-zoom lens	-	\$300
FE 85mm F1.4 GM prime lens	-	\$200
Planar T* FE 50mm F1.4 ZA prime lens	\$100	\$100



Eligible Trade-In Products: Any working digital interchangeable-lens camera or lens.

\*Eligible models listed in chart. All eligible trade-in products must be in working condition. One bonus offer per item. © 2019 Sony Electronics Inc. All rights reserved. Sony, its logo and the Sony α logo are trademarks of Sony Corporation. Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers/ discounts. 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. Participating Sony Authorized Dealers will add a discount as specified herein to consumers who trade in one (1) working digital interchangeable lens camera or lens (as specified herein) to purchase one (1) select new models listed herein, usable at the time of Final Checkout or at the cash register. Dealer determines the trade-in amount at its sole discretion and Dealer's trade-in amount may vary 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 Sony item listed herein at the time of trade-in. The discount to the customer is forfeited if the new model listed herein 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 dealer 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.

Sony  
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Dealer

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