

SONY

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ALPHA

# UPGRADE YOUR GEAR

LIMITED TIME OFFER: JUNE 3RD, 2020



Trade in any working interchangeable lens camera (digital or film) or lens and receive up to a **\$200 bonus** towards the purchase of select Sony Full-Frame mirrorless cameras and lenses. Increase your savings when you purchase products with instant rebates.

α FULL-FRAME MIRRORLESS CAMERAS AND LENS	BONUS OFFER	LENS	BONUS OFFER	LENS	BONUS OFFER
α 6600 Premium E-mount APS-C Camera (Body Only)	\$100	FE 100-400mm F4.5-5.6 GM SS	\$250	FE 24-70mm F2.8 GM	\$225
α 7 III with 35mm Full Frame Image Sensor (Body Only)	\$200	FE 100mm F2.8 STF GM OSS	\$100	FE 24mm F1.4 GM	\$100
α 7 III Kit 35mm Full Frame Image Sensor with 28-70mm lens	\$200	FE 135mm F1.8 GM	\$225	Sonnar® T* FE 55mm F1.8 ZA	\$100
α 7R III 35mm Full Frame Camera with Autofocus	\$200	FE 16-35mm F2.8 GM	\$225	FE 70-200mm F4 G OSS	\$100
α 7R IV 35mm Full Frame Camera with 61.0 MP	\$300	E 16-55mm F2.8 G	\$100	FE 70-200mm F2.8 GM OSS	\$250
α 9 II Full Frame Camera with Pro Capability	\$200	FE 200-600mm F5.6-6.3 G OSS	\$150	E 70-350mm F4.5-6.3 G OSS	\$100
α 9 Featuring Full Frame Stacked CMOS Sensor	\$200	FE 24-105mm F4 G OSS	\$100	FE 85mm F1.4 GM	\$100

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\*Eligible models listed in chart. All eligible trade-in products must be in working condition. One bonus offer per item. © 2020 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.