

SONY



TRADE-UP EVENT

LIMITED TIME OFFER: 6/30/2025 – 9/30/2025

Trade-in any working interchangeable lens camera and/or lens from any brand and receive*

UP TO \$1,000 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	α9 III Camera Body	ILCE9M3B	\$6,399 ⁹⁹	\$500	\$5,899⁹⁹
	α1 Camera Body	ILCE1B	\$5,899 ⁹⁹	\$500	\$5,399⁹⁹
	α7R V Camera Body	ILCE7RM5/B	\$4,199 ⁹⁹	\$1,000	\$3,199⁹⁹
	α7CR Camera Body - All Colors	ILCE7CR	\$3,199 ⁹⁹	\$300	\$2,899⁹⁹
	α7S III Camera Body	ILCE7SM3/B	\$3,799 ⁹⁹	\$300	\$3,499⁹⁹
	α7 IV Camera Body + 28-70mm Zoom Lens	ILCE7M4K/B	\$2,899 ⁹⁹	\$300	\$2,599⁹⁹
	α7 IV Camera Body	ILCE7M4/B	\$2,699 ⁹⁹	\$300	\$2,399⁹⁹
	α7C II Camera Body - All Colors	ILCE7CM2	\$2,399 ⁹⁹	\$200	\$2,199⁹⁹
	ZV-E1 Camera Body - All Colors	ILCZVE1	\$2,399 ⁹⁹	\$300	\$2,099⁹⁹
	ZV-E1 Camera + 28-60mm Zoom Lens - All Colors	ILCZVE1L	\$2,699 ⁹⁹	\$300	\$2,399⁹⁹
	Cinema Line FX6 Kit + 24-105 Zoom Lens	ILMEFX6VK	\$7,799 ⁹⁹	\$800	\$6,999⁹⁹
	Cinema Line FX6 Camera	ILMEFX6V	\$6,499 ⁹⁹	\$700	\$5,799⁹⁹
	Cinema Line FX3 Camera	ILMEFX3A	\$4,099 ⁹⁹	\$300	\$3,799⁹⁹
	FE 16-35mm F2.8 GM II	SEL1635GM2	\$2,499 ⁹⁹	\$300	\$2,199⁹⁹
LENSES	FE 24-70mm F2.8 GM II	SEL2470GM2	\$2,449 ⁹⁹	\$300	\$2,149⁹⁹
	FE 70-200mm F2.8 GM OSS II	SEL70200GM2	\$2,999 ⁹⁹	\$300	\$2,699⁹⁹
	FE 300mm F2.8 GM OSS	SEL300F28GM	\$6,499 ⁹⁹	\$300	\$6,199⁹⁹
	FE 16-35mm F2.8 GM	SEL1635GM	\$2,049 ⁹⁹	\$200	\$1,849⁹⁹
	FE 24-70mm F2.8 GM	SEL2470GM	\$1,799 ⁹⁹	\$200	\$1,599⁹⁹
	FE 70-200mm F2.8 GM OSS	SEL70200GM	\$2,149 ⁹⁹	\$200	\$1,949⁹⁹
	FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,699 ⁹⁹	\$200	\$2,499⁹⁹
	FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$2,099 ⁹⁹	\$200	\$1,899⁹⁹
	FE 24mm F1.4 GM	SEL24F14GM	\$1,499 ⁹⁹	\$200	\$1,299⁹⁹
	FE 35mm F1.4 GM	SEL35F14GM	\$1,499 ⁹⁹	\$200	\$1,299⁹⁹
	FE 50mm F1.2 GM	SEL50F12GM	\$2,149 ⁹⁹	\$200	\$1,949⁹⁹
	FE 50mm F1.4 GM	SEL50F14GM	\$1,399 ⁹⁹	\$200	\$1,199⁹⁹
	FE 85mm F1.4 GM II	SEL85F14GM2	\$1,949 ⁹⁹	\$300	\$1,649⁹⁹
	FE 85mm F1.4 GM	SEL85F14GM	\$1,399 ⁹⁹	\$200	\$1,199⁹⁹

Not Stackable with Instant Rebates and Bundles

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 06/30 – 9/30/2025

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.

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