

LIMITED TIME OFFER: 10/1/2026 – 12/31/2026

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
CAMERAS	α1 II Camera Body	ILCE1M2B	$6,999.99	$500	$6,499.99
	α9 III Camera Body	ILCE9M3B	$6,799.99	$500	$6,299.99
	α7R VI Camera Body	ILCE7RM6/B	$4,499.99	$300	$4,199.99
	α7R V Camera Body	ILCE7RM5/B	$3,799.99	$300	$3,499.99
	α7S III Camera Body	ILCE7SM3/B	$3,999.99	$200	$3,799.99
	α7CR Camera Body - All Colors	ILCE7CR	$3,399.99	$200	$3,199.99
	α7 V Camera Body + 28-70mm Zoom Lens	ILCE7M5MB	$3,099.99	$200	$2,899.99
	α7 V Camera Body	ILCE7M5/B	$2,899.99	$200	$2,699.99
	Cinema Line FX6 Kit + 24-105 Zoom Lens	ILMEFX6VK	$8,699.99	$800	$7,899.99
	Cinema Line FX6 Camera	ILMEFX6V	$7,299.99	$700	$6,599.99
	Cinema Line FX3 Camera	ILMEFX3A	$4,299.99	$300	$3,999.99
	Cinema Line FX2 Camera + XLR Handle Unit	ILMEFX2	$3,099.99	$200	$2,899.99
	Cinema Line FX2 Camera	ILMEFX2B	$2,699.99	$200	$2,499.99
LENSES	FE 300mm F2.8 GM OSS	SEL300F28GM	$6,799.99	$300	$6,499.99
	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	$2,699.99	$200	$2,499.99
	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	$2,099.99	$100	$1,999.99
	FE 35mm F1.4 GM	SEL35F14GM	$1,499.99	$100	$1,399.99
	FE 50mm F1.2 GM	SEL50F12GM	$2,299.99	$100	$2,199.99
	FE 50mm F1.4 GM	SEL50F14GM	$1,399.99	$100	$1,299.99
	FE 85mm F1.4 GM II	SEL85F14GM2	$1,949.99	$100	$1,849.99

Stackable with Customer Registration Cash Back. Stackable with Instant Rebates, Bundles and Retargeting Campaign. 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 10/1/2026–12/31/2026
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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