

SONY

TRADEUP↑
SALES EVENT

α
ALPHA



NEW YEAR, NEW GEAR

LIMITED TIME OFFER

Trade in any working interchangeable lens camera (digital or film) or lens and receive up to **\$300 in bonus credits** towards the purchase of select Sony mirrorless cameras and lenses. Increase your savings when you purchase products with instant rebates.

ELIGIBLE CAMERA OR LENS	TRADE-IN BONUS
α 7R IV Full-Frame Mirrorless Camera (Body Only)	\$300
α 9 Full-Frame Mirrorless Camera (Body Only)	\$200
α 7R III Full-Frame Mirrorless Camera (Body Only)	\$200
α6600 Premium APS-C Camera (Body Only)	\$100
FE 100-400mm F4.5-5.6 GM OSS	\$250
FE 70-200mm F2.8 GM OSS	\$250
FE 24-70mm F2.8 GM	\$200
FE 16-35mm F2.8 GM	\$200
FE 135mm F1.8 GM	\$200

ELIGIBLE LENS	TRADE-IN BONUS
FE 200-600mm F5.6-6.3 G OSS	\$150
FE 24mm F1.4 GM	\$100
FE 85mm F1.4 GM	\$100
FE 70-200mm F4 G	\$100
FE 100mm F2.8 STF GM OSS	\$100
FE 24-105mm F4 G OSS	\$100
E 16-55mm G	\$100
E 70-350mm F4.5-6.3 G OSS	\$100
FE 55mm F1.8 Zeiss	\$100

* Valid thru 1/20/20-3/29/20. Eligible models listed in chart. All eligible trade-in products must be in working condition. One bonus offer per item. Offers valid for participating retailers only. © 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 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 bonus credit 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