

SONY

α
ALPHA

UPGRADE YOUR GEAR



STORE TRADE-IN VALUE

Trade-In working interchangeable lens camera &/or lens from any brand ("Trade-In")**



UP TO \$500 BONUS CREDIT

per Eligible Product when you **Trade-In** any working camera or lens (digital or film) from any brand toward purchase of Eligible Products* ("Trade-Up")

Eligible Products:

α FULL-FRAME CAMERAS	TRADE-IN BONUS CREDIT
α 1 Mirrorless Camera Body	\$500
α 9 II Mirrorless Camera Body	\$500
α 7 R IV Mirrorless Camera Body	\$500
α 7S III Mirrorless Camera Body	\$500
α 7C Mirrorless Camera Body or Kit	\$300
α 7 III Mirrorless Camera Body or Kit	\$300
α 7 IV Mirrorless Camera Body or Kit	\$300

LIMITED TIME OFFER: FEBRUARY 27 – MARCH 31, 2023

LENSES	TRADE-IN BONUS CREDIT
FE 24-70mm F2.8 GM	\$100
FE 24-70mm F2.8 GM II	\$100
FE 35mm F1.4 GM	\$100
FE 40mm F2.5 G	\$50
FE 50mm F2.5 G	\$50
FE 55mm F1.8 ZA	\$100
FE 70-200mm F2.8 GM OSS	\$150
FE 70-300mm F4.5-5.6 G OSS	\$100
FE 85mm F1.4 GM	\$100
FE 90mm F2.8 Macro G OSS	\$100
FE 100-400mm F4.5-5.6 GM OSS	\$100
FE 200-600mm F5.6-6.3 G OSS	\$150
E 10-18mm F4 OSS	\$100
E PZ 10-20mm F4 G	\$50
E 11mm F1.8	\$50
E 15mm F1.4 G	\$50
E 16-55mm F2.8 G	\$100
E 70-350mm F4.5-6.3 G OSS	\$100

LENSES	TRADE-IN BONUS CREDIT
FE 12-24mm F2.8 GM	\$150
FE 24-105mm F4 G OSS II	\$200
FE 14mm F1.8 GM	\$100
FE 16-35mm F2.8 GM	\$100
FE PZ 16-35mm F4 G	\$100
FE 20mm F1.8 G	\$100
FE 24mm F1.4 GM	\$100
FE 24mm F2.8 G	\$50

Sony Authorized Dealer

For more information: <https://alphauniverse.com/promos/trade-in-trade-up>

* Eligible Products listed in above chart.

** Sony Authorized Retailer determines whether it participates in trade-in program.

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) 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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