

Canon

UPGRADE TODAY!

RECEIVE STORE TRADE-IN VALUE¹

when you **trade-in** your **digital or film interchangeable lens camera or a lens**

— PLUS —

RECEIVE \$200 BONUS TRADE UP CREDIT¹

for every purchase of **one or more Canon Eligible Products**












— PLUS —

RECEIVE INSTANT SAVINGS[^]

on **Canon Eligible Products**



See back for complete program details on Canon Eligible Products and credit amount. Offer is available with same day in-store or online purchase only from July 31, 2023 through August 27, 2023.

ELIGIBLE PRODUCTS	Trade-In, Trade-Up Bonus Savings	Instant Savings [*]
EOS MIRRORLESS CAMERAS		
 EOS R3	\$200	\$200
 EOS R5	\$200	\$200
 EOS R5 RF24-105mm F4 L IS USM Kit	\$200	\$200
SUPER TELEPHOTO LENSES		
 RF100-500mm F4.5-7.1 L IS USM	\$200	\$200
STANDARD ZOOM LENSES		
 RF70-200mm F2.8 L IS USM	\$200	\$200
 RF15-35mm F2.8 L IS USM	\$200	\$200
 RF24-70mm F2.8 L IS USM	\$200	\$200
 RF28-70mm F2 L USM	\$200	\$200
STANDARD & MEDIUM TELEPHOTO LENSES		
 RF85mm F1.2 L USM DS	\$200	\$100
 RF85mm F1.2 L USM	\$200	\$100
 RF50mm F1.2 L USM	\$200	\$100

*Offer is only available from July 31, 2023 through August 27, 2023 ("Promotion Period") at participating Canon Authorized Dealers and is valid on same day purchases of Eligible Products only. During the Promotion Period, participating Canon Authorized Dealers will offer a Trade-In + Trade-Up promotion where a consumer who trades in one (1) or more working digital or film interchangeable lens camera or lens ("Trade-In Product") will receive (a) a Trade-In amount determined by the Canon Authorized Dealer, and (b) a Trade-Up credit in an amount set forth in the chart above for every purchase of one (1) or more Canon Eligible Products listed herein. Offer is available on the purchase of new Eligible Products only and is not valid on used or refurbished products. Each participating Canon Authorized Dealer will determine, in its sole discretion, the Trade-In amount of each Trade-In Product. Such Trade-In amount may vary depending on condition and age of the Trade-In Product and other factors. The Trade-Up credit amount is not a cash equivalent, may not be redeemed for cash, and is available only for the purchase of one (1) or more Eligible Products at the time of the Trade-In. The Trade-Up credit amount is forfeited if the Eligible Product purchased under the promotion is returned for any reason whatsoever. The Trade-In Product must be surrendered at time of Trade-In. Neither Canon nor the participating Canon Authorized Dealer is responsible for any images stored in Trade-In Product's memory or for a memory card left in a Trade-In Product. Canon Authorized Dealers are not required to participate in Trade-In + Trade-Up program.

^{*}Savings are with Instant Rebate. Offer valid July 31, 2023 through Aug. 27, 2023.

©2023 Canon U.S. A. Inc. Canon is a registered trademark of Canon Inc. in the United States and may be registered trademarks or trademarks in other countries.