

# SONY

# α TRADEUP

EVENT



Up to a  
**\$500**  
trade-in  
bonus

Trade-in and trade-up with this great summertime **BONUS** offer on select Sony α full-frame cameras.

From now through September 30, 2017, trade in a working DSLR or mirrorless camera\* and receive up to a **\$500** bonus (on top of your trade-in value) toward the purchase of select Sony α full-frame mirrorless cameras.

α Full-Frame Mirrorless Cameras	Bonus Offer	Eligible Trade-In Products*
α9 Full-Frame Mirrorless Camera (Body Only)	<b>\$500</b>	Canon 6D, Canon 6D II, Canon 5D Mark II, 5D Mark III, 5D Mark IV, Canon 5Ds, Canon 5Ds R, Canon 1D Mark IV, Canon 1DX, Canon 1DX II, Nikon D600, Nikon D610, Nikon D800, Nikon D800E, Nikon D810, Nikon D810A, Nikon D750, Nikon D3, Nikon D3s, Nikon D4, Nikon D4s, Nikon D5, Leica M9, Leica M9P, Leica Monochrom, Leica M246, Leica M240, Leica M10, Leica SL, Leica M262, Sony α7, Sony α7R, Sony α7S, Sony α7 II, Sony α7S II, Sony α7R II, Sony α900, Sony α850, Sony α99, Sony α99 II
α7R II Full-Frame Mirrorless Camera (Body Only)	<b>\$300</b>	Any working digital interchangeable-lens camera.
α7S II Full-Frame Mirrorless Camera (Body Only)	<b>\$300</b>	Any working digital interchangeable-lens camera.
α7 II Full-Frame Mirrorless Camera with FE 28-70mm OSS Lens	<b>\$100</b>	Any working digital interchangeable-lens camera.
α7 II Full-Frame Mirrorless Camera (Body Only)	<b>\$100</b>	Any working digital interchangeable-lens camera.

**Valid 8/13/2017-9/30/2017**

\*Eligible models listed in chart. All eligible trade-in products must be in working condition. One bonus offer per item.

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Sony  
Authorized  
Dealer