

# SONY

# α TRADEUP

EVENT



## Focus on a new resolution.

Trade in and trade up with great BONUS offers on select Sony α Full-frame cameras.

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

From now through March 31, 2018, trade in any working digital interchangeable-lens camera (DSLR or mirrorless) or lens and receive up to a **\$500** bonus when applying the value of your trade-in towards the purchase of select Sony α Full-frame cameras. Includes the new α7R III.

α Full-Frame Mirrorless Cameras	Bonus Offer	Eligible Trade-In Products*
α9 Full-Frame Mirrorless Camera (Body Only)	<b>\$500</b>	Any working digital interchangeable-lens camera or lens.
α7R III Full-Frame Mirrorless Camera (Body Only)	<b>\$300</b>	Any working digital interchangeable-lens camera or lens.
α7R II Full-Frame Mirrorless Camera (Body Only)	<b>\$200</b>	Any working digital interchangeable-lens camera or lens.
α7S II Full-Frame Mirrorless Camera (Body Only)	<b>\$200</b>	Any working digital interchangeable-lens camera or lens.

**Valid 2/4/2018-3/31/2018**

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

© 2018 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 photographic, typographic or system errors. Participating Sony Authorized Dealers will add a discount as specified herein to consumers who trade-in one (1) working digital interchangeable lens camera (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 discount 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  
Authorized  
Dealer