

Canon



EXTENDED!



**RECEIVE STORE
TRADE-IN VALUE¹**

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

PLUS



**RECEIVE UP TO \$500 BONUS
TRADE-UP CREDIT¹**

for every purchase of one or more Eligible Canon Products

PLUS



**RECEIVE
INSTANT SAVINGS²**

on Select Eligible Canon Products

**EOS R5 Mark II
Body**

RECEIVE A
\$200
TRADE-UP BONUS



**EOS R6 Mark III
Body**

RECEIVE A
\$200
TRADE-UP BONUS



EOS R1 BODY



RECEIVE **\$500** TRADE-UP BONUS

EOS C50 BODY



RECEIVE **\$300** TRADE-UP BONUS

EOS R5 BODY



RECEIVE **\$200** TRADE-UP BONUS

EOS R5 RF24-105MM
F4 L IS USM LENS KIT



RECEIVE **\$200** TRADE-UP BONUS

EOS R5 MARK II RF24-105MM
F4 L IS USM KIT



RECEIVE **\$200** TRADE-UP BONUS

EOS R6 MARK III BODY WITH STOP
MOTION ANIMATION FIRMWARE



RECEIVE **\$200** TRADE-UP BONUS

EOS R6 MARK III RF24-105MM
F4 L IS STM LENS KIT



RECEIVE **\$200** TRADE-UP BONUS

EOS R6 MARK III RF24-105MM
F4 L IS USM LENS KIT



RECEIVE **\$200** TRADE-UP BONUS

EOS R7 BODY



RECEIVE **\$100** TRADE-UP BONUS

EOS R7 BODY WITH CROPPING
GUIDE FIRMWARE



RECEIVE **\$100** TRADE-UP BONUS

EOS R7 RF-S10-150MM
F3.5-6.3 IS STM LENS KIT



RECEIVE **\$100** TRADE-UP BONUS

EOS R7 CONTENT CREATOR KIT



RECEIVE **\$100** TRADE-UP BONUS

Offer is available with same day in-store or online purchase only. Valid now through October 4, 2026.

¹Offer is only available now through October 4, 2026 ("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.

²Savings are with instant rebate. Offer valid September 7, 2026 through October 4, 2026 11:59 p.m. ET or while supplies last, whichever is earlier.

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Canon

ASK AN ASSOCIATE ABOUT
ADDITIONAL INSTANT REBATES.

AUGUST 24, 2026 THROUGH OCTOBER 4, 2026

CREATE YOUR OWN BUNDLE FOR LESS

UNLOCK UP TO \$150 IN BONUS SAVINGS

AND YOUR CAMERA'S TRUE POTENTIAL

ELIGIBLE RF LENSES

BONUS \$50 OFF

PLUS INSTANT SAVINGS.

ASK AN ASSOCIATE FOR DETAILS.



RF35mm F1.8
MACRO IS STM

RF16mm
F2.8 IS STM

RF45mm
F1.2 STM

BONUS \$150 OFF

PLUS INSTANT SAVINGS.

ASK AN ASSOCIATE FOR DETAILS.



RF20mm
F1.4 L VCM

RF24mm
F1.4 L VCM

RF35mm
F1.4 L VCM

RF50mm
F1.4 L VCM

RF15-35mm
F2.8 L IS USM

RF70-200mm
F2.8 L IS USM

RF200-800mm
F6.3-9 IS USM

RF24-240mm
F4-6.3 IS USM

RF16-28mm
F2.8 IS STM

RF28-70mm
F2.8 IS STM

ELIGIBLE EOS R CAMERAS



EOS R6 Mark III



EOS R6 Mark II



EOS R6 V



EOS R8



EOS RP

*Offer valid from August 24, 2026, 12:00 a.m. ET through October 4, 2026, 11:59 p.m. ET, or while supplies last, whichever is earlier. Offer valid in U.S.A. only, and void where prohibited, taxed, or restricted. Does not apply to refurbished or used products. Dealers, distributors, other resellers, and their respective employees are not eligible. Eligible products must be purchased or leased by end-user customer from a participating authorized Canon U.S.A., Inc. dealer in the 50 United States or the District of Columbia during the offer period. A qualified purchaser will receive (A) \$50 bonus savings when one (i) RF35mm F1.8 MACRO IS STM Lens, RF16mm F2.8 IS STM Lens, or RF45mm F1.2 STM Lens is purchased with one (i) EOS R6 Mark III Body or Lens Kit, EOS R6 Mark II Body or Lens Kit, EOS R6 V Body or Lens Kit, EOS R8 Body or Lens Kit, or EOS RP Body or Lens Kit, or (B) \$150 bonus savings when one (i) RF20mm F1.4 L VCM Lens, RF24mm F1.4 L VCM Lens, RF35mm F1.4 L VCM Lens, RF50mm F1.4 L VCM Lens, RF15-35mm F2.8 L IS USM Lens, RF70-200mm F2.8 L IS USM Lens, RF200-800mm F6.3-9 IS USM Lens, RF24-240mm F4-6.3 IS USM Lens, RF16-28mm F2.8 IS STM Lens, or RF28-70mm F2.8 IS STM Lens is purchased with one (i) EOS R6 Mark III Body or Lens Kit, EOS R6 Mark II Body or Lens Kit, EOS R6 V Body or Lens Kit, EOS R8 Body or Lens Kit, or EOS RP Body or Lens Kit. To be eligible for this offer, eligible lens(es) and one (i) eligible camera must be purchased by an end-user customer in a single transaction on the same sales receipt. Discount is valid for the purchase of up to one of each eligible lens per transaction. This promotion is combinable with other offers, except for in-store additional savings promotions. Purchases made from a dealer are subject to the dealer's terms of sale. See dealer for complete details. ©2026 Canon is a registered trademark of Canon Inc. in the United States and may also be a registered trademark or trademark in other countries. All other product names, brand names and logos are trademarks or service marks of their respective owners. Not responsible for typographical errors. Certain images and effects are simulated. Products not shown to scale. All offers are subject to change without notice.



End of Summer Savings Starts Now.

SAVE UP TO \$1,000

WITH INSTANT SAVINGS ON SELECT CAMERAS AND LENSES.

	WAS	INSTANT SAVINGS	FINAL PRICE
 EOS R3 Body	\$5,399.00	\$1,000*	\$4,399.00
 EOS R5 Mark II Body	\$4,399.00	\$400*	\$3,999.00
 EOS R5 Mark II + RF24-105mm F4 L IS USM Kit	\$5,649.00	\$400*	\$5,249.00
 EOS R5 Body	\$3,299.00	\$500**	\$2,799.00
 EOS R5 RF24-105mm F4 L IS USM Lens Kit	\$4,549.00	\$500**	\$4,049.00
 EOS R6 Mark II Body	\$2,299.00	\$300*	\$1,999.00
 EOS R6 Mark II Body with Stop Motion Animation Firmware	\$2,399.00	\$300*	\$2,099.00
 EOS R6 Mark II RF24-105mm F4-7.1 IS STM Lens Kit	\$2,599.00	\$300*	\$2,299.00
 EOS R6 Mark II RF24-105mm F4 L IS USM Lens Kit	\$3,549.00	\$300*	\$3,249.00
 EOS R8 Body	\$1,649.00	\$300**	\$1,349.00
 EOS R8 RF24-50mm F4.5-6.3 IS STM Lens Kit	\$1,849.00	\$300**	\$1,549.00
 EOS R8 Content Creator Kit	\$2,099.00	\$300**	\$1,799.00
 EOS R7 Body	\$1,649.00	\$100**	\$1,549.00
 EOS R7 RF-S18-150mm F3.5-6.3 IS STM Lens Kit	\$2,149.00	\$100**	\$2,049.00
 EOS R10 Body	\$1,099.00	\$100**	\$999.00
 EOS R10 RF-S18-45mm F4.5-6.3 IS STM Lens Kit	\$1,249.00	\$100**	\$1,149.00
 EOS R50 V Body	\$719.99	\$150*	\$569.99
 EOS R50 V + RF-S14-30mm F4-6.3 IS STM PZ Lens Kit	\$949.99	\$150*	\$799.99
 EOS R50 Body	\$779.99	\$100*	\$679.99
 EOS R50 RF-S18-45mm F4.5-6.3 IS STM	\$899.99	\$100*	\$799.99
 EOS R100 Body	\$559.99	\$130*	\$429.99
 EOS R100 RF-S18-45mm F4.5-6.3 IS STM Lens Kit	\$679.99	\$130*	\$549.99
 EOS R100 RF-S18-45mm F4.5-6.3 IS STM & RF-S55-210mm F5-7.1 IS STM Lens Kit	\$929.99	\$180*	\$749.99
 EOS R100 Double Zoom Lens Kit	\$829.99	\$130*	\$699.99
 EOS 5D Mark IV Body	\$2,499.00	\$700**	\$1,799.00
 EOS 5D Mark IV EF 24-105mm f/4L IS II USM Lens Kit	\$3,699.00	\$700**	\$2,999.00
 EOS Rebel T7 EF-S 18-55mm IS II Kit	\$579.99	\$80*	\$499.99
 EOS Rebel T7 Double Zoom Lens Kit	\$699.99	\$100*	\$599.99
 PowerShot V1 Point and Shoot Hybrid Camera	\$1,029.00	\$180*	\$849.00
 PowerShot V10 Digital Vlogging Camera (Black or Silver)	\$479.99	\$80**	\$399.99
 PowerShot GOLF Digital Laser Rangefinder	\$459.99	\$160*	\$299.99
 RF-S10-18mm F4.5-6.3 IS STM	\$369.99	\$50**	\$319.99
 RF16mm F2.8 STM	\$349.99	\$50**	\$299.99
 RF24mm F1.4 L VCM	\$1,649.00	\$150*	\$1,499.00
 RF24mm F1.8 MACRO IS STM	\$689.99	\$90**	\$599.99
 RF28mm F2.8 STM	\$349.99	\$50**	\$299.99
 RF35mm F1.4 L VCM	\$1,649.00	\$100*	\$1,549.00
 RF50mm F1.4 L VCM	\$1,549.00	\$100*	\$1,449.00
 RF135mm F1.8 L IS USM	\$2,399.00	\$400**	\$1,999.00
 RF35mm F1.8 Macro IS STM	\$589.99	\$90**	\$499.99
 RF45mm F1.2 STM	\$469.99	\$40*	\$429.99
 RF16-28mm F2.8 IS STM	\$1,249.00	\$250*	\$999.00
 RF14-35mm F4 L IS USM	\$1,499.00	\$100*	\$1,399.00
 RF10-20mm F4 L IS STM	\$2,599.00	\$300**	\$2,299.00
 RF15-30mm F4.5-6.3 IS STM	\$639.99	\$150**	\$489.99
 RF50mm F1.8 STM	\$239.99	\$40*	\$199.99
 RF15-35mm F2.8 L IS USM	\$2,599.00	\$200*	\$2,399.00
 RF24-70mm F2.8 L IS USM	\$2,599.00	\$200**	\$2,399.00
 RF28-70mm F2.8 IS STM	\$1,249.00	\$200**	\$1,049.00
 RF100-500mm F4.5-7.1 L IS USM	\$3,099.00	\$200**	\$2,899.00

*Savings are with instant rebate. Offer valid September 7, 2026 through October 4, 2026 11:59 p.m. ET or while supplies last, whichever is earlier. **Savings are with instant rebate. Offer valid September 7, 2026 through September 20, 2026 11:59 p.m. ET or while supplies last, whichever is earlier. ©2026 Canon U.S.A. Inc. All rights reserved. Canon and EOS are registered trademarks of Canon Inc. in the United States and may also be a registered trademark or trademark in other countries. All other product names, brand names and logos are trademarks or service marks of their respective owners. Not responsible for typographical errors. Certain images and effects are simulated. Products not shown to scale. Pricing, specifications, and availability subject to change without notice.



WHERE STORYTELLING MEETS PRECISION.

UPGRADE TODAY AND SAVE!



		WAS	INSTANT SAVINGS	FINAL PRICE
EOS C80 SERIES				
	EOS C80 Camera Body	\$5,849.00	\$250*	\$5,599.00
	EOS C80 24-70mm F2.8 Lens Kit	\$8,349.00	\$450**	\$7,899.00
	EOS C80 24-105mm F2.8 Lens Kit	\$8,949.00	\$350*	\$8,599.00
EOS C70 SERIES				
	EOS C70 Camera	\$4,799.00	\$1,100*	\$3,699.00
	EOS C70 24-105mm F4.0 Lens Kit	\$6,049.00	\$1,200**	\$4,849.00
	EOS C70 24-70mm F2.8 Lens Kit	\$7,299.00	\$1,300**	\$5,999.00
	EOS C70 24-105mm F2.8 Lens Kit	\$7,899.00	\$1,200*	\$6,699.00
	EOS C70 24-105mm F2.8 Power Zoom Adapter Kit	\$9,249.00	\$1,200*	\$8,049.00
EOS C50 SERIES				
	EOS C50 Camera Body	\$3,899.00	\$200*	\$3,699.00
EOS R5 C SERIES				
	EOS R5 C Camera Body	\$3,899.00	\$700^	\$3,199.00
	EOS R5 C RF 24-105mm F4.0 Lens Kit	\$5,149.00	\$800**	\$4,349.00
	EOS R5 C VR Content Creator Kit	\$5,699.00	\$900**	\$4,799.00
	EOS R5 C RF 24-70mm F2.8 Lens Kit	\$6,399.00	\$900**	\$5,499.00
	EOS R5 C 24-105mm F2.8 Lens Kit	\$6,999.00	\$800^	\$6,199.00
COMPACT SERVO LENSES				
	COMPACT-SERVO 70-200mm T4.4 EF	\$5,510.00	\$500*	\$5,010.00
	COMPACT-SERVO 70-200mm T4.4 EF w/ SS-41-IASD Kit	\$8,090.00	\$500*	\$7,590.00
	COMPACT-SERVO 18-80MM T4.4 EF	\$5,020.00	\$500*	\$4,520.00
	COMPACT-SERVO 18-80mm T4.4 EF w/ SS-41-IASD Kit	\$7,620.00	\$500*	\$7,120.00
CINEMA EF PRIME LENSES				
	CN-E14mm T3.1 L F	\$4,670.00	\$400*	\$4,270.00
	CN-E20mm T1.5 L F	\$4,670.00	\$400*	\$4,270.00
	CN-E24mm T1.5 L F	\$4,670.00	\$400*	\$4,270.00
	CN-E35mm T1.5 L F	\$4,420.00	\$500*	\$3,920.00
	CN-E50mm T1.3 L F	\$4,420.00	\$500*	\$3,920.00
CINEMA RF PRIME LENSES				
	CN-R14mm T3.1 L F	\$4,670.00	\$400*	\$4,270.00
	CN-R20mm T1.5 L F	\$4,670.00	\$400*	\$4,270.00
	CN-R24mm T1.5 L F	\$4,670.00	\$400*	\$4,270.00
	CN-R35mm T1.5 L F	\$4,420.00	\$500*	\$3,920.00
	CN-R50mm T1.3 L F	\$4,420.00	\$500*	\$3,920.00
	CN-R85mm T1.3 L F	\$4,420.00	\$500*	\$3,920.00
	CN-R135mm T2.2 L F	\$4,420.00	\$500*	\$3,920.00

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