

SONY TRADE-UP event

LIMITED TIME OFFER: 9/1 – 9/30/2026

Trade-in any working interchangeable lens camera and/or lens from any brand and receive*

up to \$800 in purchase credit

when you apply your trade-in value towards the purchase of Eligible Products**

	ELIGIBLE PRODUCTS	MODEL #	RETAIL PRICE	TRADE-IN BONUS CREDIT	SALE PRICE
CAMERAS	α1 II Camera Body	ILCE1M2B	\$6,999 ⁹⁹	\$500	\$6,499 ⁹⁹
	α1 Camera Body	ILCE1/B	\$6,199 ⁹⁹	\$200	\$5,999 ⁹⁹
	α9 III Camera Body	ILCE9M3B	\$6,799 ⁹⁹	\$500	\$6,299 ⁹⁹
	α7R VI Camera Body	ILCE7RM6/B	\$4,499 ⁹⁹	\$300	\$4,199 ⁹⁹
	α7R V Camera Body	ILCE7RM5/B	\$3,799 ⁹⁹	\$300	\$3,499 ⁹⁹
	α7S III Camera Body	ILCE7SM3/B	\$3,999 ⁹⁹	\$200	\$3,799 ⁹⁹
	α7CR Camera Body - All Colors	ILCE7CR	\$3,399 ⁹⁹	\$200	\$3,199 ⁹⁹
	α7 V Camera Body + 28-70mm Zoom Lens	ILCE7M5MB	\$3,099 ⁹⁹	\$200	\$2,899 ⁹⁹
	α7 V Camera Body	ILCE7M5/B	\$2,899 ⁹⁹	\$200	\$2,699 ⁹⁹
	Cinema Line FX6 Kit + 24-105 Zoom Lens	ILMEFX6VK	\$8,699 ⁹⁹	\$800	\$7,899 ⁹⁹
	Cinema Line FX6 Camera	ILMEFX6V	\$7,299 ⁹⁹	\$700	\$6,599 ⁹⁹
	Cinema Line FX3 Camera	ILMEFX3A	\$4,299 ⁹⁹	\$300	\$3,999 ⁹⁹
	Cinema Line FX2 Camera + XLR Handle Unit	ILMEFX2	\$3,099 ⁹⁹	\$200	\$2,899 ⁹⁹
	Cinema Line FX2 Camera	ILMEFX2B	\$2,699 ⁹⁹	\$200	\$2,499 ⁹⁹
LENSES	FE 300mm F2.8 GM OSS	SEL300F28GM	\$6,799 ⁹⁹	\$300	\$6,499 ⁹⁹
	FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,799 ⁹⁹	\$200	\$2,599 ⁹⁹
	FE 400-800mm F6.3-8 G OSS	SEL400800G	\$2,699 ⁹⁹	\$200	\$2,499 ⁹⁹
	FE 24-70mm F2.8 GM	SEL2470GM	\$1,799 ⁹⁹	\$100	\$1,699 ⁹⁹
	FE 70-200mm F2.8 GM OSS	SEL70200GM	\$2,149 ⁹⁹	\$100	\$2,049 ⁹⁹
	FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$2,099 ⁹⁹	\$100	\$1,999 ⁹⁹
	FE 35mm F1.4 GM	SEL35F14GM	\$1,499 ⁹⁹	\$100	\$1,399 ⁹⁹
	FE 50mm F1.2 GM	SEL50F12GM	\$2,299 ⁹⁹	\$100	\$2,199 ⁹⁹
	FE 50mm F1.4 GM	SEL50F14GM	\$1,399 ⁹⁹	\$100	\$1,299 ⁹⁹
	FE 85mm F1.4 GM II	SEL85F14GM2	\$1,949 ⁹⁹	\$100	\$1,849 ⁹⁹

Stackable with Customer Registration Cash Back. Stackable with Instant Rebates, Bundles and Retargeting Campaign. Not Stackable with RSA Purchase Program.

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

* Sony Authorized Retailer determines whether it participates in the Trade-In Trade-Up program and the timeframe that it will participate between 9/1 -9/30/2026

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) a 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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Cameras

Instant Savings 8/31 - 9/6, 2026

SONY



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α1 II Body Only - Black	ILCE1M2/B	\$6,999 ⁹⁹	\$200	\$6,799⁹⁹
α1 Body Only - Black	ILCE1/B	\$6,199 ⁹⁹	\$500	\$5,699⁹⁹
α9 III Body Only - Black	ILCE9M3/B	\$6,799 ⁹⁹	\$400	\$6,399⁹⁹
α7R V Body Only - Black	ILCE7RM5/B	\$3,799 ⁹⁹	\$300	\$3,499⁹⁹
α7CR Body Only - All Colors	ILCE7CR	\$3,399 ⁹⁹	\$400	\$2,999⁹⁹
α7 IV + 28-70mm OR 28-70mm II Zoom Lens - Black	ILCE7M4K/B OR ILCE7M4M/B	\$2,699 ⁹⁹	\$500	\$2,199⁹⁹
α7 IV Body Only - Black	ILCE7M4/B	\$2,499 ⁹⁹	\$500	\$1,999⁹⁹
α7C II + 28-60mm Zoom Lens - All Colors	ILCE7CM2L	\$2,799 ⁹⁹	\$400	\$2,399⁹⁹
α7C II Body Only - All Colors	ILCE7CM2	\$2,499 ⁹⁹	\$400	\$2,099⁹⁹
α7 III + 28-70mm OR 28-70mm II Zoom Lens - Black	ILCE7M3K/B OR ILCE7M3M/B	\$2,199 ⁹⁹	\$300	\$1,899⁹⁹
α7 III Body Only - Black	ILCE7M3/B	\$1,999 ⁹⁹	\$300	\$1,699⁹⁹
ZV-E1 + 28-60mm Zoom Lens - All Colors	ILCZVE1L	\$2,799 ⁹⁹	\$300	\$2,499⁹⁹
ZV-E1 Body Only - All Colors	ILCZVE1	\$2,499 ⁹⁹	\$300	\$2,199⁹⁹
α6400 + 18-135mm Zoom Lens - Black	ILCE6400M/B	\$1,499 ⁹⁹	\$200	\$1,299⁹⁹
α6400 + 16-50mm Zoom Lens - Black	ILCE6400K/B	\$1,199 ⁹⁹	\$200	\$999⁹⁹
α6400 Body Only - Black	ILCE6400/B	\$1,099 ⁹⁹	\$200	\$899⁹⁹
ZV-E10 II + 16-50mm Zoom Lens - All Colors	ZVE10M2K	\$1,299 ⁹⁹	\$200	\$1,099⁹⁹
ZV-E10 II Body Only - All Colors	ZVE10M2	\$1,199 ⁹⁹	\$200	\$999⁹⁹
α6100 + 16-50mm & 55-210 Lenses - Black	ILCE6100X/B	\$1,199 ⁹⁹	\$50	\$1,149⁹⁹
α6100 + 16-50mm Zoom Lens - Black	ILCE6100K/B	\$949 ⁹⁹	\$50	\$899⁹⁹
α6100 Body Only - Black	ILCE6100/B	\$849 ⁹⁹	\$50	\$799⁹⁹
ZV-E10 + 16-50mm Zoom Lens - All Colors	ILCZVE10K OR ILCZVE10L	\$899 ⁹⁹	\$100	\$799⁹⁹
ZV-E10 Body Only - All Colors	ILCZVE10	\$799 ⁹⁹	\$100	\$699⁹⁹

Please check final pricing at retail. Offers valid at participating retailers. * Stackable with other soft bundles and standalone instant rebate. ** Not stackable with other soft bundles and standalone instant rebate. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any. ††† Stackable with instant rebate on camera body and accessory only, if any.

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Cameras

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Cinema Line

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FX2 + XLR Handle Unit	ILMEFX2	\$3,099 ⁹⁹	\$200	\$2,899⁹⁹
FX2 Body Only	ILMEFX2B	\$2,699 ⁹⁹	\$200	\$2,499⁹⁹
FX30 + XLR Handle Unit	ILMEFX30	\$2,499 ⁹⁹	\$300	\$2,199⁹⁹
FX30 Body Only	ILMEFX30B	\$2,099 ⁹⁹	\$300	\$1,799⁹⁹

Point and Shoot

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Sony ZV-1 II Camera - All Colors	ZV1M2	\$999 ⁹⁹	\$50	\$949⁹⁹
Sony ZV-1 Camera - All Colors	DCZV1	\$899 ⁹⁹	\$100	\$799⁹⁹



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Lenses

Instant Savings 8/31 - 9/6, 2026

Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE 300mm F2.8 GM OSS	SEL300F28GM	\$6,799 ⁹⁹	\$200	\$6,599⁹⁹
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,999 ⁹⁹	\$100	\$2,899⁹⁹
FE 100–400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,799 ⁹⁹	\$100	\$2,699⁹⁹
FE 50mm F1.2 GM	SEL50F12GM	\$2,299 ⁹⁹	\$100	\$2,199⁹⁹
FE 70–200mm F2.8 GM OSS	SEL70200GM	\$2,149 ⁹⁹	\$100	\$2,049⁹⁹
FE 85mm F1.4 GM II	SEL85F14GM2	\$1,949 ⁹⁹	\$100	\$1,849⁹⁹
FE 24–70mm F2.8 GM	SEL2470GM	\$1,799 ⁹⁹	\$200	\$1,599⁹⁹
FE 35mm F1.4 GM	SEL35F14GM	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
FE 85mm F1.4 GM	SEL85F14GM	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
FE 50mm F1.4 GM	SEL50F14GM	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,049 ⁹⁹	\$100	\$949⁹⁹
FE 24mm F2.8 G	SEL24F28G	\$799 ⁹⁹	\$50	\$749⁹⁹
FE 40mm F2.5 G	SEL40F25G	\$799 ⁹⁹	\$50	\$749⁹⁹
FE 50mm F2.5 G	SEL50F25G	\$699 ⁹⁹	\$50	\$649⁹⁹
FE 85mm F1.8	SEL85F18/2	\$699 ⁹⁹	\$50	\$649⁹⁹
FE 50mm F1.8	SEL50F18F/2	\$249 ⁹⁹	\$50	\$199⁹⁹

APS-C E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
E 16–55mm F2.8 G	SEL1655G	\$1,699 ⁹⁹	\$200	\$1,499⁹⁹
E 70–350mm F4.5–6.3 G OSS	SEL70350G	\$999 ⁹⁹	\$100	\$899⁹⁹
E PZ 10–20mm F4 G	SELP1020G	\$949 ⁹⁹	\$100	\$849⁹⁹
E PZ 18–105mm F4 G OSS	SELP18105G	\$849 ⁹⁹	\$100	\$749⁹⁹
E 35mm F1.8 OSS	SEL35F18	\$599 ⁹⁹	\$50	\$549⁹⁹
E 11mm F1.8	SEL11F18	\$549 ⁹⁹	\$50	\$499⁹⁹
E 50mm F1.8 OSS - All Colors	SEL50F18	\$449 ⁹⁹	\$50	\$399⁹⁹
E 30mm F3.5 Macro	SEL30M35	\$399 ⁹⁹	\$50	\$349⁹⁹

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Accessories

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DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Digital Shotgun Microphone	ECMB10	\$279 ⁹⁹	\$50	\$229⁹⁹
Shotgun microphone for Multi interface shoe w/Digital audio interface	ECMB1M	\$389 ⁹⁹	\$50	\$339⁹⁹
Digital Shotgun Microphone	ECMM1	\$389 ⁹⁹	\$50	\$339⁹⁹
Wireless Radio Flash (Guide Number 46)	HVLF46RMA	\$529 ⁹⁹	\$50	\$479⁹⁹
Wireless Radio Flash (Guide Number 60)	HVLF60RM2	\$679 ⁹⁹	\$50	\$629⁹⁹
Vertical Grip for α9, α7R III, α7 III	VGC3EM	\$419 ⁹⁹	\$50	\$369⁹⁹
Vertical Grip for α9 II, α7R IV, α7R V, α1, α7 IV, α7S III	VGC4EM	\$459 ⁹⁹	\$50	\$409⁹⁹
Vertical Grip for α9 III	VGC5	\$459 ⁹⁹	\$50	\$409⁹⁹
XLR Adaptor Kit for Multi interface shoe w/Digital audio interface	XLRK3M	\$659 ⁹⁹	\$50	\$609⁹⁹

Media



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
CFexpress Type A TOUGH 960GB	CEAG960T	\$939 ⁹⁹	\$60	\$879⁹⁹
CFexpress Type A TOUGH 1920GB	CEAG1920T	\$1,599 ⁹⁹	\$140	\$1,459⁹⁹
CFexpress Type B TOUGH 960GB	CEBG960T	\$999 ⁹⁹	\$300	\$699⁹⁹
CFexpress Type B TOUGH 1920GB	CEBG1920T	\$1,999 ⁹⁹	\$800	\$1,199⁹⁹
TOUGH G series UHS-II SD Memory Card 64GB	SFG64T/T1	\$179 ⁹⁹	\$45	\$134⁹⁹
TOUGH G series UHS-II SD Memory Card 128GB	SFG128T/T1	\$344 ⁹⁹	\$100	\$244⁹⁹
TOUGH G series UHS-II SD Memory Card 256GB	SFG256T/T1	\$539 ⁹⁹	\$120	\$419⁹⁹
TOUGH M series UHS-II SD Memory Card 128GB	SFM128T/T1	\$209 ⁹⁹	\$20	\$189⁹⁹
TOUGH M series UHS-II SD Memory Card 256GB	SFM256T/T1	\$249 ⁹⁹	\$35	\$214⁹⁹
UHS-II SDXC E series Memory Card 128GB	SFE128A	\$134 ⁹⁹	\$10	\$124⁹⁹

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Bundles

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Lens Bundles

Bundle	With	Additional Savings
SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM, SEL70200GM2 OR SEL100400MC	SEL14TC OR SEL20TC*	\$200
α7M4, α7M4M, a7M5 OR a7M5M	SEL24105G/2*	\$400
α1 II, α9 III, α7 V, α7 VM, α7R V, α7R VI, FX5 OR FX5B	SEL1635GM2, SEL2470GM2, SEL70200GM2, SEL2870GM, SEL50150GM OR SEL100400MC*	\$300

Acc & Media Bundles

All CFE-A compatible cameras	CFexpress Type A Card (240GB OR 480GB)*	\$50
All compatible ILC/FX cameras	Digital Microphones (ECMB10, ECMB1M OR ECMM1)*	\$50
All compatible ILC models	Remote Flash (HVL46RMA OR HVL60RM2)*	\$50
All compatible ILC/DSC cameras	Content Creator Microphone (ECMG1)*	\$50
RX1RM3	Thumb Grip (TG-2)	\$100
All compatible ILC cameras	Vertical Grip (VGC4EM OR VGC5)*	\$50
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B OR GPVPT3W)	\$50



MEDIA
COMPATIBILITY
INFORMATION

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