

# 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 toward 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.

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Sony  
Authorized  
Dealer