

Panasonic LUMIX		Hot August Camera Savings			Digital Imaging Promotions	
					Week Beginning: 08/10/25	Week Ending: 08/30/25
S-Series Camera	Model	S Series Camera-Full Frame	MSRP	Instant Savings	Promo Price	
	DC-S5M2BODY	S5M2 Body Full Frame Mirrorless 4k 60p Camera (Body)	\$1,999.99	\$350.00	\$1,649.99	
	DC-S5M2KK	S5M2 Kit Full Frame Mirrorless Camera w/20-60mm Lens	\$2,299.99	\$350.00	\$1,949.99	
	DC-S5M2WK	S5M2 2 Lens Kit Full Frame w/20-60mm Lens + 50mm	\$2,749.99	\$650.00	\$2,099.99	
	DC-S5M2XBODY	S5MX2 Body Full Frame Mirrorless 4k 60p Camera	\$2,199.99	\$200.00	\$1,999.99	
	DC-S5M2XKK	S5M2X Kit Full Frame Mirrorless Camera w/20-60mm Lens	\$2,499.99	\$200.00	\$2,299.99	
	DC-S5M2XWK	S5M2X 2 Lens Kit Full Frame w/20-60mm Lens + 50mm	\$2,949.99	\$550.00	\$2,399.99	
	DC-S1RM2BODY	S1RM2 First Lumix 8K FF Camera (Body)	\$3,299.99	\$0.00	\$3,299.99	
	DC-S5BODY	S5 Full Frame Mirrorless 4k 60p Camera (Body)	\$1,799.99	\$350.00	\$1,449.99	
	DC-S5KK	S5 Full Frame Mirrorless Camera w/20-60mm Lens	\$2,099.99	\$350.00	\$1,749.99	
	DC-S9BODYK/P	S9 Full Frame Camera (Body Black/Pink)	\$1,499.99	\$300.00	\$1,199.99	
	DC-S9NA	S9 Full Frame Camera w/18-40mm (Blue Kit)	\$1,799.99	\$250.00	\$1,549.99	
	DC-S9NK	S9 Full Frame Camera w/18-40mm (Black Kit)	\$1,799.99	\$250.00	\$1,549.99	
	DC-S9NG	S9 Full Frame Camera w/18-40mm (Green Kit)	\$1,799.99	\$250.00	\$1,549.99	
	DC-S9NGA	S9 Full Frame Camera w/18-40mm (Mint Green Kit)	\$1,799.99	\$250.00	\$1,549.99	
	DC-S9NR	S9 Full Frame Camera w/18-40mm (Red Kit)	\$1,799.99	\$250.00	\$1,549.99	
	DC-S9NP	S9 Full Frame Camera w/18-40mm (Pink Kit)	\$1,799.99	\$250.00	\$1,549.99	
G-Series Camera	Model	G Series Camera M4/3rd	MSRP	Instant Savings	Promo Price	
	DC-GH7BODY	GH7, Phase AF MFT Camera (Body Only)	\$2,199.99	\$200.00	\$1,999.99	
	DC-GH7LK	GH7, Phase AF MFT Camera Kit w/ Leica 12-60mm	\$2,799.99	\$200.00	\$2,599.99	
	DC-GH5M2LK	GH5M2, Mirrorless Camera w/Livestreaming + Leica Lens	\$2,099.99	\$200.00	\$1,899.99	
	DC-GH5M2BODY	GH5M2, Mirrorless Camera w/Livestreaming	\$1,499.99	\$200.00	\$1,299.99	
	DC-G9M2BODY	G9M2, Mirrorless Camera (Body Only)	\$1,899.99	\$300.00	\$1,599.99	
	DC-G9M2LK	G9M2, Mirrorless Camera Kit w/ Leica 12-60mm	\$2,499.99	\$300.00	\$2,199.99	
	DMC-G85MK	G85, Mirrorless ILC Camera w/12-60mm Lens	\$899.99	\$200.00	\$699.99	
	DC-G100DKK	Updated G100, 4K Mirrorless Camera w/12-32mm Lens	\$749.99	\$100.00	\$649.99	
	DC-G100DVK	Updated G100, 4K Mirrorless Camera w/12-32mm Lens, Tripod Grip	\$799.99	\$100.00	\$699.99	
	DMC-G7KK/S	G7, 4K Mirrorless ILC Camera w/14-42 mm Lens (Blk/Slvr)	\$799.99	\$150.00	\$649.99	
Panasonic LUMIX		Hot August Lens Savings			Digital Imaging Promotions	
					Week Beginning: 08/10/25	Week Ending: 08/30/25
S-Series Lenses	Model	S Series Full Frame Lenses	MSRP	Instant Savings	Stand Alone IR Price	
	S-E70200	S Pro 70-200mm F2.8 Telephoto Lens, Full-Frame L Mount Lens	\$2,299.99	\$200.00	\$2,099.99	
	S-E2470	S Pro 24-70mm F2.8 L-Mount Interchangeable Lens	\$1,999.99	\$200.00	\$1,799.99	
	S-R70200	70-200mm F4 Telephoto Lens, Full-frame L Mount	\$1,499.99	\$200.00	\$1,299.99	
	S-R1635	16-35mm F4 Wide Zoom L-Mount Interchangeable Lens	\$1,499.99	\$200.00	\$1,299.99	
	S-R24105	24-105mm F4 L-Mount Interchangeable Lens	\$1,299.99	\$200.00	\$1,099.99	
	S-R70300	70-300mm F4 Telephoto Lens, Full-frame L Mount	\$1,099.99	\$150.00	\$949.99	
	S-R1428	14-28mm F4-5.6 L-Mount Interchangeable Lens	\$799.99	\$50.00	\$749.99	
	S-S18	18mm F1.8 L-Mount Interchangeable Lens	\$999.99	\$100.00	\$899.99	
	S-S24	24mm F1.8 L-Mount Interchangeable Lens	\$899.99	\$100.00	\$799.99	
	S-S35	35mm F1.8 L-Mount Interchangeable Lens	\$699.99	\$50.00	\$649.99	
	S-S50	50mm F1.8 L-Mount Interchangeable Lens	\$449.99	\$100.00	\$349.99	
	S-S85	85mm F1.8 L-Mount Interchangeable Lens	\$599.99	\$150.00	\$449.99	
	S-E100	100mm F2.8 L-Mount Interchangeable Macro Lens	\$999.99	\$100.00	\$899.99	
	S-X50	50mm F1.4 L-Mount Interchangeable Lens	\$2,299.99	\$200.00	\$2,099.99	
G-Series Lenses	Model	G Series M4/3rd Lenses	MSRP	Instant Savings	Promo Price	
	H-X09	9mm f/1.7 ASPH Leica	\$549.99	\$50.00	\$499.99	
	H-X012	12.. F1.4 Leica	\$1,299.99	\$50.00	\$1,249.99	
	H-X015K	15mm f1.7 Aspherical Leica	\$649.99	\$50.00	\$599.99	
	H-X1025	10-25mm f1.7 Constant Leica	\$1,999.99	\$100.00	\$1,899.99	
	H-XA025	25mm f1.4 Leica	\$849.99	\$50.00	\$799.99	
	H-E08018	8-18mm f2.8-4.0 Leica	\$1,099.99	\$100.00	\$999.99	
	H-ES12035	12-35mm 2.8 ASPH. POWER O.I.S.Lecia	\$1,099.99	\$100.00	\$999.99	
	H-ES12060	12-60mm f2.8-4 Leica	\$1,049.99	\$50.00	\$999.99	
	H-ES35100	35-100mm f2.8 Lens Leica	\$1,199.99	\$100.00	\$1,099.99	
	H-ES50200	50-200mm f2.8-4.0 Leica	\$1,899.99	\$100.00	\$1,799.99	
	H-RSA100400	100-400mm f4-6.3 Lens Leica	\$1,699.99	\$100.00	\$1,599.99	
	H-NS043	42.5mm f1.2 Leica	\$1,999.99	\$400.00	\$1,599.99	
	H-F007014	7-14mm f4.0 Lens	\$899.99	\$100.00	\$799.99	
	H-FSA100300	100-300mm f4-5.6 Lens	\$849.99	\$50.00	\$799.99	
	H-FSA14140	14-140mm f3.5-5.6 Lens	\$649.99	\$50.00	\$599.99	
	H-HS030	30mm f2.8 Lens	\$499.99	\$50.00	\$449.99	
	H-PS14042K/S	Lumix 14-42mm f3.5-5.6 Power Zoom Lens (blk or clv)	\$499.99	\$50.00	\$449.99	
	H-H020AK/S	20mm f1.7 Lens (blk or slv)	\$399.99	\$30.00	\$369.99	
	H-FS45150AK	Lumix 45-150mm f4-5.6 Lens	\$349.99	\$100.00	\$249.99	

Free three year extended warranty is available on select models at Authorized U.S. Panasonic Imaging Dealers
Panasonic reserves the right to update promotions based on market trends with or without notice.

