

# Cameras

Instant Savings 1/26 – 2/1, 2026



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α7R V Body Only - Black	ILCE7RM5/B	\$4,199 <sup>99</sup>	\$700	<b>\$3,499<sup>99</sup></b>
α7 IV + 28-70mm Zoom Lens - Black	ILCE7M4K/B	\$2,699 <sup>99</sup>	\$300	<b>\$2,399<sup>99</sup></b>
α7 IV Body Only - Black	ILCE7M4/B	\$2,499 <sup>99</sup>	\$300	<b>\$2,199<sup>99</sup></b>
α7 III + 28-70mm Zoom Lens	ILCE7M3K/B	\$2,199 <sup>99</sup>	\$300	<b>\$1,899<sup>99</sup></b>
α7 III Body Only - Black	ILCE7M3/B	\$1,999 <sup>99</sup>	\$300	<b>\$1,699<sup>99</sup></b>

**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.

Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers or 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.

# Bundles

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## α Bundles

Bundle	With	Additional Savings
All Compatible ILC Models (Body or Kit)	SEL50F18F/2*	\$30
	SEL11F18, SEL15F14G, SEL20F18G, SEL24F28G, SEL35F18F, SEL40F25G, SEL50F25G, SEL70350G, SEL85F18/2, SELP1020G <b>OR</b> SELP1635G*	\$50
	SEL1655G, SEL55210/B, SEL2070G, SEL24105G/2, SEL2470GM, SEL70200GM <b>OR</b> SEL50F14GM	\$100
	SEL2860*	\$200
	SEL14TC <b>OR</b> SEL20TC*	\$200
	SEL300F28GM*	\$300
	SEL1635GM2, SEL2470GM2, SEL70200GM2, SEL200600G, SEL400800G, SEL24F14GM, SEL35F14GM, SEL50F12GM, SEL50F14GM <b>OR</b> SEL85F14GM2*	\$200
	SEL24105G/2*	\$400

## Accessories, Point and Shoot, and Media Bundles



MEDIA COMPATIBILITY INFORMATION

All CFE-A Combtiable Cameras	CEAG160T CFexpress Type A (160GB)*	\$100
All CFE-A Combtiable Cameras	CEAG240T CFexpress Type A (240GB)*	\$50
All CFE-A Combtiable Cameras	CEAG480T CFexpress Type A (480GB)*	\$50
All ILC Models	SFG256T/T1 Tough (256GB)*	\$50
All ILC Models	SFG128T/T1 Tough (128GB)	\$25
All DSC <b>AND</b> Non FF APS-C	Vlogger Accessory Kit (ACCV1)*	\$50
All ILC <b>AND</b> FX Cameras	Digital Shotgun Microphone (ECMB10.UC)*	\$50
All Compatible ILC <b>AND</b> DSC Cameras	Vlogger Shotgun Microphone (ECMG1.SYU)*	\$50
All ILC Cameras (Body or Kit)	Digital Shotgun Microphone (ECMB1M.UC)*	\$50
All Compatible ILC Cameras	Vertical Grip (VGC4EM)*	\$50
All Compatible ILC Cameras	Vertical Grip (VGC3EM)*	\$50
All ILC Models (Body or Kit)	Digital Shotgun Microphone (ECMM1.UC)*	\$50
All ILC FF High Cameras	Wireless Radio Flash (HVL-F60RM2)*	\$50
All Compatible ILC Cameras	Vertical Grip (VGC5)*	\$100
All ILC Models (Body or Kit)	Wireless Radio Flash (HVLF46RM.UC <b>OR</b> HVLF46RMA.UC)*	\$50
All ZV Series (White) Camera	GPVPT2BTW.UC (white) grip	\$50
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B.UC <b>OR</b> GPVPT3W.UC)	\$50

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