



Save \$698.99
DC-S9N Pink with 18-40mm
With Free 50 f1.8 lens
Limited to While Supplies Last



Save \$300
First Time Savings!
DC-S1RM2 Body
DC-S1RM2AK Kit w/24-60 f2.8



\$400 Trade In Bonus
Trade in any Camera and get a
bonus if \$400 Savings!
DC-S1M2BODY
DC-S1M2AK Kit w/24-60 f2.8

Panasonic LUMIX		February Camera Deals and Trade In Bonus			Digital Imaging Promotions	
					Week Beginning:	02/01/26
					Week Ending:	02/14/26
S-Series Camera	Current/New Model	S Series Camera-Full Frame	MSRP	Instant Savings	Promo Price	
	DC-S5BODY	S5 Full Frame Mirrorless 4k 60p Camera (Body)	\$1,799.99	\$200.00	\$1,599.99	
	DC-S5KK	S5 Full Frame Mirrorless Camera w/20-60mm Lens	\$2,099.99	\$200.00	\$1,899.99	
	DC-S5M2BODY/9	S5M2 Body Full Frame Mirrorless 4k 60p Camera (Body)	\$1,999.99	\$200.00	\$1,799.99	
	DC-S5M2KK	S5M2 Kit Full Frame Mirrorless Camera w/20-60mm Lens	\$2,299.99	\$200.00	\$2,099.99	
	DC-S5M2WK	S5M2 2 Lens Kit Full Frame w/20-60mm Lens + 50mm	\$2,749.99	\$200.00	\$2,549.99	
	DC-S5M2AK9	*NEW Kit* S5M2 Kit Full Frame w/24-60mm f2.8	\$2,799.99	\$200.00	\$2,599.99	
	DC-S5M2XBODY/9	S5MX2 Body Full Frame Mirrorless 4k 60p Camera	\$2,199.99	\$200.00	\$1,999.99	
	DC-S5M2XKK/9	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	\$200.00	\$2,749.99	
	DC-S5M2XAK9	*NEW Kit* S5M2X Kit Full Frame w/24-60mm f2.8	\$2,999.99	\$200.00	\$2,799.99	
	DC-S1M2ESBODY/9	S1M2E Full Frame 24MP Sensor w/S1M2 Body (Body)	\$2,499.99	\$300.00	\$2,199.99	
	DC-S1M2BODY/9	S1M2 Lumix Partially Stacked Sensor (Body)	\$3,199.99	\$400 Trade In Bonus	\$2799.99 w/\$400 TITU	
	DC-S1M2AK9	*NEW Kit* S1M2 Kit Full Frame w/24-60mm f2.8	\$3,999.99	\$400 Trade In Bonus	\$3599.99 w/\$400 TITU	
	DC-S1RM2BODY/9	S1RM2 First Lumix 8K FF Camera (Body)	\$3,299.99	\$300.00	\$2,999.99	
	DC-S1RM2AK9	*NEW Kit* S1RM2 Kit Full Frame w/24-60mm f2.8	\$4,099.99	\$300.00	\$3,799.99	
	DC-S9BODYYK/9	S9 Full Frame Camera (Body Black)	\$1,499.99	\$100.00	\$1,399.99	
	DC-S9BODYP	S9 Full Frame Camera (Body Pink) +Free S-S50 f1.8 \$499.99 Value	\$1,499.99	\$100.00	\$1,399.99	
	DC-S9NP/9	S9 Full Frame w/18-40mm Pink +Free S-S50 f1.8 \$499.99 Value	\$1,799.99	\$200.00	\$1,599.99	
	DC-S9NSB9	New S9 Full Frame w/ 18-40mm Black and Silver	\$1,799.99	\$200.00	\$1,599.99	
	DC-S9NWA9	New S9 Full Frame w/ 18-40mm White and Silver	\$1,799.99	\$200.00	\$1,599.99	
	DC-S9NA/9	S9 Full Frame Camera w/18-40mm (Blue Kit)	\$1,799.99	\$200.00	\$1,599.99	
	DC-S9NK/9	S9 Full Frame Camera w/18-40mm (Black Kit)	\$1,799.99	\$200.00	\$1,599.99	
	DC-S9NG/9	S9 Full Frame Camera w/18-40mm (Green Kit)	\$1,799.99	\$200.00	\$1,599.99	
	DC-S9NGA/9	S9 Full Frame Camera w/18-40mm (Mint Green Kit)	\$1,799.99	\$200.00	\$1,599.99	
	DC-S9NR/9	S9 Full Frame Camera w/18-40mm (Red Kit)	\$1,799.99	\$200.00	\$1,599.99	
G-Series Camera	Current/New Model	G Series Camera M4/3rd	MSRP	Instant Savings	Promo Price	
	DMC-G7KK/S	G7, 4K Mirrorless ILC Camera w/14-42 mm Lens (blk/slvr)	\$799.99	\$0.00	\$799.99	
	DC-G100DKK/9	Updated G100, 4K Mirrorless Camera w/12-32mm Lens	\$749.99	\$0.00	\$749.99	
	DC-G100DVK/9	Updated G100, 4K Mirrorless Camera w/12-32mm Lens, Tripod Grip	\$799.99	\$0.00	\$799.99	
	DMC-G85MK	G85, Mirrorless ILC Camera w/12-60mm Lens	\$899.99	\$0.00	\$899.99	
	DC-G97MK/9	G97, 4K Mirrorless Camera w/12-60mm f/3.5-5.6	\$849.99	\$0.00	\$849.99	
	DC-GH5M2BODY	GH5M2, Mirrorless Camera w/Livestreaming	\$1,499.99	\$0.00	\$1,499.99	
	DC-GH5M2LK	GH5M2, Mirrorless Camera w/Livestreaming w/Leica Lens 12-60mm	\$2,099.99	\$0.00	\$2,099.99	
	DC-G9M2BODY/9	G9M2, Phase AF MFT Camera (Body Only)	\$1,899.99	\$400.00	\$1,499.99	
	DC-G9M2LK/9	G9M2, Phase AF MFT Camera w/12-60mm f/2.8-4	\$2,499.99	\$400.00	\$2,099.99	
	DC-GH7BODY/9	GH7, Phase AF MFT Camera (Body Only)	\$2,199.99	\$400.00	\$1,799.99	
	DC-GH7LK/9	GH7, Phase AF MFT Camera w/ Leica 12-60mm f/2.8-4	\$2,799.99	\$400.00	\$2,399.99	

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.



February Lens Deals

	Current/New Model	S Series Full Frame Lenses	MSRP	Instant Savings	Promo Price
S-Series Lenses	S-S18	18mm F1.8 L-Mount Interchangeable Lens	\$1,099.99	\$0.00	\$1,099.99
	S-S24	24mm F1.8 L-Mount Interchangeable Lens	\$999.99	\$0.00	\$999.99
	S-S35	35mm F1.8 L-Mount Interchangeable Lens	\$749.99	\$0.00	\$749.99
	S-S50	50mm F1.8 L-Mount Interchangeable Lens(Free with Pink S9Body/N)	\$499.99	\$0.00	\$499.99
	S-S85	85mm F1.8 L-Mount Interchangeable Lens	\$649.99	\$0.00	\$649.99
	S-E100/J	LUMIX S 100mm f/2.8 Macro/Portrait	\$1,099.99	\$0.00	\$1,099.99
	S-E2460	24-60mm F2.8 L-Compact Leica Lens	\$1,049.99	\$0.00	\$1,049.99
	S-E2470	S Pro 24-70mm F2.8 L-Leica Lens	\$2,149.99	\$100.00	\$2,049.99
	S-E70200	S Pro 70-200mm F2.8 Telephoto Leica Lens	\$2,499.99	\$0.00	\$2,499.99
	S-R26	26mm F/8 L-Mount	\$299.99	\$0.00	\$299.99
	S-R1428	14-28mm F4-5.6 L-Mount Interchangeable Lens	\$899.99	\$0.00	\$899.99
	S-R1840	18-40mm f4.5-5.6 Compact lens	\$549.99	\$0.00	\$549.99
	S-R1635	16-35mm F4 Wide Zoom Leica Lens	\$1,649.99	\$0.00	\$1,649.99
	S-R2060	20-60mm f3.5-5.6 Lens	\$649.99	\$0.00	\$649.99
	S-R24105	24-105mm F4 L-Mount Interchangeable Lens	\$1,399.99	\$100.00	\$1,299.99
	S-R28200	28-200 Small Compact Zoom Lens	\$999.99	\$0.00	\$999.99
	S-R70200	70-200mm F4 Telephoto Lens, Full-frame L Mount	\$1,599.99	\$0.00	\$1,599.99
	S-R70300	70-300mm F4 Telephoto Lens, Full-frame L Mount	\$1,199.99	\$0.00	\$1,199.99
	S-R100500	New 100-500mm Full Frame L Mount	\$2,099.00	\$0.00	\$2,099.00
	S-X50	50mm F1.4 Leica Lens	\$2,499.99	\$200.00	\$2,299.99
	Model	G Series M4/3rd Lenses	MSRP	Instant Savings	Promo Price
G-Series Lenses	H-E08018	8-18mm f/2.8-4.0 Leica Lens	\$1,299.99	\$0.00	\$1,299.99
	H-ES045	45mm f2.8 Leica Macro Lens	\$799.99	\$0.00	\$799.99
	H-ES12035	12-35mm f2.8 Leica Lens	\$1,099.99	\$100.00	\$999.99
	H-ES12060	12-60mm f2.8-4 Leica Lens	\$1,049.99	\$100.00	\$949.99
	H-FS45150AK	Lumix 45-150mm f4-5.6 Lens	\$349.99	\$100.00	\$249.99
	H-FSA100300	100-300mm f4-5.6 Lens	\$849.99	\$100.00	\$749.99
	H-HS030	30mm f2.8 Lens	\$499.99	\$50.00	\$449.99
	H-HS043K	42.5mm f1.7 Lens	\$499.99	\$0.00	\$499.99
	H-NS043	42.5mm, f/1.2 LEICA NOCTICRON	\$1,999.99	\$300.00	\$1,699.99
	H-PS14042K	Lumix 14-42mm f3.5-5.6 Power Zoom Lens (blk)	\$499.99	\$50.00	\$449.99
	H-PS14042S	Lumix 14-42mm f3.5-5.6 Power Zoom Lens (slv)	\$499.99	\$50.00	\$449.99
	H-PS45175K	Lumix 45-175mm f4-5.6 Power Zoom Lens	\$549.99	\$0.00	\$549.99
	H-RSA100400	100-400mm f4-6.3 Leica Lens	\$1,699.99	\$0.00	\$1,699.99
	H-X012	12mm f/1.2 Leica Lens	\$1,299.99	\$100.00	\$1,199.99
	H-X09	9mm f/1.7 Leica Lens	\$549.99	\$0.00	\$549.99
	H-X015K	15mm f1.7 Leica Lens	\$649.99	\$50.00	\$599.99
	H-XA025	25mm f/1.4 Leica Lens	\$849.99	\$50.00	\$799.99
	H-X1025	10-25mm f/1.7 Leica Lens	\$1,999.99	\$0.00	\$1,999.99
	H-X2550	25-50mm f/1.7 Leica Lens	\$1,999.99	\$0.00	\$1,999.99

