



\$699.99 Savings
DC-S9N Kit 18-40mm
All Color Variations
\$200 IR Plus Free
50mm f1.8



\$849.99 Savings
DC-S5M2BODY/KK
DC-S5M2XBODY/KK
\$200 IR Plus Free
85mm f1.8



Save Up to \$500
\$300 IR + \$200 TITU
DC-S1RM2 Body
DC-S1RM2AK Kit w/24-60

Panasonic LUMIX **March Camera Savings+TITU + Free Lens Promo** **Digital Imaging Promotions**
 Week Beginning: 03/01/26
 Week Ending: 03/28/26

| | Model | S Series Camera-Full Frame | MSRP | Instant Savings/TITU/Free Lens | Promo Price |
|-------------------|---|--|------------|--------------------------------|---------------------------------|
| S-Series Camera | DC-S1M2BODY/9 | S1M2 Lumix Partially Stacked Sensor (Body) | \$3,199.99 | \$400 TITU | \$2,799.99 w/TITU |
| | DC-S1M2AK9 | S1M2 Kit Full Frame w/24-60mm | \$3,999.99 | \$400 TITU | \$3599.99 w/TITU |
| | DC-S1RM2BODY/9 | S1RM2 First Lumix 8K FF Camera (Body) | \$3,299.99 | \$300 + \$200 TITU | \$2,999.99 or \$2,799.99 w/TITU |
| | DC-S1RM2AK9 | S1RM2 Kit Full Frame w/24-60mm | \$4,099.99 | \$300 + \$200 TITU | 3799.99 or \$3599.99 w/TITU |
| | DC-S1M2ESBODY/9 | S1M2E Full Frame 24MP Sensor w/S1M2 Body (Body) | \$2,499.99 | \$300.00 | \$2,199.99 |
| | <u>DC-S5M2BODY/9</u> | S5M2 Body Full Frame Mirrorless 4k 60p Camera (Body)+Free 85mm f1.8 | \$2,649.98 | \$849.99 | \$1,799.99 |
| | <u>DC-S5M2KK/9</u> | S5M2 Kit Full Frame Mirrorless Camera w/20-60mm Lens+Free 85mm f1.8 | \$2,949.98 | \$849.99 | \$2,099.99 |
| | DC-S5M2AK9 | S5M2 Kit Full Frame w/24-60mm | \$2,799.99 | \$200.00 | \$2,599.99 |
| | <u>DC-S5M2XBODY/9</u> | S5MX2 Body Full Frame Mirrorless 4k 60p Camera +Free 85mm f1.8 | \$2,849.98 | \$849.99 | \$1,999.99 |
| | <u>DC-S5M2XKK/9</u> | S5MX2 Kit Full Frame Mirrorless Camera w/20-60mm Lens +Free 85mm f1.8 | \$3,149.98 | \$849.99 | \$2,299.99 |
| | DC-S5M2XAK9 | S5M2X Kit Full Frame w/24-60mm | \$2,999.99 | \$200.00 | \$2,799.99 |
| | <u>DC-S9BODY/K/9</u> | S9 Full Frame Camera (Body Black) +Free S-S50 f1.8 | \$1,499.99 | \$599.99 | \$1,399.99 |
| | <u>DC-S9BODY/P/9</u> | S9 Full Frame Camera (Body Pink) +Free S-S50 f1.8 | \$1,499.99 | \$599.99 | \$1,399.99 |
| | <u>DC-S9NA/9</u> | S9 Full Frame Camera w/18-40mm (Blue Kit)+Free S-S50 f1.8 | \$1,799.99 | \$699.99 | \$1,599.99 |
| | <u>DC-S9NK/9</u> | S9 Full Frame Camera w/18-40mm (Black Kit)+Free S-S50 f1.8 | \$1,799.99 | \$699.99 | \$1,599.99 |
| | <u>DC-S9NG/9</u> | S9 Full Frame Camera w/18-40mm (Green Kit) +Free S-S50 f1.8 | \$1,799.99 | \$699.99 | \$1,599.99 |
| | <u>DC-S9NGA/9</u> | S9 Full Frame Camera w/18-40mm (Mint Green Kit) +Free S-S50 f1.8 | \$1,799.99 | \$699.99 | \$1,599.99 |
| | <u>DC-S9NR/9</u> | S9 Full Frame Camera w/18-40mm (Red Kit) +Free S-S50 f1.8 | \$1,799.99 | \$699.99 | \$1,599.99 |
| | <u>DC-S9NP/9</u> | S9 Full Frame Camera w/18-40mm (Pink Kit) +Free S-S50 f1.8 | \$1,799.99 | \$699.99 | \$1,599.99 |
| | <u>DC-S9NWA/9</u> | *NEW* S9 Full Frame Camera w/18-40mm (Whitw/Silver Kit) +Free S-S50 f1.8 | \$1,799.99 | \$699.99 | \$1,599.99 |
| <u>DC-S9NSB/9</u> | *NEW* S9 Full Frame Camera w/18-40mm (Black/Silver Kit)+Free S-S50 f1.8 | \$1,799.99 | \$699.99 | \$1,599.99 | |
| 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 | |
| G-Series Camera | Model | G Series Camera M4/3rd | MSRP | Instant Savings | Promo Price |
| | DMC-G7KK | G7, 4K Mirrorless ILC Camera w/14-42 mm Lens (blk) | \$799.99 | \$200.00 | \$599.99 |
| | 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/12-60mm f/2.8-4 | \$2,799.99 | \$400.00 | \$2,399.99 | |
| P/S | DC-FZ80DK | GH7, Phase AF MFT Camera w/ Leica 12-60mm f/2.8-5 | \$549.99 | \$50.00 | \$499.99 |

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.



| | Model | S Series Full Frame Lenses | MSRP | Instant Savings | Stand Alone IR Price |
|-----------------|-----------------|--|--|-----------------|----------------------|
| | S-Series Lenses | S-S50 | 50mm F1.8 L-Mount Interchangeable Lens (Free w/ S9BODY or KIT) | \$499.99 | \$0.00 |
| S-S85 | | 85mm F1.8 L-Mount Interchangeable Lens (Free w/ S5M2/X BODY or KK) | \$649.99 | \$0.00 | \$649.99 |
| S-R70300 | | 70-300mm F4 Telephoto Lens, Full-frame L Mount | \$1,199.99 | \$150.00 | \$1,049.99 |
| S-R24105 | | 24-105mm F4 L-Mount Interchangeable Lens | \$1,399.99 | \$100.00 | \$1,299.99 |
| S-R70200 | | 70-200mm F4 Telephoto Lens, Full-frame L Mount | \$1,599.99 | \$0.00 | \$1,599.99 |
| S-R1635 | | 16-35mm F4 Wide Zoom L-Mount Interchangeable Lens | \$1,649.99 | \$300.00 | \$1,349.99 |
| S-E2470 | | S Pro 24-70mm F2.8 L-Mount Interchangeable Lens | \$2,149.99 | \$100.00 | \$2,049.99 |
| S-E70200 | | S Pro 70-200mm F2.8 Telephoto Lens, Full-Frame L Mount Lens | \$2,499.99 | \$0.00 | \$2,499.99 |
| S-X50 | | 50mm F1.4 L-Mount Interchangeable Lens | \$2,499.99 | \$200.00 | \$2,299.99 |
| S-E100/J | | LUMIX S 100mm f/2.8 | \$1,099.99 | \$100.00 | \$999.99 |
| | Model | G Series M4/3rd Lenses | MSRP | Instant Savings | Promo Price |
| G-Series Lenses | H-H025K | 25mm f1.7 Lens | \$299.99 | \$100.00 | \$199.99 |
| | H-FS45150AK | Lumix 45-150mm f4-5.6 Lens | \$349.99 | \$200.00 | \$149.99 |
| | 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-PS14042K | Lumix 14-42mm f3.5-5.6 Power Zoom Lens (blk) | \$499.99 | \$150.00 | \$349.99 |
| | H-PS14042S | Lumix 14-42mm f3.5-5.6 Power Zoom Lens (siv) | \$499.99 | \$150.00 | \$349.99 |
| | H-PS45175K | 45-175 Power Zoom Lens | \$549.99 | \$100.00 | \$449.99 |
| | H-X015K | 15mm f1.7 Aspherical Lens | \$649.99 | \$50.00 | \$599.99 |
| | H-FSA14140 | 14-140mm f3.5-5.6 Lens | \$649.99 | \$50.00 | \$599.99 |
| | H-XA025 | 25mm f/1.4 LEICA SUMMILUX II | \$849.99 | \$50.00 | \$799.99 |
| | H-FSA100300 | 100-300mm f4-5.6 Lens | \$849.99 | \$300.00 | \$549.99 |
| | H-ES12060 | 12-60mm f2.8-4 Lens | \$1,049.99 | \$200.00 | \$849.99 |
| | H-ES12035 | 12-35mm f2.8 Lens | \$1,099.99 | \$200.00 | \$899.99 |
| | H-X012 | 12mm f/1.2 LEICA SUMMILUX | \$1,299.99 | \$100.00 | \$1,199.99 |
| | H-ES50200 | 50-200mm f/2.8-4.0, ASPH, LEICA DC ELMARIT | \$1,899.99 | \$200.00 | \$1,699.99 |
| | H-NS043 | 42.5mm, f/1.2 LEICA NOCTICRON | \$1,999.99 | \$300.00 | \$1,699.99 |

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