

Cameras

Instant Savings March 16–22, 2026



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α1 Body Only - Black	ILCE1/B	\$6,199 ⁹⁹	\$500	\$5,699⁹⁹
α7R V Body Only - Black	ILCE7RM5/B	\$4,199 ⁹⁹	\$900	\$3,299⁹⁹
α7S III Body Only - Black	ILCE7SM3/B	\$3,999 ⁹⁹	\$300	\$3,699⁹⁹
α7R IV Body Only - Black	ILCE7RM4A/B	\$3,699 ⁹⁹	\$400	\$3,299⁹⁹
α7 IV + 28-70mm II Zoom Lens - Black	ILCE7M4M/B	\$2,699 ⁹⁹	\$100	\$2,599⁹⁹
α7 IV + 28-70mm Zoom Lens - Black	ILCE7M4K/B	\$2,699 ⁹⁹	\$100	\$2,599⁹⁹
α7 IV Body Only - Black	ILCE7M4/B	\$2,499 ⁹⁹	\$300	\$2,199⁹⁹
α7C II + 28–60mm Zoom Lens - All Colors	ILCE7CM2L	\$2,799 ⁹⁹	\$200	\$2,599⁹⁹
α7C II Body Only - All Colors	ILCE7CM2	\$2,499 ⁹⁹	\$200	\$2,299⁹⁹

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Cinema Line FX2 + XLR Handle Unit	ILMEFX2	\$3,399 ⁹⁹	\$300	\$3,099⁹⁹
FX2 Body Only	ILMEFX2B	\$2,999 ⁹⁹	\$300	\$2,699⁹⁹
Point and Shoot Sony ZV-1 II Camera - All Colors	ZV1M2	\$1,049 ⁹⁹	\$100	\$949⁹⁹

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
All Compatible ILC Models (Body or Kit)	SEL11F18, SEL15F14G, SEL20F18G, SEL24F28G, SEL35F18F, SEL40F25G, SEL50F25G, SEL70350G, SEL85F18/2, SELP1020G OR SELP1635G*	\$50
All Compatible ILC Models (Body or Kit) (SEL24105G/2 - exclude a7M4 body)	SEL1655G, SEL55210/B, SEL2070G, SEL24105G/2, SEL2470GM, SEL70200GM OR SEL50F14GM	\$100
All Compatible ILC Models (Body or Kit)	SEL2860*	\$200
SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM OR SEL70200GM2	SEL14TC OR SEL20TC*	\$200
α7 V	SEL300F28GM*	\$300
α7 V	SEL1635GM2, SEL2470GM2, SEL70200GM2, SEL200600G, SEL400800G, SEL24F14GM, SEL35F14GM, SEL50F12GM, SEL50F14GM OR SEL85F14GM2*	\$200
α7 IV	SEL24105G/2*	\$400

Accessories, Point and Shoot, and Media Bundles

All CFE-A Combatible Cameras	CEAG240T CFexpress Type A (240GB)*	\$50
All CFE-A Combatible 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 AND Non FF APS-C	Vlogger Accessory Kit (ACCVC1)*	\$50
All ILC AND FX Cameras	Digital Shotgun Microphone (ECMB10)*	\$50
All Compatible ILC AND DSC Cameras	Vlogger Shotgun Microphone (ECMG1)*	\$50
All ILC Cameras (Body or Kit)	Digital Shotgun Microphone (ECMB1M)*	\$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)*	\$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 (HVL46RM OR HVL46RMA)*	\$50
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B OR GPVPT3W)	\$50



MEDIA
COMPATIBILITY
INFORMATION

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