

# Cameras

Instant Savings 3/30 – 4/5, 2026



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α7R V Body Only - Black	ILCE7RM5/B	\$4,199 <sup>99</sup>	\$900	<b>\$3,299<sup>99</sup></b>
α7S III Body Only - Black	ILCE7SM3/B	\$3,999 <sup>99</sup>	\$300	<b>\$3,699<sup>99</sup></b>
α7R IV Body Only - Black	ILCE7RM4A/B	\$3,699 <sup>99</sup>	\$900	<b>\$2,799<sup>99</sup></b>
α7 IV + 28-70mm II Zoom Lens - Black	ILCE7M4M/B	\$2,699 <sup>99</sup>	\$500	<b>\$2,199<sup>99</sup></b>
α7 IV + 28-70mm Zoom Lens - Black	ILCE7M4K/B	\$2,699 <sup>99</sup>	\$500	<b>\$2,199<sup>99</sup></b>
α7 IV Body Only - Black	ILCE7M4/B	\$2,499 <sup>99</sup>	\$500	<b>\$1,999<sup>99</sup></b>
α7 III + 28-70mm Zoom Lens - Black	ILCE7M3K/B <b>OR</b> ILCE7M3M/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>
α7C II + 28-60mm Zoom Lens - All Colors	ILCE7CM2L	\$2,799 <sup>99</sup>	\$200	<b>\$2,599<sup>99</sup></b>
α7C II Body Only - All Colors	ILCE7CM2	\$2,499 <sup>99</sup>	\$200	<b>\$2,299<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
SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM <b>OR</b> SEL70200GM2	SEL14TC <b>OR</b> SEL20TC*	<b>\$200</b>
α7 IV	SEL24105G/2*	<b>\$400</b>

## Accessories, Point and Shoot, and Media Bundles



**MEDIA  
COMPATIBILITY  
INFORMATION**

All CFE-A Combatible Cameras	CEAG240T CFexpress Type A (240GB)*	<b>\$50</b>
All CFE-A Combatible Cameras	CEAG480T CFexpress Type A (480GB)*	<b>\$50</b>
All ILC Models	SFG256T/T1 Tough (256GB)*	<b>\$50</b>
All ILC Models	SFG128T/T1 Tough (128GB)	<b>\$25</b>
All ILC <b>AND</b> FX Cameras	Digital Shotgun Microphone (ECMB10)*	<b>\$50</b>
All Compatible ILC <b>AND</b> DSC Cameras	Vlogger Shotgun Microphone (ECMG1)*	<b>\$50</b>
All ILC Cameras (Body or Kit)	Digital Shotgun Microphone (ECMB1M)*	<b>\$50</b>
All Compatible ILC Cameras	Vertical Grip (VGC4EM)*	<b>\$50</b>
All Compatible ILC Cameras	Vertical Grip (VGC3EM)*	<b>\$50</b>
All ILC Models (Body or Kit)	Digital Shotgun Microphone (ECMM1)*	<b>\$50</b>
All ILC FF High Cameras	Wireless Radio Flash (HVL-F60RM2)*	<b>\$50</b>
All Compatible ILC Cameras	Vertical Grip (VGC5)*	<b>\$50</b>
All ILC Models (Body or Kit)	Wireless Radio Flash (HVL-F46RMA)*	<b>\$50</b>
All ILC Models (Body or Kit)	Wireless Radio Flash (HVL-F28RMA)*	<b>\$20</b>
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B <b>OR</b> GPVPT3W)	<b>\$50</b>

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