

Cameras

Instant Savings April 6-12, 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	\$900	\$2,799⁹⁹
α7 IV + 28-70mm II Zoom Lens - Black	ILCE7M4M/B	\$2,699 ⁹⁹	\$500	\$2,199⁹⁹
α7 IV + 28-70mm Zoom Lens - Black	ILCE7M4K/B	\$2,699 ⁹⁹	\$500	\$2,199⁹⁹
α7 IV Body Only - Black	ILCE7M4/B	\$2,499 ⁹⁹	\$500	\$1,999⁹⁹
α7 III + 28-70mm Zoom Lens - Black	ILCE7M3K/B OR ILCE7M3M/B	\$2,199 ⁹⁹	\$300	\$1,899⁹⁹
α7 III Body Only - Black	ILCE7M3/B	\$1,999 ⁹⁹	\$300	\$1,699⁹⁹

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 OR SEL70200GM2	SEL14TC OR SEL20TC*	\$200
α7 IV	SEL24105G/2*	\$400

Accessories, Point and Shoot, and Media Bundles



MEDIA COMPATIBILITY INFORMATION

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 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)*	\$50
All ILC Models (Body or Kit)	Wireless Radio Flash (HVL-F46RMA)*	\$50
All ILC Models (Body or Kit)	Wireless Radio Flash (HVL-F28RMA)*	\$20
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B OR GPVPT3W)	\$50

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