

Cameras

Instant Savings July 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
α9 III Body Only - Black	ILCE9M3/B	\$6,799 ⁹⁹	\$400	\$6,399⁹⁹
α7R V Body Only - Black	ILCE7RM5/B	\$3,799 ⁹⁹	\$500	\$3,299⁹⁹
α7CR Body Only - All Colors	ILCE7CR	\$3,399 ⁹⁹	\$400	\$2,999⁹⁹
α7 IV + 28-70mm OR 28-70mm II Zoom Lens - Black	ILCE7M4K/B OR ILCE7M4M/B	\$2,699 ⁹⁹	\$500	\$2,199⁹⁹
α7 IV Body Only - Black	ILCE7M4/B	\$2,499 ⁹⁹	\$500	\$1,999⁹⁹
α7C II + 28-60mm Zoom Lens - All Colors	ILCE7CM2L	\$2,799 ⁹⁹	\$400	\$2,399⁹⁹
α7C II Body Only - All Colors	ILCE7CM2	\$2,499 ⁹⁹	\$400	\$2,099⁹⁹
α7 III + 28-70mm OR 28-70mm II 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
ZV-E1 + 28-60mm Zoom Lens - All Colors	ILCZVE1L	\$2,799 ⁹⁹	\$300	\$2,499⁹⁹
ZV-E1 Body Only - All Colors	ILCZVE1	\$2,499 ⁹⁹	\$300	\$2,199⁹⁹
α6400 + 18-135mm Zoom Lens - Black	ILCE6400M/B	\$1,499 ⁹⁹	\$200	\$1,299⁹⁹
α6400 + 16-50mm Zoom Lens - Black	ILCE6400K/B	\$1,199 ⁹⁹	\$200	\$999⁹⁹
α6400 Body Only - Black	ILCE6400/B	\$1,099 ⁹⁹	\$200	\$899⁹⁹
ZV-E10 II + 16-50mm Zoom Lens - All Colors	ZVE10M2K	\$1,299 ⁹⁹	\$200	\$1,099⁹⁹
ZV-E10 II Body Only - All Colors	ZVE10M2	\$1,199 ⁹⁹	\$200	\$999⁹⁹
ZV-E10 + 16-50mm Zoom Lens - All Colors	ILCZVE10K OR ILCZVE10L	\$899 ⁹⁹	\$50	\$849⁹⁹
ZV-E10 Body Only - All Colors	ILCZVE10	\$799 ⁹⁹	\$50	\$749⁹⁹

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Sony ZV-1 II Camera - All Colors	ZV1M2	\$999 ⁹⁹	\$50	\$949⁹⁹
Sony ZV-1 Camera - All Colors	DCZV1	\$899 ⁹⁹	\$100	\$799⁹⁹

Point and Shoot

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

Instant Savings July 6-12, 2026



Lens Bundles

Bundle	With	Additional Savings
SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM, SEL70200GM2 OR SEL100400MC	SEL14TC OR SEL20TC*	\$200
α7M4 OR α7M4M	SEL24105G/2*	\$400
α1 II, α9 III, α7 V, α7 VM, α7R V OR α7R VI	SEL1635GM2, SEL2470GM2, SEL70200GM2, SEL2870GM, SEL50150GM OR SEL100400MC*	\$300
α7M4, α7M4M, α7M5, α7M5M, α7CM2 (All Colors), OR α7CM2L (All Colors)	SEL 24F14GM, SEL35F14GM, SEL50F14GM, SEL50F12GM, SEL85F14GM2, SEL300F28GM, SEL200600G OR SEL400800G*	\$200

Acc & Media Bundles

All CFE-A compatible cameras	CFexpress Type A Card (240GB OR 480GB)*	\$50
All compatible ILC/FX cameras	Digital Microphones (ECMB10, ECMB1M OR ECMM1)*	\$50
All compatible ILC/DSC cameras	Content Creator Microphone (ECMG1)*	\$50
All compatible ILC cameras	Vertical Grip (VGC4EM OR VGC5)*	\$50
All compatible ILC models	Remote Flash (HVL46RMA OR HVL60RM2)*	\$50
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B OR GPVPT3W)	\$50



MEDIA
COMPATIBILITY
INFORMATION

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