



## Press Information

**Stay insured and more informed for longer: Leica extends its warranty on selected products and offers three digital issues of its LFI Magazine.**

**Wetzlar, 2<sup>nd</sup> November 2021.** Leica Camera AG once again demonstrates that the traditional brand's commitment to quality by no means ends with the development and manufacture of incredible cameras and optics. The company also shines when it comes to service. Proof point: Leica is offering an additional 12-month warranty extension when purchasing a new camera or lens from the Leica M, SL and Q systems. Additionally, with the purchase of these selected products, customers will receive three complementary digital issues of the exclusive LFI magazine – for even more inspiration on Leica photography.

To take advantage of this offer, the only requirement is to register the new product online within three months of the date of purchase. A step-by-step guide outlines the registration process in the login area on the website <https://account.leica-camera.com/>. All that's required is a personal Leica account which can be set up quickly and provides a practical overview of the customer's own products.

As a special benefit, this limited offer will also apply retroactively to all Leica M, SL and Q products purchased between October 1, 2019 and September 30, 2021. All products included in this offer should be registered by the end of the year using the customer's personal Leica Account.

### **Leica Camera - A Partner for Photography**

Leica Camera AG is an international, premium manufacturer of cameras and sports optics. The legendary reputation of the Leica brand is based on a long tradition of excellent quality, German craftsmanship and German industrial design, combined with innovative technologies. An integral part of the brand's culture is the diversity of activities the company undertakes for the advancement of photography. In addition to the Leica Galleries and Leica Academies spread around the world, there are the Leica Hall of Fame Award and, in particular, the Leica Oskar

Barnack Award (LOBA), which is considered one of the most innovative sponsorship awards existing today. Furthermore, Leica Camera AG, with its headquarters in Wetzlar, Hesse, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own national organizations and Leica Retail Stores.