



## PRESS RELEASE

**Free for release after: 9<sup>th</sup> June 2022, 3pm (CEST)**

### **The Leica M-A “Titan” set**

**A new limited-edition set, comprising a Leica M-A and APO-Summicron-M 50 f/2 ASPH. made of titanium.**

**Wetzlar, 9<sup>th</sup> June 2022.** The Leica M-A “Titan” set marks the sixth time Leica has released a limited-edition with a titanium exterior – thereby continuing a tradition that first started with the Leica M6 TTL “Titanium” in 2001. Distinguished by a look that is as elegant as it is exclusive, the set combines the timeless appeal of the analogue Leica M-A with the classic design of the APO-Summicron-M 50 f/2 ASPH. To create this high-end ensemble, key components of the camera and lens are milled from solid titanium – a material known for its exceptional resilience and durability. This imbues the camera and lens with an even greater solidity, as well as a unique appearance that is impossible to achieve with any other material.

As a purely mechanical camera, the Leica M-A relies neither on power nor data connections. It is the epitome of Leica’s philosophy to concentrate on the essential: a return to photography in its purest form. The sophisticated design of the special edition is enhanced by the classic ‘Ernst Leitz Wetzlar’ script on the top plate. The set includes the APO-Summicron-M 50 f/2 ASPH., whose external components are also made of titanium for this special edition – and whose appearance is modelled on the very first Summicron-M with a 50 mm focal length, introduced in 1956. Another element of the set’s classic aesthetic is the round lens hood, also made of solid titanium. With its unparalleled optical performance, the APO-Summicron-M 50 f/2 ASPH. represents the pinnacle of full-frame lens design. The set comes in a special presentation box with an inner lining of black silk.

The Leica M-A “Titan” set is limited to 250 units worldwide. Both the camera and lens feature engravings with their respective special-edition serial numbers. The Leica M-A “Titan” set is available as of now at specialist retailers.

## **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 Akademies 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 organisations and Leica Retail Stores.

### **Please find further information at:**

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