



PRESS RELEASE

Leica D-Lux 7 007 Edition

A photography exhibition from James Bond films spanning 60 years accompanies the launch of an elegant, limited special edition of Leica's high-end compact camera.

Wetzlar, 23rd February 2023. Ever since the world's most famous secret agent made his on-screen debut in *Dr. No* (1962), photography has occupied a central role within the James Bond universe. Film producer Michael G. Wilson – who is a keen photographer and passionate collector – has opened EON's photographic archive for an exhibition of legendary Bond images. The 'Photographs from the James Bond Archive' exhibition is on display at Leica Gallery London until 21st March 2023.

Refined, discreet, and always ready for action: The classic James Bond values also perfectly describe the Leica D-Lux 7. The limited special edition offers a particularly elegant exterior, and comes with a range of exclusive accessories.

In the opening scene of *Dr. No*, we encounter the protagonist in Le Cercle Casino at London's Les Ambassadeurs Club, seated at a Baccarat table. Suave and reserved, Bond has just played his winning hand when his opponent, Miss Sylvia Trench, questioningly addresses him as "Mister...?" Since then his reply has become synonymous with the franchise including the most recent film, *No Time to Die* (2021): "Bond, James Bond."

The same air of timeless sophistication characterises the Leica D-Lux 7 007 Edition. The camera trim is made of a high-performance, rhombus-textured material that is unprecedented on a D-Lux 7. Its subtle rhombus pattern is repeated on the hand grip, which – together with its wrist strap – ensures the safe handling of the camera. The top plate is adorned with the famous 007 logo; the set also includes an automatic lens cap with the classic 'gun barrel' design, made famous by the opening sequence of James Bond films.

Another distinctive element of this special-edition set is the leather case in the style of a holster – allowing the camera to be transported comfortably, while being instantly ready for action.

With its large image sensor and fast lens – the Leica DC Vario-Summilux 10.9-34 f/1.7-2.8 ASPH. (35mm equivalent: 24 – 75mm) – the Leica D-Lux 7 combines outstanding image quality with conveniently compact dimensions.

To celebrate the James Bond film franchise – which began with the release of *Dr. No* in 1962 – the special-edition set is limited to exactly 1,962 units. The set comes in a specially designed presentation box and will be available globally at Leica Stores, the Leica Online Store and authorised dealers starting 23rd February 2023. The recommended retail price will be 1,990 EUR including VAT.

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.

About EON Productions

EON Productions Limited and Danjaq LLC are wholly owned and controlled by the Broccoli/Wilson family. Danjaq is the US based company that co-owns, with Metro Goldwyn Mayer Studios, the copyright in the existing James Bond films and controls the right to produce future James Bond films. EON Productions, an affiliate of Danjaq, is the UK based production company that has made the James Bond films since 1962 and together with Danjaq controls all worldwide merchandising. For more information, visit 007.com and 007Store.com.

© 007 and related James Bond Indicia © 1962-2023 Danjaq and MGM. 007 and related James Bond Trademarks are trademarks of Danjaq. All Rights Reserved.

Please find further information at:

Leica Camera AG

Ann-Kristin Löhner

Global PR Coordination

E-Mail: Ann-Kristin.Loehner@leica-camera.com

Internet: www.leica-camera.com