



## PRESS RELEASE

**Leica expands the SL-System by two new, particularly compact lenses. These are also available in four attractive SL-Kits together with the SL2 or SL2-S.**

**Wetzlar, 8<sup>th</sup> February 2023.** Leica Camera AG is based on more than 150 years of experience in the development, design and manufacturing of optics. Lenses from Leica have since been a synonym for high-quality, reliable precision tools of stable value which capture photos and videos in outstanding image quality. Leica's latest camera system is now getting a double addition to the Leica SL2 and the Leica SL2-S: the Summicron-SL 35 f/2 ASPH. and the Summicron-SL 50 f/2 ASPH.

Both standard focal lengths are characterized by particularly compact dimensions and low weight. At the same time, they impress with their high speed and the famous Summicron look with a very shallow depth of field. This makes the SL-System even handier and ideal for daily use as well as travelling. The Summicron lenses focus extremely fast, smooth and accurate thanks to their linear direct drive. Hence, they not only deliver excellent focus performance for photography, but are also perfectly suited for videography, where quiet focusing is very important.

The Summicron-SL 35 f/2 ASPH. covers the wide range of applications in landscape, street and reportage photography and offers new perspectives because of a closest focusing distance of only 0.25 m. The Summicron-SL 50 f/2 ASPH. shows its strength in almost all photographic situations, especially in travel, event and portrait photography. Both SL lenses expand not only the SL-System but also the L-Mount portfolio by two

versatile, compact and lightweight optics to photograph and film in brilliant image quality "Made by Leica".

In the case of the two new Summicron lenses, aspheric lenses are used as well. These enable the high optical performance in combination with the compact dimensions in the first place.

The new Leica SL lenses will be available globally at all Leica Stores, the Leica Online Store and authorized dealers starting now. The retail price of the Summicron-SL 35 f/2 ASPH. will be S\$3,360.00 including GST and the retail price of the Summicron-SL 50 f/2 ASPH. will be S\$2,910.00 including GST.

In order to facilitate the first steps with the SL-System, Leica is now offering four more SL-Kits with the new Summicron lenses in addition to the two existing kits of Leica SL2 or SL2-S including Vario-Elmarit-SL 24–70. Thus, a total of six SL-Kits, each consisting of a camera body and a lens, are available with an attractive price advantage.

The retail price of the new Leica SL2 kit with the Summicron-SL 35 f/2 ASPH. will be S\$12,220.00 including GST and with the Summicron-SL 50 f/2 ASPH., it will be S\$11,780.00 including GST. The retail price of the Leica SL2-S kit with the Summicron-SL 35 f/2 ASPH. will be S\$9,530.00 including GST and with the Summicron-SL 50 f/2 ASPH., it will be S\$9,080.00 including GST.

### **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:**

Leica Camera Asia Pacific Pte Ltd

Brenda Chow

Senior Marketing and PR Manager

E-Mail: [brenda.chow@leica-camera.com](mailto:brenda.chow@leica-camera.com)

Internet: [www.leica-store.sg](http://www.leica-store.sg)