



## PRESS RELEASE

**Leica expands SL-System with two new prime lenses and pairs these with the SL2 or SL2-S in four new kits. Timing coincides with promotional offer which saves \$1,500 for a limited time.**

**Wetzlar, 9<sup>th</sup> February 2023.** Leica Camera has been at the forefront of optics design and manufacturing for more than 150 years. Its lenses have since become renowned for their high quality, reliability and enduring value – capable of capturing photos and videos with its signature ‘Leica look’. Leica’s SL-System, comprised of the SL2 and the SL2-S, now enjoys the addition of two new prime lenses: the Summicron-SL 35 f/2 ASPH. and the Summicron-SL 50 f/2 ASPH.

Both standard focal lengths are characterised by particularly compact dimensions and low weight. At the same time, they impress with their high speed and the famous Summicron aesthetic with a very shallow depth of field. The lenses focus extremely fast, smooth and accurately thanks to their linear direct drive and 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 a wide range of applications in landscape, street and reportage photography, and offers new perspectives due to 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.

In the case of the two new Summicron lenses, aspheric lenses are used as well. These enable enhanced optical performance and a compact design.

To entice budding photographers into its SL-System, Leica is offering the two new lenses paired with either the SL2 or SL2-S as a kit with an attractive price advantage.

The new Leica SL lenses will be available globally at all Leica Stores, the Leica Online Store and authorised dealers as of now. The recommended retail price (RRP) of the Summicron-SL 35 f/2 ASPH. is \$3,690 including GST and the recommended retail price (RRP) of the Summicron-SL 50 f/2 ASPH. is \$3,190 including GST.

The recommended retail price (RRP) for the new SL-Kits are as listed below:

Body	Lens	RRP
SL2	Summicron-SL 35 f/2 ASPH.	\$13,390 inc GST
SL2	Summicron-SL 50 f/2 ASPH.	\$12,890 inc GST
SL2-S	Summicron-SL 35 f/2 ASPH.	\$10,490 inc GST
SL2-S	Summicron-SL 50 f/2 ASPH.	\$ 9,990 inc GST

Furthermore, Leica is making it even easier for new and existing customers to get started with the SL-System, offering a voucher which saves \$1,500 off eligible SL-Kits including those above. In addition, SL-Kits consisting of a SL2 or SL2-S with a Vario-Elmarit-SL 24-70 f/2.8 are eligible for the promotion. The voucher can be redeemed from 9<sup>th</sup> February to 30<sup>th</sup> April 2023 at Leica Stores, the Leica Online Store and participating Leica dealers. A Leica account is all that is required to activate the voucher. More information can be found at

<https://leica-store.com.au/sl2promotion>

### **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.

For further information, please contact:

Shaun McMahon

Marketing Manager

Leica Camera Australia

[shaun.mcmahon@leica-camera.com](mailto:shaun.mcmahon@leica-camera.com)