



## PRESS RELEASE

### **New: Leica M6 Set "Leitz Auction", black paint finish**

**Exclusive set to commemorate the 20th anniversary of the Leitz Photographica Auction, the official auction house of Leica Camera AG.**

**Wetzlar, 17<sup>th</sup> August 2023.** Leica cameras and lenses stand for outstanding, "Made in Germany" quality. These handcrafted, precision optical tools have had a major impact on the world of photography for more than 100 years.

Every year, some of these masterworks, both cameras and lenses, make it to the stage at the Leitz Photographica Auction to be sold to the highest bidder. Last year, the auction celebrated its 20th anniversary and announced an exclusive special edition. Together with Leica Camera AG, Leitz Photographica Auction developed this extraordinary set that is now available for purchase: the Leica M6 Set "Leitz Auction" comes with a Leica M6 and the Noctilux-M 50 f/1.2 ASPH., both in a glossy black paint finish.

The Leitz Photographica Auction is one of the world's most renowned auctions of vintage cameras, lenses and other interesting accessories. The M6 Set "Leitz Auction" is appropriately festive in commemoration of the anniversary: with a glossy black paint finish, the Leitz logo made of solid gold – specially prepared by a goldsmith in Wetzlar, Germany – and exclusive real wood armouring made of walnut veneer. The noble design is exquisitely rounded off by engravings in gold and red.

The Leica M6 Set "Leitz Auction" is limited to 20 copies. In addition to the camera and the popular Noctilux-M 50 f/1.2 ASPH. lens, it also includes a lens cap, body cap and lens hood all in a glossy black paint finish, along with a custom-made strap made of smooth black leather and a certificate of authenticity. The set's elegant packaging with a golden Leitz logo adds an extra touch of excitement to this extraordinary and rare camera set.

The Leica M6 Set "Leitz Auction" with Noctilux-M 50 f/1.2 ASPH. will be available exclusively through Leica Camera Classics in Vienna from 17<sup>th</sup> August 2023. The recommended retail price is € 25,980.00 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.

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

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