



## PRESS RELEASE

### Get into the Leica SL-System Now with a Particularly Attractive Price Advantage

**Wetzlar, 4<sup>th</sup> September 2023.** With a voucher worth 1,200 pounds, Leica Camera AG is making it easier for new and existing customers to get started with the SL-System. The voucher can be redeemed from 4<sup>th</sup> September 2023 to 31<sup>st</sup> January 2024 when purchasing one of the six SL2-Kits. The SL2-Kits consisting of a Leica SL2 in black or silver with a Vario-Elmarit-SL 24-70 f/2.8 ASPH., the Summicron-SL 35 f/2 ASPH. or the Summicron-SL 50 f/2 ASPH. are thus available at an unbeatable price-performance ratio.

A Leica account is required to activate the voucher. It can be set up quickly at [club.leica-camera.com](https://club.leica-camera.com). After the successful registration or in an already existing Leica account, the voucher can be activated and used directly after the login.

The voucher can be redeemed during the promotional period from 4<sup>th</sup> September 2023 to 31<sup>st</sup> January 2024 at the Leica Store, the Leica Online Store and participating dealers when purchasing one of the six SL2-Kits.

#### **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 UK

UK PR Coordination

E-Mail: [pr.uk@leica-camera.com](mailto:pr.uk@leica-camera.com)

Website: [www.leica-camera.com/en-GB](http://www.leica-camera.com/en-GB)