



PRESS RELEASE

70 years of Leica M: tradition, perfection, innovation – Leica Camera AG celebrates the anniversary of the Leica M-System

Wetzlar, 24 October 2024. Iconic and more vibrant than ever: When the Leica M3 was introduced exactly seven decades ago, marking the beginning of the M-System which still exists today, a new chapter in the history of photography began. Launched in 1954, the Leica M3 set standards with its unique rangefinder and the M-System has been continuously developed in the decades since: The legendary Leica M6 featured integrated exposure metering; additional Leica MP models were specially tailored to press photography; the Leica M9 was the first digital full-frame rangefinder camera; and the M (Typ 240) was the first to use a CMOS sensor and was also the first series-produced model without a window for illuminating the viewfinder frames. The Leica M Monochrom ultimately went on to revolutionise digital black-and-white photography; the Leica M-D was the first digital M to offer a genuine analogue feeling, dispensing with the display; the current model, the M11, allows direct access to the battery and has a Triple Resolution sensor with a resolution of 60, 36 and 18 megapixels. The Leica M-System has remained both highly compatible and future-proof. For instance, the Leica M11-P is the world's first camera capable of verifying the authenticity of digital images thanks to the Content Authenticity Initiative (CAI). This focus on essential features, combined with Leica's perfect craftsmanship, guarantees quality and consistency – values central to the brand's core identity. "The quality and craftsmanship of the materials, the sense of precision in every movement, the soft click of the shutter release and the visual clarity of the viewfinder all combine to create an experience that goes far beyond just taking pictures", says *Mark Shipard, Head of Design, Leica Camera AG*.

The Leica M was and still is a favourite camera esteemed by the best photographers, who use it for more than just photojournalistic and documentary work. In fact, an M is always described as a medium for expressing artistic freedom and individual vision. Countless significant moments would never have been captured without a Leica M and their poignancy would never have been highlighted without the impact of powerful, culturally influential photographs. All these points are reason enough for Leica Camera AG to celebrate seven decades of the Leica M.

“The beauty of the Leica M is that it is so small and therefore discreet and handy to use. Even when people see me using it, they don’t get scared. They don’t see me as a paparazzo – they see me as an artist”, says street photographer *Matt Stuart*, who was born in London, England.

The limited special edition: “Leica M Edition 70”

The “Leica M Edition 70” was produced as an exclusive special edition to mark the anniversary. This is a unique collector’s item par excellence – not just for discerning purists: with a limited release of 250 sets, the platinum-plated special edition combines classic elegance with precision craftsmanship, the iconic design of the legendary Leica M3 with the state-of-the-art technology from the Leica M-System. Equipped with a Leica M-A camera, Leica APO-Summicron-M 50 f/2 ASPH. lens, which is one of the best in its class, a Leicavit M fast winder and a film container including film, the “Leica M Edition 70” is not only a wonderful homage to the history of the Leica M-System, but also a perfect investment in the future of analogue photography. The combination of timeless design and tried-and-tested craftsmanship, as well as the luxurious platinum coating, make the edition set a coveted item for discerning photographers and collectors.

The “Leica M Edition 70” will be available in selected Leica Stores from early 2025. The retail price is €22,500.00 including VAT.

New Leica M-Accessory: the Leicavit M fast winder

In addition to the special edition, three more versions of the Leicavit M fast winder for manual film transport will also be available: a black-painted, a glossy black-painted, and a silver-chromed variant. These are not limited editions but part of the regular series production. The Leicavit M is compatible with the analog models Leica M-A, MP, M6, M7, M6 TTL, M4-P and M4-2. It is mounted in place of the bottom cover and allows photographers to take up to two pictures per second without taking their eyes off the viewfinder.

The different variants of the Leicavit M fast winder will be available globally at Leica Stores, the Leica Online Store and authorised dealers in the first half of 2025. The retail price is €1,050.00 including VAT.

The anniversary book: “Leica M”

The “Leica M” book is also being published in honour of its first 70 years. The history of the Leica M-System is presented over more than 250 pages, with insightful essays, legendary photographs, rarely

shown archival material and an overview of the M-Cameras produced to date. The end result is an impressive homage, which portrays the complexity and many layers of the Leica M-System's development over 70 years, vividly and from every angle.

“This book is also a huge ‘thank you’ to all the people who worked with the M and on the M: photographers, employees, customers, and friends of what we call ‘the Leica family,’” sums up *Dr. Andreas Kaufmann, Chairman of the Supervisory Board of Leica Camera AG.*

The “Leica M” book will be available globally at Leica Stores, the Leica Online Store, the LFI (Leica Fotografie International) Online Store and select authorised dealers from 5 November 2024. The retail price is €49.00 incl. VAT.

The anniversary exhibition

The Leica M-System has been inspiring photographers for seven decades with its exemplary aesthetics, compact design, manual operation, precise optics and unique image quality. On 6 November 2024, an extensive special exhibition opens to the public at Leica Camera AG's headquarters in Wetzlar, featuring historic Leica M-Camera models and exciting insights into their production history with original documents and iconic photographs. Visitors will be able to experience the history of photography right here and enjoy an impressive presentation of the Leica M-System's path from 1954 to the present day.

Find more information on “70 years of Leica M” at: leica-camera.com/70-years-m

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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