Press Release

NEW: Leica SOFORT 2 Burton Edition

The collaboration between the iconic brands Leica Camera and Burton Snowboards results in an exclusive special edition of the instant camera.

**Teaneck, February 11th, 2025** For over a century, Leica Camera AG has been developing cameras that have repeatedly revolutionized the world of photography. These cameras are built on decades of expertise, but above all, they are driven by a passion for bringing ideas to life. It is this same passion that Leica shares with Burton Snowboards. Jake Burton Carpenter, snowboard pioneer and founder of Burton Snowboards, dedicated his life to this sport, transforming a backyard pastime into the world-class discipline we know today. Jake Burton captured his inspirations with his trusted [Leica camera](https://leicacamerausa.com), taking photos of friends and family and posting them on a corkboard in his kitchen.

To honor this visionary, Leica has teamed up with Burton Snowboards to create a special edition: the Leica SOFORT 2 Burton Edition.

This unique version of the Leica SOFORT 2 is inspired by the exclusive "Jake Blue" design. In addition to its striking pattern, it stands out from the standard model with the Burton logo on the camera's top cover. The camera comes with a practical Burton camera bag. As a compact and modern instant camera, it seamlessly bridges the gap between digital photography and the tangible analogue world. The camera allows users to print selected photos directly. Thanks to its integration with the [Leica FOTOS App](https://leica-camera.com/en-US/photography/leica-fotos), users can even print images captured on their smartphone or another Leica camera.

The [Leica SOFORT 2](https://leicacamerausa.com/photography/cameras-by-model/SOFORT) embodies a clear, minimalist design while offering a range of creative possibilities on the go. With versatile modes such as selfie, landscape, and macro, it also features ten lens and film effects, ensuring a great photographic experience.

The [Leica SOFORT 2 Burton Edition](https://leicacamerausa.com/sofort-2-burton-edition.html) is available globally at Leica Stores, the [Leica Online Store](https://leicacamerausa.com/sofort-2-burton-edition.html) and authorized dealers starting today. The retail price is $599.00.

**100 years of Leica: Witness to a century**

In 2025, Leica Camera AG is celebrating the 100th anniversary of the Leica I, the first 35mm camera to be mass-produced, which was introduced to the public at the Leipzig Spring Fair in 1925. This groundbreaking camera exceeded all expectations with its compact, portable design, unlocking new possibilities in photography. Under the theme [**100 Years of Leica: Witness to a Century**](https://leica-camera.com/en-US/photography/100-years), Leica Camera AG commemorates this milestone that transformed photography worldwide. Throughout the year, Leica will host international events in major cities including Dubai, Milan, New York, Shanghai, and Tokyo, showcasing cultural projects and exclusive special product editions. The highlight of the celebration will be the anniversary week in June at the company’s headquarters in Wetzlar. Additionally, the global Leica Gallery network will feature high-caliber exhibitions showcasing works by renowned photographers.

**About Leica Camera**

Leica Camera AG is an international premium manufacturer of cameras, lenses and sports optics products with over 150 years of company history. Headquartered in Wetzlar (Germany), Leica Camera AG has a global network of its own sales companies with over 120 Leica Stores. The Leica brand stands for excellent quality, German craftsmanship and industrial design combined with innovative technologies.

**About Burton**

In 1977, Jake Burton Carpenter founded Burton Snowboards out of his Vermont barn and dedicated the rest of his life to snowboarding. Since its founding, Burton has played a pivotal role in growing snowboarding from a backyard hobby to a world-class sport by creating groundbreaking products, supporting a team of top snowboarders, and pushing resorts to allow snowboarding. Today, Burton designs and manufactures industry-leading products for snowboarding and the outdoors. As a sustainability leader within the outdoor and winter sports industries, Burton is the world’s first snowboard company to become a certified B Corporation®. Privately held and owned by Donna Carpenter, Burton’s headquarters are in Burlington, Vermont with offices in Austria, Japan, Australia, Canada and China. For more information on Burton, head to [www.burton.com](http://www.burton.com/)

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