



## 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.

**Wetzlar, 11 February 2025** For over a century, Leica Camera AG has been developing cameras that have repeatedly revolutionised 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, taking photos of friends and family and posting them on a corkboard in his kitchen.

To honour 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, users can even print images captured on their smartphone or another Leica camera.

The Leica SOFORT 2 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 will be available globally at Leica Stores, the Leica Online Store and authorized dealers starting 11th February 2025. The recommended retail price will be 595 € including VAT.



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

In 2025, Leica Camera AG is celebrating the 100th anniversary of the Leica I. First presented to the public at the Leipzig Spring Fair in 1925, it was the first 35mm camera to be mass-produced and exceeded all expectations. Thanks to its compact and handy format, it opened up completely new photographic applications. Under the motto '100 Years of Leica: Witness to a Century', Leica Camera AG is celebrating this camera that revolutionised the world of photography around the globe. At international events organised by the Leica country organisations in the major cities of Dubai, Milan, New York, Shanghai and Tokyo, cultural projects and extraordinary special product editions will be presented throughout the year. The highlight of the celebrations is the anniversary week at the company's headquarters in Wetzlar in June. In addition, there will be high-calibre exhibitions in the worldwide network of Leica Galleries with works by outstanding 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. As part of its growth strategy, the company has expanded its business to include mobile imaging (smartphones) and the manufacture of high-quality eyeglass lenses and watches and is represented in the home cinema segment with its own projectors. Headquartered in Wetzlar (Germany) and with a second production site in Vila Nova de Famalicão (Portugal), Leica Camera AG has a global network of its own sales companies with over 120 Leica Stores. The company employs 2,400 people and achieved a turnover of 554 million euros in the 2023/24 financial year.

The Leica brand stands for excellent quality, German craftsmanship and industrial design combined with innovative technologies. An integral part of the brand culture is the promotion of the culture of photography with around 30 Leica Galleries worldwide, Leica Academies and international awards such as the Leica Hall of Fame Award and the Leica Oskar Barnack Award (LOBA).

### **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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