



# Press Release

Free for release after: 20 February 2025, 3 p.m. (CET)

## New: Leica Summilux-M 50 f/1.4

A new version of the historic M classic expands the Leica Classic Line with a lens that has unrivalled bokeh.

**Wetzlar, 20 February 2025** – Lenses from Leica boast a tradition that spans over 150 years. During this time, many handcrafted masterpieces have been created and have gone on to reach numerous milestones while defining trend-setting standards. The history of the legendary M-Lenses began over 70 years ago. Each of them tells a success story, with some of these legends now enjoying a renaissance decades later. This is the case for the new Leica Summilux-M 50 f/1.4.

The Summilux-M 50 f/1.4 (I) was launched onto the market in 1959 as the first lens released under the name Summilux. This is derived from the Latin “summa lux”, meaning “maximum light”. Since then, Summilux has become synonymous for particularly fast Leica lenses featuring an aperture of f/1.4 to f/1.7. The new interpretation combines the classic vintage look with state-of-the-art technology and is the fifth member of the Leica Classic Line. Just like the Summaron-M 28 f/5.6, the Thambar-M 90 f/2.2, the Noctilux-M 50 f/1.2 ASPH. and the Summilux-M 35 f/1.4, its timeless aesthetics are reminiscent of its historical predecessor.

The optical calculation is based on the second Summilux-M 50 f/1.4 (II), an almost unchanged version of which was produced from 1962 to 2004. It is noted for its impressive image quality and unmatched image characteristics at a wide aperture. The new Summilux-M also captures the moment in this unique look with particularly soft bokeh when a wide aperture is used, making it ideal for portrait photography. When stopped down, the new lens produces sharper and higher-contrast images than its historical predecessor. This is ensured by modern production techniques and the use of special types of glass. The new edition of this classic lens fulfils all the requirements of modern M-Cameras with a high-resolution sensor. Compared to its historical predecessor, it offers even more creative freedom thanks to its extended close focusing distance of 0.7 m.

Like all M-System lenses, the new Summilux-M proudly bears the “Made in Germany” label and is testament to the quality for which Leica lenses are known all around the world. The new lens is made by hand from solid brass and fitted with a high-quality, round vintage lens hood. As the new standard lens in the Leica Classic Line, it combines a charming vintage design with technical precision par



excellence.

The Summilux-M 50 f/1.4 is the first Leica lens to come in the newly designed packaging. The high-quality boxes do not contain any plastic at all and are also produced in Germany.

The Leica Summilux-M 50 f/1.4 is now available worldwide from all Leica Stores, the Leica Online Store and specialist retailers. The recommended retail price is DKK 29850 incl. VAT. Press images are available to download [here](#).

### **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 a company history stretching back over 150 years. As part of its growth strategy, the company has expanded its portfolio to include mobile imaging (smartphones) and the manufacture of high-quality spectacle lenses and watches, and is also represented in the home cinema segment with its own projectors.

Leica Camera AG, with its headquarters in Wetzlar, Germany, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own distribution companies with over 120 Leica Stores. The company has 2,400 employees on its books and posted revenues of EUR 554 million in financial year 2023/24.

The Leica brand stands for excellence in quality, German craftsmanship and industrial design, combined with innovative technologies. An integral aspect of the brand culture is the promotion of the culture of photography, with around 30 Leica Galleries worldwide, the Leica Akademie and



international awards such as the Leica Hall of Fame Award and the Leica Oskar Barnack Award (LOBA).

Please find further information at:

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