



Press Release

Leica is celebrating 100 years of the Leica I with exclusive special editions and marking another significant milestone in the company's history by producing the millionth M-Camera.

Wetzlar, 26 June 2025 – Exactly a century ago, Leica unveiled the Leica I at the Leipzig Spring Fair, thereby changing the world of photography forever. By introducing the first mass-produced 35 mm camera in 1925, the company established new benchmarks and profoundly influenced the way people documented their surroundings through photography. To commemorate the centenary of this technological milestone, Leica Camera AG is introducing a collection of exclusive special editions under the title "100 YEARS OF LEICA".

These include the D-Lux 8, the SOFORT 2, 10x40 binoculars from the Trinovid series and a truly unique M11-D 100 YEARS OF LEICA set featuring two lenses. A very special distinction is being conferred upon the M11-D 100 YEARS OF LEICA set: one of the 100 M11-D Anniversary Edition models is more than a homage to the Leica I – as the millionth Leica M-Camera ever manufactured, it marks another significant milestone in the company's history. This camera, designated with the serial number 6000000, stands as a testament to a hundred years of precision, innovation and craftsmanship. To properly honour this historic achievement, the M11-D #6000000 will be displayed alongside the first series-produced Leica camera, the Leica I #126 from 1925, at the Leitz Park's Leica Welt.

The M11-D 100 YEARS OF LEICA Showcased in a Special Set

The Leica M11-D 100 YEARS OF LEICA impressively bridges past and present with dramatic impact, accompanied in a special set by two lenses that are both extraordinarily unique and historically significant: the Leica Summilux-M 50 f/1.4 ASPH. and the Leitz Anastigmat-M 50 f/3.5 – a modern interpretation of Leica's first camera lens from 1925, the Leitz Anastigmat 50 mm f/3.5. This M11-D anniversary edition honours the Leica I, paying homage to the original 1925 model in terms of both design and materials. Its top and base plates are crafted from solid brass and feature a high-gloss black finish. The eyelets for a carrying strap have been omitted, along with the red Leica logo, in keeping with the design of the Leica I. The nickel-coloured anodised controls – including the shutter release, on/off switch and exposure time setting wheel – are made from aluminium and incorporate the Leica I's classic cross knurling. The conical collar encircling the shutter release, the semi-circular shutter release button and the genuine leather covering with its notably textured finish – reminiscent



of early Leica cameras – all incorporate authentic design elements from the original model. Additional refined details, including the “100” logo on the hot shoe cover and the white “Ernst Leitz Wetzlar” engraving on the conical collar, complete the design of the M11-D 100 YEARS OF LEICA limited edition. The true proof of the camera’s limited edition status lies in the engraving on the accessory shoe. This follows the same style as the original Leica I serial numbers: no. 001 to no. 100, whereby the camera bearing no. 000 holds the distinct honour of being designated serial number 6000000. The lenses accompanying the set bear the same edition number.

M11-D Centenary Set: the Leitz Anastigmat-M 50 f/3.5

When Leica unveiled the Leica I in 1925, it was equipped with the Leitz Anastigmat 50 mm f/3.5 lens, which was permanently affixed and lacked the interchangeability of the later M39 screw-mount lenses. This initial pairing of the Leica I and the Leitz Anastigmat was manufactured approximately 150 times before the Elmax lens succeeded the original lens. A hundred years after its brief yet significant appearance, the Leitz Anastigmat 50 mm f/3.5 is making a return, reimagined for modern times while preserving its historical essence. The contemporary iteration of this lens, now equipped with an M mount, preserves key characteristics of the original, including its retractable construction, ensuring optimal compactness just as it did a century ago. A distinctive aspect of this lens is its exterior, crafted from aluminium for the first time, allowing for an anodised nickel-coloured finish that echoes its origins from a century ago.

M11-D Centenary Set: the Leica Summilux-M 50 f/1.4 ASPH.

With the Summilux-M 50 f/1.4 ASPH., the second lens in the set, Leica has seamlessly united heritage and innovation, balancing timeless design with cutting-edge optical performance. Delivering remarkable lens speed, outstanding image quality even with a wide aperture and an exceptionally soft bokeh, this M-Lens fully harnesses the capabilities of modern camera sensors, with a minimum focus distance of just 45 cm. Design elements like the classic cross knurling on the aperture adjustment ring, a nickel-coloured lens surface on aluminium base material and a grip milled from aluminium set the anniversary edition apart from the current series model.

M11-D Centenary Set: the Accessories

The anniversary set is further enhanced with carefully curated accessories, including a specially designed protector featuring a securely attached carrying strap, reminiscent of Leitz’s earliest leather accessories. Accompanying this is an SD card case. All these accessories are crafted from exquisite cognac-coloured leather. A strikingly elegant, glossy black wooden box, produced in Germany, completes the ensemble, underscoring this centenary set’s exclusivity and special sophistication.



The D-Lux 8 100 YEARS OF LEICA

Alongside the Leica M11-D 100 YEARS OF LEICA, three additional anniversary editions will be unveiled on 26 June 2025. One of these, the Leica D-Lux 8 100 YEARS OF LEICA, pays homage to the Leica I with its distinctive design language and nickel-coloured accents. It also features black leatherette covering, textured similarly to Leica M-Cameras, and incorporates a conical collar around the shutter release button as well as cross knurling on the camera's top control elements. The compact camera's minimalist aesthetic has also been refined by omitting the thumb rest, the model name engraving on the top plate and the signature red Leica logo. The "100" logo embellishes the hot shoe cover, serving as an additional stylish design accent.

The SOFORT 2 100 YEARS OF LEICA

The SOFORT 2 hybrid instant camera also features a distinctive anniversary design, incorporating exclusively elegant details. Available solely in black, the Leica SOFORT 2 100 YEARS OF LEICA showcases sophisticated details to celebrate the centenary, including a nickel-coloured lens cap, a sleek glossy black frame for the photo output and the distinguished "100" logo adorning the camera's top plate.

The Trinovid 10x40 100 YEARS OF LEICA

The legendary Trinovid 10x40 binoculars are being reissued as a special edition to commemorate the 100th anniversary of the Leica I, with only 100 units available for purchase. With hand-polished black-anodised housing, premium and resilient leatherette covering, and nickel-coloured accents with cross knurling, it integrates harmoniously into the "100 YEARS OF LEICA" design concept. In place of the traditional red Leica logo, the "100" logo takes pride of place on the front of the lens barrel. A matching binocular bag and carrying strap round off this special set.

***100 Leica Stories* Book**

The centenary of the Leica I is also being celebrated in literary form with the book *100 Leica Stories*. Through 100 compelling stories, this book chronicles personal moments, iconic photographs, groundbreaking technical achievements and behind-the-scenes perspectives that weave together a century of Leica's history. This commemorative book showcases the Leica I's enduring legacy and cult status – not only as a technical masterpiece, but also as witness to a whole century of history.

The Leica M11-D 100 YEARS OF LEICA set, including the Anastigmat-M 50 f/3.5 and Summilux-M 50 f/1.4 ASPH. lenses, will be available exclusively in select Leica Stores from spring 2026.

The other anniversary editions can be purchased worldwide from Leica Stores, the Leica Online Store



and authorised dealers starting on 26 June 2025:

- **Leica D-Lux 8 100 YEARS OF LEICA**
RRP: €1,850.00 incl. VAT.
- **Leica SOFORT 2 100 YEARS OF LEICA**
RRP: €495.00 incl. VAT
- **Leica Trinovid 10x40 100 YEARS OF LEICA**
RRP: €2,750.00 incl. VAT.

Available in German and English from Leica Stores worldwide, the Leica Online Store, the LFI Online Store and authorised dealers. Sales will begin in Germany on 26 June 2025 and internationally on 14 July 2025:

- ***100 Leica Stories* Book**
RRP: €70.00 incl. VAT.

Summary: The anniversary event taking place in Wetzlar on 26 June 2025 will be a landmark celebration featuring four prominent product launches that pay homage to the Leica I. These significant special editions – the M11-D, D-Lux 8, SOFORT 2 and Trinovid 10x40 – will be unveiled as a tribute to this ground-breaking camera. Another highlight marking a major milestone in the company's history will be the presentation of the millionth M-Camera, the M11-D 100 YEARS OF LEICA, alongside the historic Leica I #126, an iconic model whose introduction in 1925 shaped both photography and Leica's enduring legacy. The anniversary book *100 Leica Stories* tells the story of this trailblazing camera.

100 Years of Leica: Leica – Witness to a Century

Leica Camera AG is celebrating 100 years of the Leica I in 2025. It was presented to the public for the first time at the Leipzig Spring Fair in 1925 and, as the first series-produced 35 mm camera, exceeded all expectations. Because with its compact and handy format, it opened up a whole new range of new photographic applications. All around the globe, under the motto "100 Years of Leica: Witness to a Century", Leica Camera AG will be celebrating this camera, which revolutionised the world of photography. At international events held by the Leica national organisations in metropolises such as Dubai, Milan, New York, Shanghai and Tokyo, cultural attractions and outstanding special edition products will be presented throughout the year. The anniversary week, taking place in Wetzlar, the company's headquarters, in June, marks the high point of the celebrations. On top of that, visitors can look forward to top-class 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 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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