



## Press Release

### New: Leica Vario-Elmarit-SL 28–70 f/2.8 ASPH.

The most compact and lightweight standard zoom lens for the Leica SL-System.

**Wetzlar, 12 June 2025** – With over 150 years of expertise, Leica has built a legacy in developing precision optical instruments. Leica Camera AG introduces the new Leica Vario-Elmarit-SL 28–70 f/2.8 ASPH., setting a new standard as the most compact and lightweight zoom lens for the SL-System. It seamlessly blends versatility with exceptional imaging performance, enriching the L-Mount portfolio with a premium, fast standard zoom lens designed for everyday use.

The innovative optical design and incorporation of aspherical elements enable the new SL-Lens to deliver exceptional performance while maintaining a constant f/2.8 aperture across its entire focal-length range. Thanks to its constant aperture throughout the zoom range, this lens is an ideal choice for both photography and videography. Featuring Leica's globally renowned craftsmanship, the new Vario-Elmarit-SL is a premium lens that meets the exacting standards of ambitious photographers, providing them with the support they need to bring their creative visions to life.

The focal length spanning from 28 to 70 mm allows the lens to transition from wide angle to slight telephoto, making it particularly well-suited for capturing landscapes, travel scenes and portraits. The fast autofocus system consistently delivers precise and reliable focus. Cutting-edge coatings on the lenses ensure optimal colour rendition and contrast. These optimise light transmission while effectively minimising reflections. The sophisticated optical construction, comprising 16 lenses arranged in 12 groups, delivers exceptional performance. Three of these lenses feature aspherical surfaces on both sides, enhancing image quality and precision.

The advanced internal technology is securely shielded from external elements, such as dust and splash water, thanks to its durable metal housing. Despite this metal housing, the lens remains lightweight at just 572 g. Its compact dimensions – 102 mm in length with a maximum diameter of 72 mm – ensure



excellent portability and versatility for both photography and videography.

The Leica Vario-Elmarit-SL 28–70 f/2.8 ASPH. will be available worldwide in Leica Stores, in the Leica Online Store and from authorised dealers from 12 June 2025. It can be purchased individually or as part of an attractive kit with the SL3-S. The recommended retail price for the lens is EUR 1,950.00 incl. VAT. The recommended retail price for the SL3-S Vario Kit 28–70 is EUR 6,500.00 incl. VAT.

### **100 Years of Leica: Witness to a Century**

In 2025, Leica Camera AG is celebrating the 100th anniversary of the Leica I, which was first presented to the public at the Leipzig Spring Fair in 1925. As the first 35 mm still camera to be mass-produced, it 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, Leica Camera AG is celebrating this camera, which revolutionised the world of photography, under the motto “100 Years of Leica: Witness to a Century”. Cultural projects and extraordinary special-edition products will be launched throughout the year at international events organised by the Leica national subsidiaries in the major cities of Dubai, Milan, New York, Shanghai and Tokyo. 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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