



Press Release

Second most expensive camera ever sold:

Leica O-Series No. 112 from 1923 Auctioned for 7.2 Million Euros

Wetzlar 27th of June 2025. Leica celebrates the 100-year anniversary of the iconic Leica I with numerous high-profile events around the globe. Held on 27 June as part of the Leica Century Event in Wetzlar, Leitz Photographica Auction 46 received particular attention, not least due to the O-Series No. 112, a rare camera of considerable historical significance and monetary value, manufactured in 1923. It is one of the few surviving prototypes of the Leica I and was auctioned for 7.2 million euros including premium¹.

Never before has photography developed as rapidly as in the past 100 years, both in terms of its technical innovations and its cultural significance. The Leica I, the world's first serially produced 35mm camera, which was presented to the public in 1925, marked the beginning of this immensely prolific period. Before production commenced in 1925, Leica Camera AG (in its previous iteration Ernst Leitz Werke) had built a few prototypes – the so-called O-Series with the serial numbers 101-125.

The existence of almost a dozen of these Leica O-Series cameras is still known today. As milestones in the history of photography and trailblazers of photojournalism, they are now coveted collector's items. This also includes the Leica O-Series No. 112, auctioned on June 27 at Leica World in Wetzlar.

Historically significant and expensive

"It is a truly special occasion for our auction house, to offer a O-Series in the midst of the 100th anniversary of the Leica I. Even more so, since this particular O-Series was received by Oskar Barnack² after production", says Alexander Sedlak, Managing Director of Leitz Photographica Auction. According to him, the impact of the O-Series on modern photography cannot be emphasised enough. "These prototypes were used to develop the trailblazing Leica I, which took photojournalism into new spheres and transformed photography from an extravagant hobby into an ubiquitous phenomenon."

Estimated at 1.5 to 2 million euros, the Leica O-Series No. 112 ultimately achieved a price of 7.2 million euros including premium at the 46th Leitz Photographica Auction. 'A sum that is definitely appropriate for this extraordinary piece of history,' says Alexander Sedlak. This makes the No. 112 the second most expensive camera ever sold. The world record is 14.4 million euros including premium, which was

¹ Buyers pay a fee of 20 percent of the hammer price to the auction house.

² The inventor of the 35mm camera.



achieved when the Leica O-Series No.105 was sold at the 40th Leitz Photographica Auction in June 2022.

About Leica Camera Classics:

The German Leica Camera AG has two branches in Vienna: Leica Camera Austria and Leica Camera Classics. The latter specializes in vintage cameras and has approximately 1,500 devices on display in its store at Westbahnstraße 40. The location also houses the largest spare parts warehouse for historic Leica cameras in the world. Because of this unique inventory, on-site technicians can inspect historic Leica cameras to the highest collector standards and restore them as needed before they are auctioned. Twice a year – in mid-June and late November – Leica Camera Classics organizes the Leitz Photographica Auction, the world's most important auction of vintage cameras, attracting bidders from over 100 countries. In addition, around 5,000 products are permanently offered in the LCC online store.

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 a global premium manufacturer of cameras, lenses, and sports optics products, with a company history spanning over 150 years. As part of its growth strategy, Leica has expanded into mobile imaging (smartphones), high-quality eyeglass lenses and watch manufacturing, and is also present in the home cinema segment with its own projectors.

Headquartered in Wetzlar, Germany, with a second production facility in Vila Nova de Famalicão, Portugal, Leica Camera AG operates a global network of sales subsidiaries and more than 120 Leica Stores.

The Leica brand represents excellent quality, German craftsmanship, and industrial design, seamlessly combined with innovative technology. An integral part of the brand's culture is its commitment to fostering photographic culture, exemplified by approximately 30 Leica Galleries worldwide, Leica



Academies, and prestigious 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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