



## Press Release

### Leica M11 100 Years of Leica "SHANGHAI CHINA"

To mark the 100-year anniversary of the Leica I, Leica Camera AG is presenting an exclusive special edition of the legendary rangefinder camera

**China, 29 July 2025** – The Leica I revolutionised the world of photography at the Leipzig Spring Fair a century ago. As the first series-produced 35 mm camera, it opened up a whole host of new possibilities with its compactness and versatility. And since then, it has been the loyal companion of generations of visionaries and storytellers. Leica Camera AG is celebrating this historic event, amongst other things, with six major anniversary events around the globe. A special highlight of each event is the presentation of an exclusive Leica M11 special edition, engraved with the name of the city where it is held. Each special edition will be available in that country only, in a limited edition of 100 cameras. Now, to mark the anniversary celebrations in Shanghai, the Leica M11 100 Years of Leica "SHANGHAI CHINA" is making its début.

The special edition has a range of unique features that make it a true collector's item. The special engraving on the top plate spells out "SHANGHAI" in combination with the traditional "Leica" script. In terms of technology, the camera is based on the series model, but its design makes a clear statement: Its glossy black paint finish, inspired by the historical M-Cameras, creates a distinctive patina over time – an unmistakable feature reflecting the individual story of each and every camera. A harmonious look is achieved thanks to the combination of silver-chromed control elements such as the shutter release, the on/off switch, and the ISO and speed dials, which are decorated with elaborate cross knurling.

The stylish black cowhide armouring lends a certain elegance to the camera and its distinctive texture is a throwback to the legendary vulcanite leathering of earlier models. Details such as the black chrome-plated hot shoe cover with the anniversary logo "100", a subtle black screw instead of the red logo, the special serial number from 001/100 to 100/100, and a certificate of authenticity emphasise the uniqueness of this special edition.

The Leica M11 100 Years of Leica "SHANGHAI CHINA" is available now in Leica Stores in China. The recommended retail price is CNY 73,888, including VAT.

The Leica M11 100 Years of Leica "SHANGHAI CHINA" is now the fifth special edition, following anniversary events with product presentations in Dubai, Milan, New York and Wetzlar. The last limited edition of 100 cameras is set to follow: "TOKYO JAPAN", due to début at anniversary events still to come in Japan this year.



### **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).

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