



Press Release

Five New Leica SL3-S Kits:

Attractive centennial offers from Leica Camera AG for first-time Leica SL-System users

Wetzlar, 24 July 2025 – This year, Leica Camera AG is celebrating the 100th anniversary of the first series-produced Leica camera. To mark the centennial, the company is launching a new offer featuring the Leica SL-System by introducing five kits made up of cameras and lenses.

All five Leica SL Kits include the newest member of the SL-System family: the Leica SL3-S, which is known for its fast operating speed and quick, precise autofocus. Its powerful full-frame sensor with 24 megapixels offers excellent image quality regardless of the shooting situation. The SL3-S records videos in a resolution of up to 6K and offers 3:2 open-gate recording, a feature that provides flexibility when creating video content for a wide variety of channels. It is also the first camera of the SL-System to be equipped with content credentials technology, which proves authenticity through verifiable image content. Altogether an amazing camera thanks to quality and reliability Made in Germany.

Various lenses are being offered in the kits together with the SL3-S – from versatile Vario lenses to fast prime lenses. This ensures that there is a suitable kit for every situation to meet specific requirements for filming and photography with maximum flexibility and at the level of image quality expected of the Leica SL-System.

The following SL3-S Kits are now available:

- **SL3-S Vario Kit 24–70** with Vario-Elmarit-SL 24–70 f/2.8 ASPH. for 6,950 euros (including VAT)
- **SL3-S Vario Kit 28–70** with Vario-Elmarit-SL 28–70 f/2.8 ASPH. for 6,500 euros (including VAT)
- **SL3-S Vario Kit 24–70 + 70–200** with Vario-Elmarit-SL 24–70 f/2.8 ASPH. and Vario-Elmarit-SL 70–200 f/2.8 ASPH. for 9,250 euros (including VAT)
- **SL3-S Prime Kit 35** with Summicron-SL 35 f/2 ASPH. for 6,350 euros (including VAT)
- **SL3-S Prime Kit 50** with Summicron-SL 50 f/2 ASPH. for 6,250 euros (including 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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