Press Release

The Leica M EV1 is available in two kits, with either a 35 mm or 50 mm lens

The Leica M EV1 with integrated electronic viewfinder is now available in two kit variants, each featuring an M lens. The M EV1 Prime Kit 35 includes the Summicron-M 35 f/2 ASPH., offering a versatile focal length for everyday use, travel and street photography. In the M EV1 Prime Kit 50, the Summicron-M 50 f/2 complements the camera. Its classic perspective is ideal for portraits and a focused view of the subject. The M EV1 Prime Kit 35 costs 8,950 euros including VAT, whilst the M EV1 Prime Kit 50 costs 9,450 euros including VAT.

Wetzlar, 27 November 2026 – The Leica M EV1 is now available in two kit variants, with a choice of either a 35 mm or 50 mm lens. The kits, featuring the high-performance Summicron-M 35 f/2 ASPH. or Summicron-M 50 f/2 lenses, combined with the M EV1, provide immediate access to legendary M photography. Depending on the lens included, the kits open up different perspectives on the subject and allow photographers to choose the M camera kit that best suits their style of photography.

The Leica M EV1 combines the traditional photography of the M-System with an integrated electronic viewfinder. With dioptre adjustment and convenient focusing aids, it assists with precise manual focusing. It thus simplifies entry into the world of M photography and offers the highest image quality combined with modern connectivity and the pioneering Content Credentials technology to safeguard the authenticity and integrity of every shot. Handcrafted in Germany from high-quality materials, the M EV1 features the familiar, clean and aesthetic design language of the M models.

The Summicron-M 35 f/2 ASPH. included in the Leica M EV1 Prime Kit 35 offers a versatile focal length for documentary, travel and street photography. The compact Summicron-M 35 f/2 ASPH. is one of the most versatile Leica M lenses. As a true all-rounder for documentary photography, the lens, together with the M EV1, forms a versatile combination for capturing those special moments of everyday life.

In the Leica M EV1 Prime Kit 50, the Summicron-M 50 f/2 complements the camera. Its classic perspective is ideal for portraits and a focused view of the subject. With its high inherent sharpness and subtle bokeh, the 50 mm lens draws the eye to the subject and embodies a classic, serene visual language.

Price and availability

Both Leica M EV1 kits are now available worldwide in Leica Stores, the Leica Online Store and from authorised dealers. The M EV1 Prime Kit 35 costs 8,950 euros including VAT, whilst the M EV1 Prime Kit 50 costs 9,450 euros including VAT.

About Leica Camera

Leica Camera AG is an international, premium manufacturer of cameras, lenses and sports optics. 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, having its headquarters in Wetzlar, Germany, and a second production site in Vila Nova de Famalicão, Portugal, operates a global network of its own distribution companies with around 120 Leica Stores worldwide.

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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