



Press information

Personalised and unique:

the Leica M Monochrom expands the M à la carte programme and is now available for the first time in silver chrome finish

Wetzlar, 23 June 2016. Leica Camera AG has expanded the successful Leica à la carte programme – an opportunity for personalising Leica cameras – and now offers an entire range of personalisation options for the Leica M Monochrom digital rangefinder camera with a black-and-white sensor. Interested owners can take advantage of the diverse combination options for the creation of the camera of their dreams.

For example, the body of the Leica M Monochrom à la carte is available in various configurations in either black chrome or black paint finish. The M Monochrom is now also available exclusively in the à la carte programme in a silver chrome version. There is also a choice of a top deck with or without the Leica red dot logo on the front. In addition to standard, classic black leather, the programme also offers a wide range of trim options from subdued shades to rich and eye-catching colours like khaki, red or deep blue. The Leica M Monochrom à la carte can be given the ultimate personal touch by fine engraving on the top and back of the top deck. Every camera can be transformed into a unique and unmistakable example of precision and quality made in Germany by the application of its owner's signature, personalised text or special markings. A choice of camera carrying straps completes the Leica M à la carte portfolio. They are available in colours and materials to match those employed for the camera's leather trim.

An online configurator allowing the simulation of all possible variations and the selection of the ideal, final combination is available now on the Leica website at www.leica-camera.com. Orders for personalised Leica M Monochrom à la carte cameras are handled by Leica Stores and Boutiques, where the staff will be pleased to show customers samples

illustrating all the options offered by the programme.