



Press information

New Leica M-Sets as an introduction to rangefinder photography

Interested photographers can choose their own, ideal M-System from a multitude of camera and lens combinations that have been brought together in a range of attractive sets.

Wetzlar, 8 February 2017. Like no other camera, the Leica M stands for a special kind of photography – discreet, close to the action and concentrated on essentials. In addition to the existing sets with Leica M (Typ 262) and M7 cameras, Leica now presents a new range of attractive sets featuring the Leica M (Typ 240), M-P (Typ 240) and the M Monochrom (Typ 246) models that offer customers numerous options for discovering and experiencing the fascination of Leica M-Photography.

New to the product portfolio is a special offer that enables customers to create their own, personal M-System from a multitude of different camera models and lenses combined in attractive sets. Customers can choose from the following camera models: the Leica M (Typ 240), featuring a high-resolution, full-frame CMOS sensor, Live View and full-HD video, the Leica M-P (Typ 240) with a sapphire glass monitor cover, frame selector and 2GB buffer memory and the Leica M Monochrom (Typ 246) with a black-and-white sensor. Each of these cameras can be combined with almost every Leica M-Lens from the current portfolio – a total of 19 M-Lenses – to create an attractive set. An overview of the constellations available can be viewed here www.leica-camera.com.

The already existing range of sets includes entry-level options with the Leica M (Typ 262), an M-Model that does without Live View and video capability to concentrate on the functions essential to photography. These sets are offered in three different versions: with

a Summarit-M 35 mm f/2.4 ASPH. or Summarit-M 50 mm f/2.4, or with two lenses, a Summarit-M 35 mm f/2.4 ASPH. and a Summarit-M 75 mm f/2.4 ASPH. Each of the three sets also includes a Leica SF 40 flash unit and a robust, water-repellent 'The Bowery for Leica' canvas bag made by ONA.

Leica has also not forgotten the lovers of classic, analogue photography – the Leica M7 analogue camera in black chrome finish is also available in a set together with a Leica Summicron-M 50 mm f/2 high-performance lens.