



Press Information

Leica's M-Adapter L giveaway: Buyers of an SL2, SL2-S or SL2/SL2-S Welcome Bundle will receive a voucher for a free M-Adapter L

Wetzlar, 1st July 2021. Leica Camera AG continues to promote creativity and offers a whole new world of possibilities to customers who purchase an SL system. Buyers of an SL2, SL2-S or SL2/SL2-S Welcome Bundle will even receive a free M-Adapter L after submitting a voucher code.

The adapter essentially gives customers access to all the benefits associated with each and every M-Lens produced since 1954. That's access to the optics behind that unique Leica "look" which belongs to the best in the world. Optics—designed to reliably and discreetly deliver maximum performance under all conditions. Even in extreme situations. With their incredible speed, M-Lenses never fail to impress with exceptional image performance even in low light and—together and with the Noctilux-M 1:0.95/50 mm ASPH—with perception powers that exceed those of the human eye.

With Leica, creativity in photography and film knows no bounds. The only limit being the deadline for this promotion, which runs from July 01 to September 30, 2021. The voucher code is redeemable at retailers, Leica Stores and the Leica Online Store at www.store.leica-camera.com

Leica Camera – A Partner for Photography

Leica Camera AG is an international, premium manufacturer of cameras and sports optics. The legendary reputation of the Leica brand is based on a long tradition of excellent quality, German craftsmanship and German industrial design, combined with innovative technologies. An integral part of the brand's culture is the diversity of activities the company undertakes for the advancement of photography. In addition to the Leica Galleries and Leica Akademies spread around the world, there are the Leica Hall of Fame Award and, in particular, the Leica Oskar Barnack Award (LOBA), which is considered one of the most innovative sponsorship awards

existing today. Furthermore, Leica Camera AG, with its headquarters in Wetzlar, Hesse, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own national organisations and Leica Retail Stores.