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CINEMA EOS CAMERAS			
 EOS R5 C		\$500	\$500
 EOS R5 C RF24-105mm F4 L IS USM Kit		\$500	\$500
EOS MIRRORLESS CAMERAS			
 EOS R3		\$500	\$500
 EOS R5		\$500	\$500
 EOS R5 RF24-105mm F4 L IS USM Kit		\$500	\$500
 EOS R6		\$300	\$300
 EOS R6 RF24-105mm F4 L IS USM Kit		\$300	\$300
 EOS R6 RF24-105mm F4-7.1 IS STM Kit		\$300	\$300
 EOS R7		\$200	\$200
 EOS R7 RF-S18-150mm F3.5-6.3 IS STM Kit		\$200	\$200
 EOS R7 Content Creator Kit		\$200	\$200
 EOS R10		\$150	\$150
 EOS R10 RF-S18-45mm F4.5-6.3 IS STM Kit		\$150	\$150
 EOS R10 RF-S18-150mm F3.5-6.3 IS STM Kit		\$150	\$150
 EOS R10 Content Creator Kit		\$150	\$150
SUPER TELEPHOTO LENSES			
 RF400mm F2.8 L IS USM		\$500	\$500
 RF600mm F4 L IS USM		\$500	\$500
 RF800mm F5.6 L IS USM		\$750	\$750
 RF1200mm F8 L IS USM		\$1,000	\$1,000
 RF600mm F11 IS STM		\$75	\$100
 RF800mm F11 IS STM		\$100	\$150
 RF100-400mm F5.6-8 IS USM		\$50	\$100
 RF100-500mm F4.5-7.1 L IS USM		\$250	\$350
STANDARD ZOOM LENSES			
 RF70-200mm F4 L IS USM		\$100	\$150
 RF24-105mm F4-7.1 IS STM		\$100	\$150
 RF70-200mm F2.8 L IS USM		\$200	\$250
 RF15-35mm F2.8 L IS USM		\$200	\$250
 RF24-70mm F2.8 L IS USM		\$200	\$250
 RF24-240mm F4-6.3 IS USM		\$100	\$150
 RF24-105mm F4 L IS USM		\$100	\$150
 RF28-70mm F2 L USM		\$200	\$250
STANDARD & MEDIUM TELEPHOTO LENSES			
 RF50mm F1.8 STM		\$20	\$40
 RF85mm F1.2 L USM DS		\$200	\$250
 RF85mm F1.2 L USM		\$200	\$250
 RF50mm F1.2 L USM		\$200	\$250
WIDE-ANGLE LENSES			
 RF5.2mm F2.8 L Dual Fisheye		\$700	\$900
 RF16mm F2.8 STM		\$25	\$50
 RF14-35mm F4 L IS USM		\$200	\$250
 RF15-30mm F4.5-6.3 IS STM		\$100	\$150
MACRO LENSES			
 RF100mm F2.8 L Macro IS USM		\$200	\$250
 RF85mm F2 Macro IS STM		\$50	\$75
 RF35mm F1.8 Macro IS STM		\$50	\$75
 RF24mm F1.8 Macro IS STM		\$50	\$75

*Offer is only available from March 15, 2023 through April 23, 2023 ("Promotion Period") at participating Canon Authorized Dealers and is valid on same day in-store purchases of Eligible Products only.

During the Promotion Period, participating Canon Authorized Dealers will offer a Trade-In + Trade-Up promotion where a consumer who trades in one (1) or more working digital or film interchangeable lens camera or lens ("Trade-In Product") will receive (a) a Trade-In amount determined by the Canon Authorized Dealer, and (b) a Trade-Up credit in an amount set forth in the chart above for every purchase of one (1) or more Canon Eligible Products listed herein. Offer is available on the purchase of new Eligible Products only and is not valid on used or refurbished products. Each participating Canon Authorized Dealer will determine, in its sole discretion, the Trade-In amount of each Trade-In Product. Such Trade-In amount may vary depending on condition and age of the Trade-In Product and other factors. The Trade-Up credit amount is not a cash equivalent, may not be redeemed for cash, and is available only for the purchase of one (1) or more Eligible Products at the time of the Trade-In. When two (2) or more Eligible Products are purchased during the Promotion Period at participating Canon Authorized Dealers, those two (2) or more Eligible Products must be purchased in a single transaction and listed on one (1) receipt. The Trade-Up credit amount is forfeited if the Eligible Product purchased under the promotion is returned for any reason whatsoever. The Trade-In Product must be surrendered at time of Trade-In. Neither Canon nor the participating Canon Authorized Dealer is responsible for any images stored in Trade-In Product's memory or for a memory card left in a Trade-In Product. Canon Authorized Dealers are not required to participate in Trade-In + Trade-Up program.

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