

**Panasonic  
LUMIX**

# Lumix Specials+Bundle & Save

Digital Imaging Promotions

Week Beginning: 03/31/24

Week Ending: 04/20/24



**S5M2/XBody/Kit**  
**Save \$200**  
**Plus Save \$400 Off**  
**Additional Lenses**  
**w/Purchase**



**S5M2/X WK**  
**Two Lens Kit**  
**Save \$600**  
**Plus Save \$400 Off**  
**Additional Lenses**  
**w/Purchase**

	Model	Description	MSRP	Instant Savings	Promo Price
Key Models	DC-S5M2XBODY	S5M2X Full Frame Camera (Body)	\$2,199.99	\$200.00	\$1,999.99
	DC-S5M2XKK	S5M2X Full Frame Camera w/20-60mm Lens	\$2,499.99	\$200.00	\$2,299.99
	DC-S5M2XWK	S5M2X Full Frame w/20-60mm Lens + 50mm	\$2,949.99	\$600.00	\$2,349.99
	DC-S5M2BODY	S5M2 Full Frame Camera (Body)	\$1,999.99	\$200.00	\$1,799.99
	DC-S5M2KK	S5M2 Full Frame Camera w/20-60mm Lens	\$2,299.99	\$200.00	\$1,999.99
	DC-S5M2WK	S5M2 Full Frame w/20-60mm Lens + 50mm	\$2,749.99	\$600.00	\$2,149.99
	DC-G9M2Body	G9II, Mirrorless ILC Camera Body <b>\$500 Bonus Trade In</b>	\$1,899.99	\$0.00	\$1,899.99
	DC-G9M2LK	G9II, Camera w/Lumix 12-60mm Lens <b>\$500 Bonus Trade In</b>	\$2,499.99	\$0.00	\$2,499.99

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# Full Frame Lenses Save \$400 Bundle & Save w/S5M2/X

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**S-S50**  
50mm f1.8  
Weather Sealed  
**Bundle & Save \$400**  
**Final Price \$49.99**



**S-R70200**  
Constant f4.0  
Weather Sealed  
Leica Certified  
**Bundle & Save**  
**Save \$400**



**S-R24105**  
Constant f4.0  
Weather Sealed  
**Bundle & Save**  
**Save \$400**

\$400 Bundle & Save at Same Time of Purchase S5M2 or S5M2X

	Model	Description	MSRP	Instant Savings	Promo Price	S5M2/X Bundle Price
S-Series Lenses	S-S18	18mm F1.8 L-Mount Interchangeable Lens Standalone	\$999.99	\$100.00	\$899.99	\$599.99
	S-S24	24mm F1.8 L-Mount Interchangeable Lens	\$899.99	\$100.00	\$799.99	\$499.99
	S-S35	35mm F1.8 L-Mount Interchangeable Lens	\$699.99	\$100.00	\$599.99	\$299.99
	S-S50	50mm F1.8 L-Mount Interchangeable Lens	\$449.99	\$100.00	\$349.99	\$49.99
	S-S85	85mm F1.8 L-Mount Interchangeable Lens	\$599.99	\$100.00	\$499.99	\$199.99
	S-R1428	14-28mm F4-5.6 L-Mount Interchangeable Lens	\$799.99	\$100.00	\$699.99	\$399.99
	S-R24105	24-105mm F4 L-Mount Interchangeable Lens	\$1,299.99	\$300.00	\$999.99	\$899.99
	S-E100	100mm F2.8 L-Mount Interchangeable Macro Lens	\$999.99	\$0.00	\$999.99	N/A
	S-R70200	70-200mm F4 Telephoto Lens, Full-frame L Mount	\$1,499.99	\$300.00	\$1,199.99	\$1,099.99
	S-R70300	70-300mm F4 Telephoto Lens, Full-frame L Mount	\$1,099.99	\$250.00	\$849.99	\$699.99
	S-X50	50mm F1.4 L-Mount Interchangeable Lens	\$2,299.99	\$500.00	\$1,799.99	N/A
	S-R1635	16-35mm F4 Wide Zoom L-Mount Interchangeable Lens	\$1,499.99	\$300.00	\$1,199.99	\$1,099.99
	S-E2470	S Pro 24-70mm F2.8 L-Mount Interchangeable Lens	\$1,999.99	\$300.00	\$1,699.99	\$1,599.99
	S-E70200	S Pro 70-200mm F2.8 Telephoto Lens, Full-Frame L Mount Lens	\$2,299.99	\$300.00	\$1,999.99	\$1,899.99



Free three year extended warranty is available on select models at Authorized U.S. Panasonic Imaging Dealers  
Panasonic reserves the right to update promotions based on market trends with or without notice.