

# Canon TRADE IN UP

TRADE IN YOUR OLD GEAR & GET A

# \$300 TRADE-IN BONUS

TOWARDS THE PURCHASE OF A CANON  
FULL FRAME MIRRORLESS CAMERA  
OR RF LENS.\*

OFFER VALID IN STORES ONLY UNTIL OCTOBER 31<sup>ST</sup> 2019



## CAMERA OFFER

Trade-in any brand of working DSLR or Mirrorless camera and get a **\$300 bonus** towards the purchase of a Canon Full Frame Mirrorless camera – **plus the value of your trade-in**. Stack this bonus offer with existing instant rebates to get additional savings.

EOS R  
EOS RP



CAMERAS	TRADE-IN BONUS
EOS R BODY	\$300.00
EOS R RF24-105MM F4L IS USM LENS KIT	\$300.00
EOS RP BODY	\$300.00
EOS RP RF 24-240MM F4-6.3 IS USM LENS KIT	\$300.00
EOS RP RF24-105MM F4L IS USM LENS KIT	\$300.00

## LENS OFFER

Trade-in any brand of working DSLR or Mirrorless Lens and get a **\$300 bonus** towards the purchase of an eligible Canon RF lens – **plus the value of your trade-in**.

RF  
LENSES



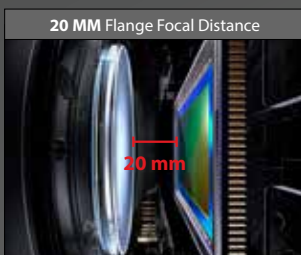
LENSES	TRADE-IN BONUS
RF 28-70MM F2 L USM	\$300.00
RF 50MM F1.2 L USM	\$300.00
RF 85MM F1.2 L USM	\$300.00

## GET THE EOS R SYSTEM ADVANTAGE

The EOS R system is built for imagemakers who demand high-performance capture, a full-frame sensor and excellent ergonomics.

A 54mm diameter lens mount enables RF lenses to have large rear elements, while a mirrorless design brings them closer to the sensor for bright, sharp and compact lens designs.

Plus, with a variety of mount adapter options, it's easy to incorporate your EOS R system into an EOS system and expand your creative opportunities.





## **CAMERA OFFER TERMS AND CONDITIONS**

\*This Canon Trade-In Trade-Up Program Camera Offer (the "Camera Offer") is valid from August 30, 2019 to October 31, 2019. This Camera Offer is open to residents of Canada who have reached the legal age of majority at the time of participation. For the purposes of this Camera Offer, an eligible participant can purchase a new qualifying full-frame EOS mirrorless camera body or kit (a "Qualifying Camera Purchase") and with the trade-in of any brand interchangeable lens camera ("Qualifying Product") receive a trade-in discount of CAD \$300.00 off the price of the Qualifying Camera Purchase. Qualifying Camera Purchases include the Canon EOS R or Canon EOS RP. To be eligible for trade-in, your Qualifying Product must meet all the Trade-In Program eligibility requirements, which include, but are not limited to, that the camera is fully functional and working, as determined by Canon's dealer, in its sole discretion, and that the camera is an interchangeable lens camera. The trade-in value will be determined by the participating Canon authorized dealer and not Canon. Limit of one (1) trade-in per Qualifying Camera Purchase. This Camera Offer cannot be combined with any other programs or offers, except the Lens Offer (as defined herein) and the instant rebate offer on select camera models as set out on the face page hereof. This promotion is non-transferable and cannot be redeemed online. Offer valid in-store only at select Canon authorized dealers. Canon Canada Inc. reserves the right to alter or cancel this promotional offer at any time without notice.

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## **LENS OFFER TERMS AND CONDITIONS**

\*\*This Canon Trade-In Trade-Up Program Lens Offer (the "Lens Offer") is valid from August 30, 2019 to October 31, 2019. This Lens Offer is open to residents of Canada who have reached the legal age of majority at the time of participation. For the purposes of this Lens Offer, an eligible participant can purchase a new qualifying EOS RF lens (a "Qualifying Lens Purchase") and with the trade-in of any brand interchangeable lens ("Qualifying Product") receive a trade-in discount of CAD \$300.00 off the price of the Qualifying Lens Purchase. Qualifying Lens Purchases include the Canon RF 28-70mm F2 L USM, Canon RF 50mm F1.2 L USM, or Canon RF 85mm F1.2L USM. To be eligible for trade-in, your Qualifying Product must meet all the Trade-In Program eligibility requirements, which include, but are not limited to, that the lens is fully functional and working, as determined by Canon's dealer, in its sole discretion. The trade-in value will be determined by the participating Canon authorized dealer and not Canon. Limit of one (1) trade-in per Qualifying Lens Purchase. This Lens Offer cannot be combined with any other programs or offers, except the Camera Offer (as defined herein) and the instant rebate offer on select camera models as set out on the face page hereof. This promotion is non-transferable and cannot be redeemed online. Offer valid in-store only at select Canon authorized dealers. Canon Canada Inc. reserves the right to alter or cancel this promotional offer at any time without notice.

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