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Issue Date:
June 29, 2026

Nikon July 2026 SRP Instant Savings Sales Promotions Calendar (Imaging)

Program Period - July 6, 2026 through August 2, 2026

Series	Eligible Product #	Eligible Product/Product Combination	Effective Instant Savings Dates	SRP Price	Instant Savings Amount	SRP Promotional Instant Savings Price	Dealer Reimbursement Credit
	20127	NIKKOR Z 28-135mm f/4 PZ (Except for Mirrorless Kits that include product #20127, which are excluded from this offer)	7/6 - 7/19	\$2,799.95	\$200.00	\$2,599.95	\$170.00
	20127	NIKKOR Z 28-135mm f/4 PZ (Except for Mirrorless Kits that include product #20127, which are excluded from this offer)	7/20 - 8/2	\$2,799.95	\$300.00	\$2,499.95	\$255.00
Accessories							
	4805	SB-R200 Wireless Speedlight	7/6 - 8/2	\$164.95	\$50.00	\$114.95	\$40.00
	4794	SU-800 Wireless Speedlight Commander	7/6 - 8/2	\$373.95	\$150.00	\$223.95	\$120.00
	4804	R1 Wireless Close-Up Speedlight System	7/6 - 8/2	\$595.95	\$200.00	\$395.95	\$160.00
	4803	R1C1 Wireless Close-Up Speedlight System	7/6 - 8/2	\$934.95	\$300.00	\$634.95	\$240.00



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**Nikon July 2026 SRP Instant Savings Sales Promotion (Imaging)
Program Period July 6, 2026 through August 2, 2026
Terms and Conditions**

Program Participation Requirements	
Forecast, Inventory and Sell-through Reports	To participate in Nikon's July 2026 SRP Instant Savings Sales Promotion, you must be active in Nikon's Inventory Sell-through and Reporting Program by providing Nikon with product forecasts, on-hand inventory and weekly sell-through reports. If you are not already participating in the reporting program, and you want to participate in Nikon's July 2026 SRP Instant Savings Sales Promotion, you must sign up for the reporting program and provide Nikon with all required reporting information prior to the start of your participation in this Promotion. To do so, contact your Nikon Account Manager immediately.
Advertising and Selling Requirements	A. There is no requirement under this Nikon July 2026 SRP Instant Savings Sales Promotion for you, as a participating Nikon Authorized Dealer or Reseller (collectively "Dealer"), to advertise a Nikon July 2026 SRP Instant Savings eligible product or product combination as listed on page 1 of this Promotion for which Instant Savings credit reimbursement will be claimed, or if you do advertise an eligible product or product combination, there is no requirement for you to advertise an eligible product or product combination at any specific price, including there is no requirement to advertise an eligible product or product combination at the Suggested SRP Promotional Instant Savings Price, however, to receive credit reimbursement Dealer must sell the eligible product or product combination during the Effective SRP Instant Savings Dates.



Disqualifying Activities – Nikon July 2026 SRP Instant Savings Sales Promotion (Imaging)

1. Sales of eligible products or product combinations outside the Effective SRP Instant Savings Dates are disqualified from receiving credit reimbursement under this Nikon July 2026 SRP Instant Savings Sales Promotion.
2. The Nikon July 2026 SRP Instant Savings Sales Promotion is valid only for retail sales of new eligible products or product combinations purchased from Nikon Inc. by Nikon Authorized Dealers or distributors and sold to bona fide retail customers by Nikon Authorized Dealers from July 6, 2026 through August 2, 2026. All product combinations must be purchased at the same time and appear on the same receipt. Each unit of eligible product or product combination will receive only one credit reimbursement. Nikon reserves the right in its sole discretion to at any time amend or change this Nikon July 6, 2026 through August 2, 2026 SRP Instant Savings Sales Promotion.
3. To qualify for Nikon July 2026 SRP Instant Savings Sales Promotion credit reimbursement, all eligible product or product combination purchases must be made by and delivered to bona fide retail customers in the 50 United States, the District of Columbia, Puerto Rico or the U.S. Virgin Islands.
4. Nikon reserves the right in its sole discretion to disqualify any Dealer from receiving any Nikon July 2026 SRP Instant Savings credit reimbursements if any requirements of this Promotion are not complied with. Any fraudulent, false or deceitful submissions or acts by a Dealer in connection with this Nikon July 2026 SRP Instant Savings Sales Promotion, including without limitation, taking credits for this or any other Nikon Instant Savings promotions not authorized, issued and posted by Nikon on the account of Dealer or the Nikon Authorized Distributor from which you purchased the products, will automatically disqualify such Dealer from receiving any Nikon July 2026 SRP Instant Savings credit reimbursements, and further will disqualify such Dealer for the following twelve (12) months from participating in any other Nikon promotional programs including Cooperative Advertising and Instant Savings promotions.

Credit reimbursement under this Nikon July 2026 SRP Instant Savings Sales Promotion applies to the products and product combinations listed on page 1 only during the Effective SRP Instant Saving Dates.



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**Submission for Nikon July 2026 SRP Instant Savings Sales Promotion (Imaging)
Dealer Credit Reimbursement**

Submissions for credit reimbursement under this Nikon July 6, 2026 through August 2, 2026 SRP Instant Savings Sales Promotion must be made on the Nikon Credit Database in your account on the DealerNet site. You must meet all of the terms and conditions of this Nikon July 6, 2026 through August 2, 2026 SRP Instant Savings Sales Promotion to be eligible for credit reimbursement hereunder. Any Dealer submission for credit reimbursement under this Nikon July 6, 2026 through August 2, 2026 SRP Instant Savings Sales Promotion indicates Dealer's certification that Dealer has met all terms and conditions of this Promotion.

You must make all submissions for credit reimbursement under this Nikon July 6, 2026 through August 2, 2026 SRP Instant Savings Sales Promotion, together with the required documents, by September 2, 2026. Please note submissions made without the required documents will be rejected. **No credit reimbursement will be issued or owed for submissions for Instant Savings Credit made after September 2, 2026.**

Dealer is eligible for credit reimbursement only for units of product or product combinations for which Dealer or the Nikon Authorized Distributor that sold the product to Dealer, as the case may be, has actually paid Nikon the amount invoiced by Nikon for such units. No credit reimbursements will be owed or issued by Nikon to the Dealer or the Nikon Authorized Distributor that sold the Product to Dealer (for passing-through to Dealer), as the case may be, for units of product or product combinations for which Dealer or the Nikon Authorized Distributor that sold the product to Dealer, as the case may be, has not actually paid Nikon the amount invoiced by Nikon for such units.

All credit reimbursements issued under this Program must be used and applied by the Dealer by November 2, 2027. All credit reimbursements issued under this Program not used and applied by the Dealer by November 2, 2027 will expire, and are automatically cancelled on that date and may not be used for any purpose whatsoever.

Credit Reimbursements are not cash equivalents, may not be redeemed for cash, are available only for the future purchase of products or product combinations and are subject to all of Nikon's rights under applicable state or federal law, including without limitation, its rights of setoff and recoupment. If Dealer is the subject of a voluntary or involuntary bankruptcy proceeding, the automatic stay will not be applicable to any attempt by Nikon to effect a reconciliation of accounts with Dealer by applying any such credit reimbursements due to Dealer against amounts due Nikon. If a Dealer loses its authorized dealer or reseller status for any reason whatsoever, all unused credit reimbursements are cancelled and may not be used for any purpose whatsoever.

If there are any questions concerning this Nikon July 2026 SRP Instant Savings Sales Promotion, please email Nikon at:
instantsavingsquestions.us@nikon.com

You and all of Nikon's Dealers are free to establish your own selling prices, as well as to determine how you choose to promote and advertise Nikon products and conduct your business.

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