

Leica Camera North America – Leica Vario-Elmarit-SL 28–70 f/2.8 ASPH.

Memo 2026-13

June 11th, 2025

Distribution: Leica Stores, Boutiques, Dealers & the Leica Online Store

Information Embargoed until June 12th at 9am ET



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Leica Vario-Elmarit-SL 28-70 f/2.8 ASPH.

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Greetings from Leica Camera North America,

We are happy to share with you Leica's newest release:

Leica Vario-Elmarit-SL 28-70 f/2.8 ASPH.

Key Features:

- **The most Compact, Lightest and most Economical Leica SL zoom lens to date, weighing only 20.1 ounces**
- **Constant Aperture of f/2.8**
- Magnesium and Aluminum Full-Metal Housing
- Hydrophobic AquaDura® coating on external lens elements
- Same 67mm filter size as the Leica SL APO Prime lenses
- Quiet and Fast Focusing Drive

Assets: <https://we.tl/t-4cirBJaXjl>



Leica Vario-Elmarit-SL 28-70 f/2.8 ASPH.

The innovative optical design and incorporation of aspherical elements enable the new SL-Lens to **deliver exceptional performance while maintaining a constant f/2.8 aperture across its entire focal-length range.** Thanks to its constant aperture throughout the zoom range, **and incredibly compact and lightweight design, this lens is an ideal choice for both photography and videography.**

The focal length spanning from 28 to 70mm allows the lens to transition from wide angle to slight telephoto, making it particularly well-suited for capturing landscapes, travel scenes, and portraits.

Cutting-edge coatings on the lenses ensure optimal color rendition and contrast. These optimize light transmission while effectively minimizing reflections. The sophisticated optical construction, comprising 16 lenses arranged in 12 groups, delivers exceptional performance. **Three of these lenses feature aspherical surfaces on both sides, enhancing image quality and precision.**



Leica Vario-Elmarit-SL 28-70 f/2.8 ASPH.

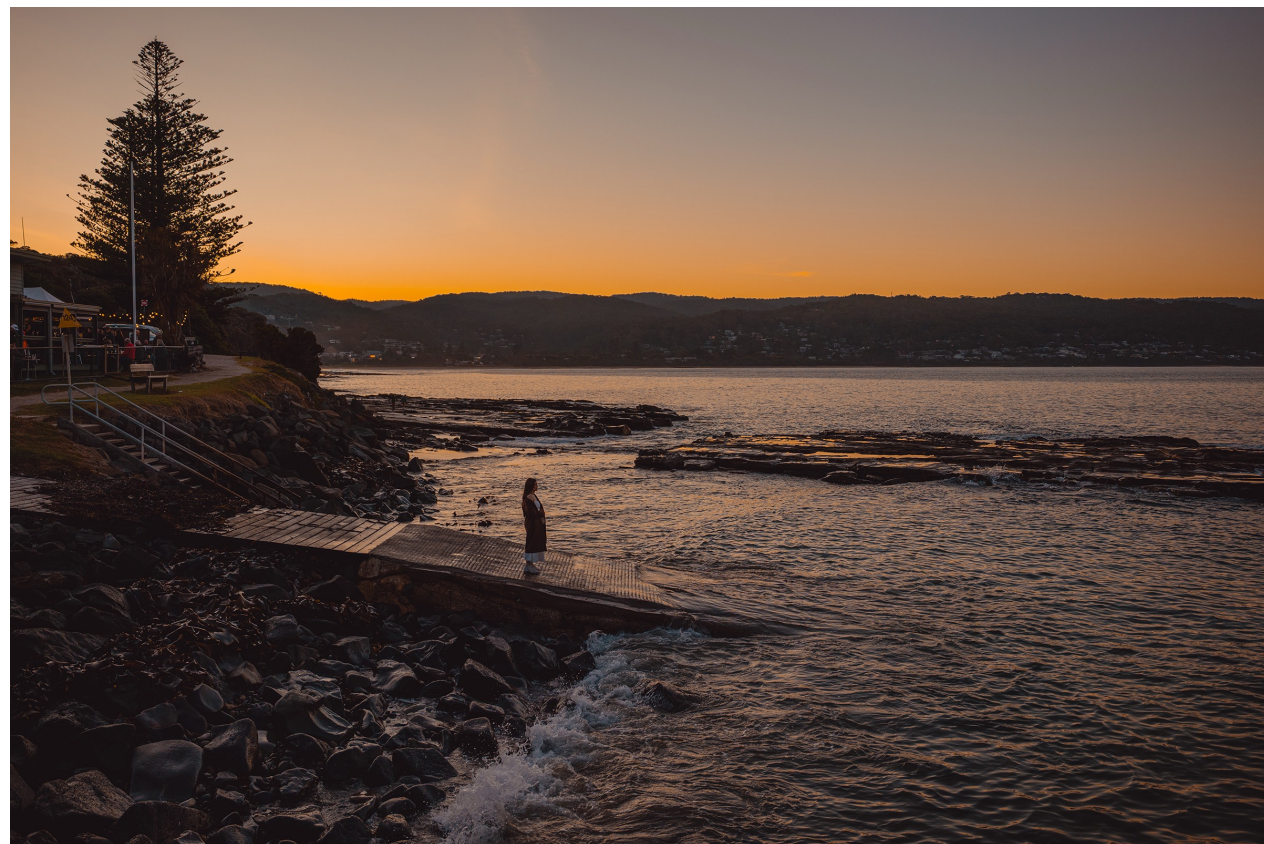
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Additionally, the new Leica Vario-Elmarit-SL 28-70 f/2.8 ASPH. will be available as part of a soft bundle with the Leica SL3-S camera, providing customers the **ability to benefit from a savings of \$1,060.00**, when compared to purchasing both items separately.

Dealers may create soft bundles with existing stock, and receive a credit by completing and submitting the **“Price Protection Request Form - June 2025”** document in combination with a **Dated Sales Slip** to matt.serafini@leica-camera.com

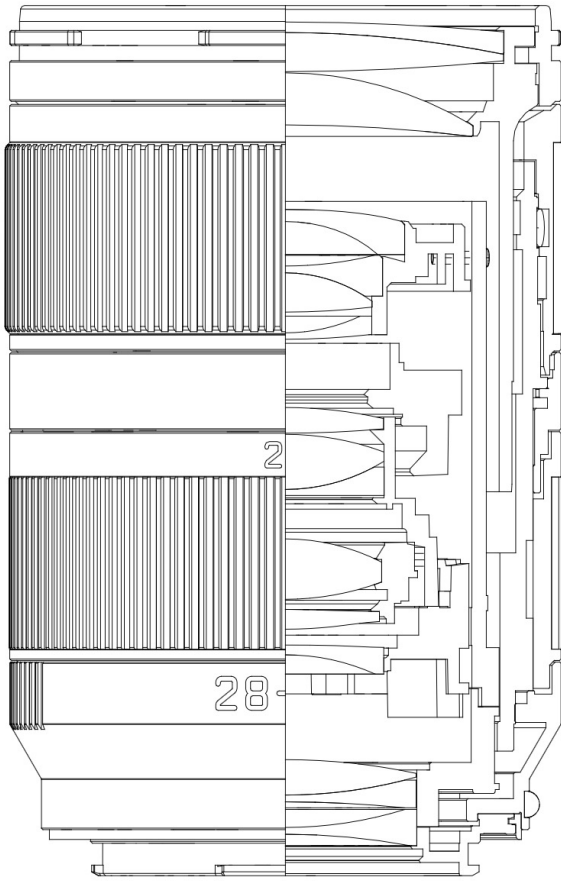
All credit requests must be submitted within 30 days of the bundle transaction. Submissions past 30 days of transaction will not be accepted.

Leica Vario-Elmarit-SL 28-70 f/2.8 ASPH. – Proof of Performance

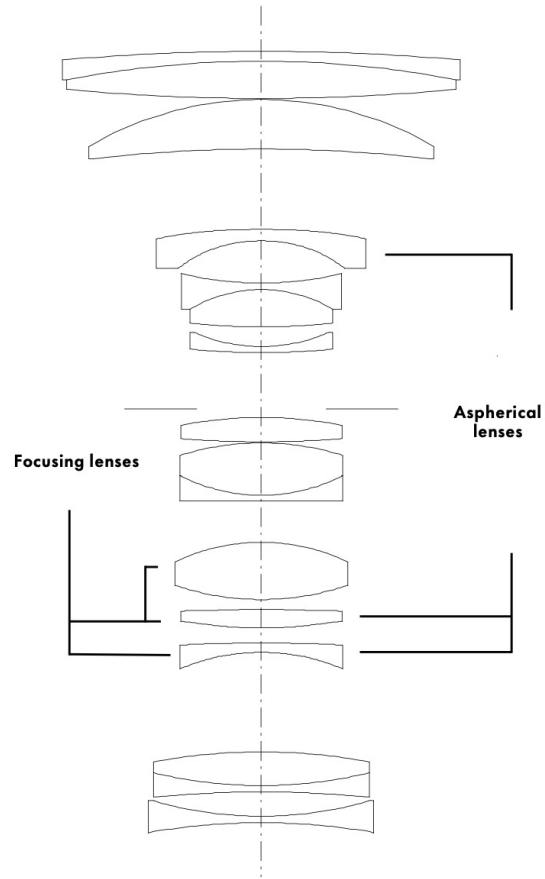


Leica Vario-Elmarit-SL 28-70 f/2.8 ASPH. – Lens Cut & MTF Chart

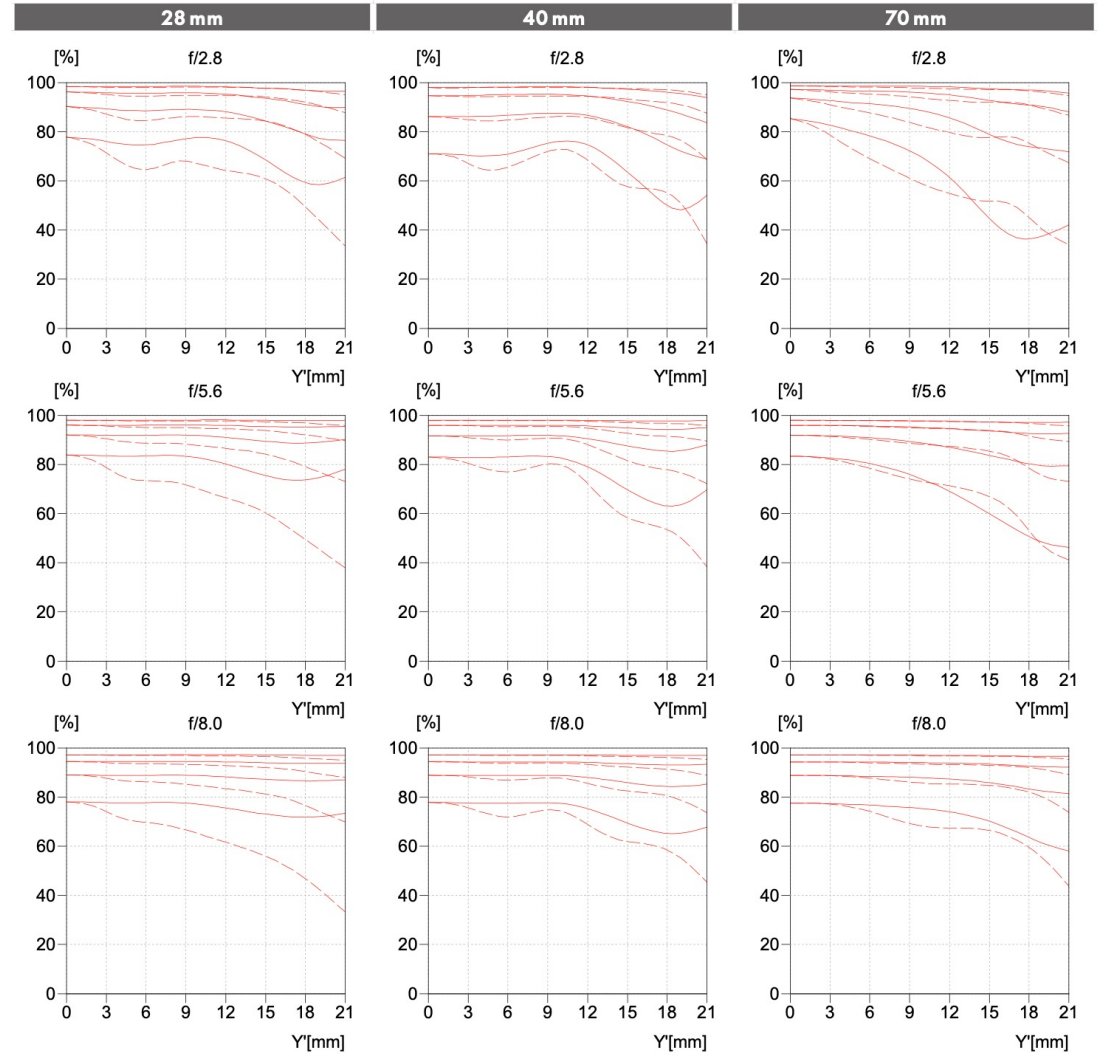
TECHNICAL DRAWING



LENS CUT



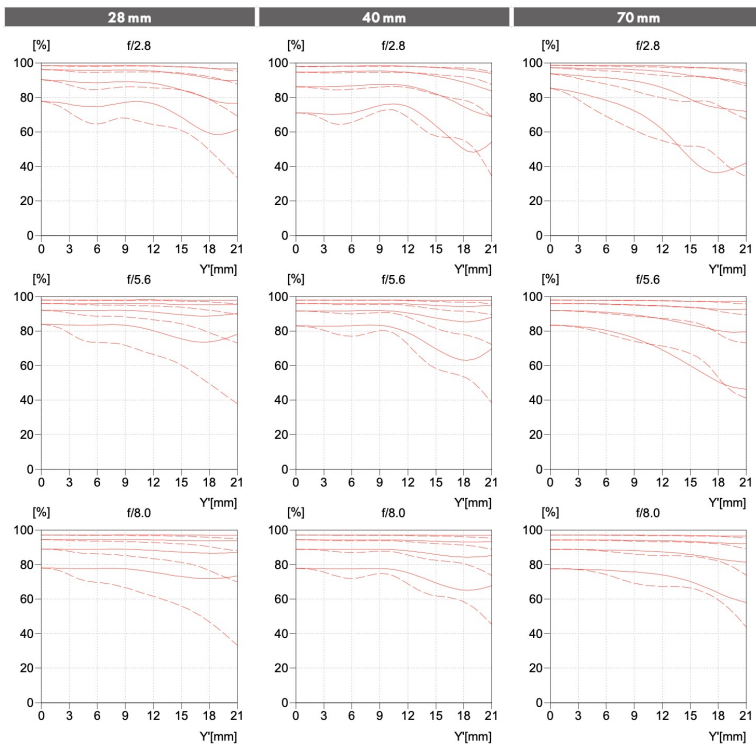
MTF DIAGRAMS



MTF Charts for Wide-Telephoto SL Zoom Lenses

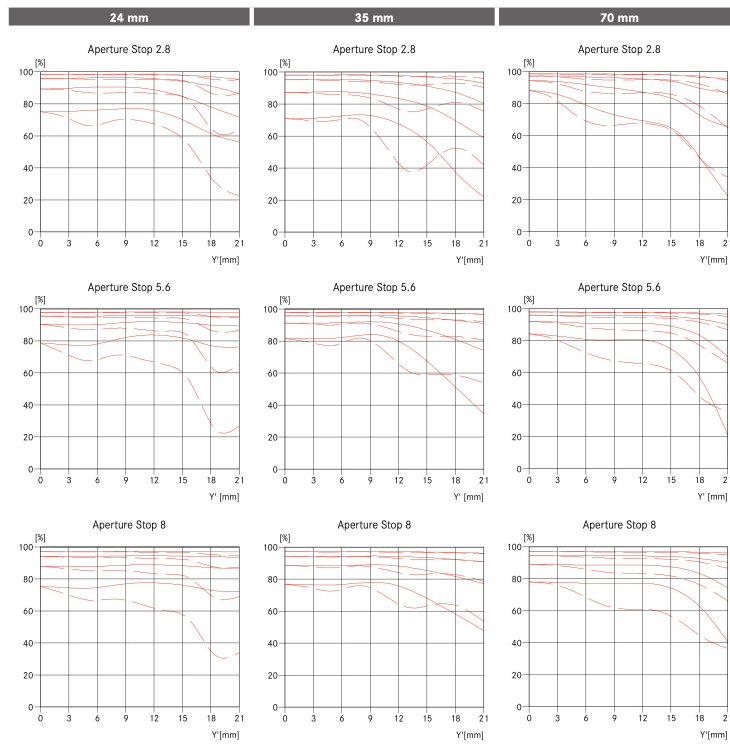
**Leica Vario-Elmarit-SL
28-70 f/2.8 ASPH.
\$1,890.00**

MTF DIAGRAMS

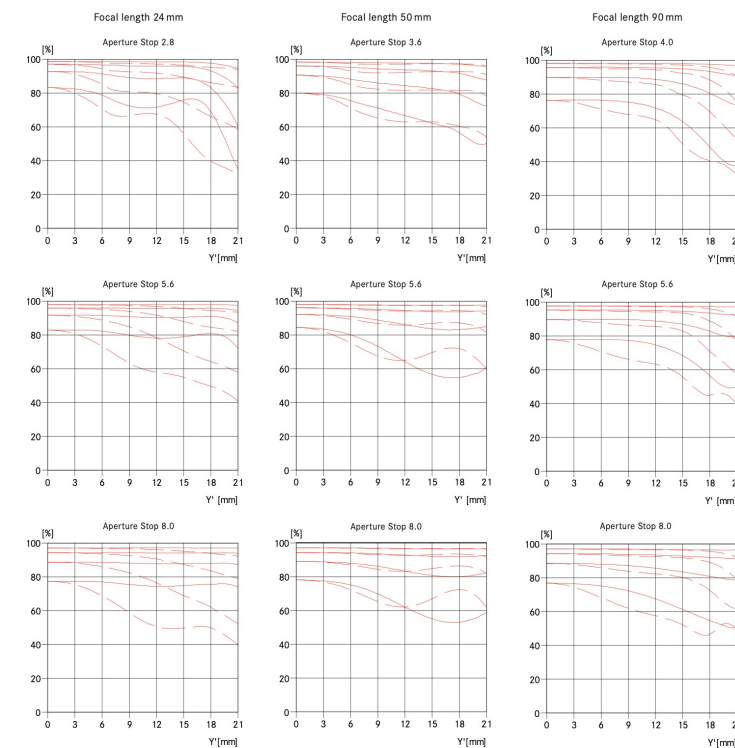


**Leica Vario-Elmarit-SL
24-70 f/2.8 ASPH.
\$3,205.00**

MTF DIAGRAMS



**Leica Vario-Elmarit-SL
24-90 f/2.8-4 ASPH.
\$6,310.00**



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Product Number	Description	EAN Code	SP
11196	Leica Vario-Elmarit-SL 28-70 f/2.8 ASPH., Black Anodized	4022243111967	\$1,890.00
16084	Lens Hood for Leica Vario-Elmarit-SL 28-70 f/2.8 ASPH., Aluminum, Black Anodized Finish	4022243160842	\$170.00
10648	Leica SL3-S kit with Leica Vario-Elmarit-SL 28-70 f/2.8 ASPH., Black Anodized	4022243106437	\$6,495.00

Product Number	Description	Gross Weight	Net Weight	Packaging	Scope of Delivery
11196	Leica Vario-Elmarit-SL 28-70 f/2.8 ASPH., Black Anodized	53.9 ounces	20.1 ounces	10 x 7.87 x 6.89 inches	Lens - Lens hood - Front and Rear Lens Cover - Soft Pouch
16084	Lens Hood for Leica Vario-Elmarit-SL 28-70 f/2.8 ASPH., Aluminum, Black Anodized Finish	4.27 ounces	1.41 ounces	4.41 x 4.41 x 2.76 inches	Lens Hood - Dust Bag
10648	Leica SL3-S kit with Leica Vario-Elmarit-SL 28-70 f/2.8 ASPH., Black Anodized	129.35 ounces	47.19 ounces	N/A	Leica SL3-S - BP-SCL6 Battery - USB-C Cable - Carrying Strap - Quick Start Guide - Leica Vario-Elmarit-SL 28-70 f/2.8 ASPH., Black Anodized - Lens - Lens hood - Front and Rear Lens Cover - Soft Pouch

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