



At the heart of the image™

Who can help me decide which camera is best for me?



**D3400** DOUBLE LENS KIT



Kit includes AF-P DX NIKKOR 18-55mm f/3.5-5.6G VR lens and the AF-P DX NIKKOR 70-300mm f/4.5-6.3G ED telephoto zoom lens

24.2 MEGAPIXELS

Was \$999<sup>95\*\*</sup>

**NOW \$499<sup>95\*\*</sup>**

Guide Mode

1080p FULL HD VIDEO

After **\$500 INSTANT SAVINGS\***

**D5300** DOUBLE LENS KIT



Kit includes AF-P DX NIKKOR 18-55mm f/3.5-5.6G VR lens and the AF-P DX NIKKOR 70-300mm f/4.5-6.3G ED telephoto zoom lens

24.2 MEGAPIXELS

Was \$1099<sup>95\*\*</sup>

**NOW \$599<sup>95\*\*</sup>**

UP TO 5 FRAMES PER SECOND

1080p FULL HD VIDEO

After **\$500 INSTANT SAVINGS\***

**BLACK FRIDAY INSTANT SAVINGS!\***

# FREE BATTERY PACK

WITH PURCHASE OF A NIKON D500 OR D810



**FREE** Nikon MB-D12 Multi-Battery Power Pack with purchase of Nikon D810. Suggested Retail Price \$516.00\*\*  
After \$616<sup>00</sup> Instant Savings\*



**FREE** Nikon MB-D17 Multi-Battery Power Pack with purchase of Nikon D500. Suggested Retail Price \$449.95\*\*  
After \$449<sup>95</sup> Instant Savings\*

## FX-FORMAT

### D810™

EXPEED 4™

36.3  
MEGAPixels

Body Only  
Lens sold separately

BUILT-IN  
FLASH  
(Communication Module)

Was \$2999<sup>95\*\*</sup>

UP TO  
12,800 ISO

**NOW**  
\$2499<sup>95\*\*</sup>

1080p  
HD iHD

After  
**\$500 INSTANT SAVINGS\***

Kit Includes

24-120mm f/4 FX NIKKOR® lens

Was \$4099<sup>95\*\*</sup>

**NOW** \$3199<sup>95\*\*</sup>

After  
**\$900 INSTANT SAVINGS\***

## DX-FORMAT

### D500

WiFi®  
CERTIFIED

BUILT-IN\*

N™

Bluetooth™



20.9  
MEGAPixels

Body Only  
Lens sold separately

10  
SHOTS PER SECOND

Was \$1999<sup>95\*\*</sup>

3.2" TOUCH SCREEN

**NOW**  
\$1799<sup>95\*\*</sup>

153  
AF POINTS

4K  
UHD

After  
**\$200 INSTANT SAVINGS\***

EXPEED 5™

Kit Includes

16-80mm f/2.8-4E DX VR NIKKOR® image stabilizing lens

Was \$3069<sup>95\*\*</sup>

**NOW** \$2399<sup>95\*\*</sup>

After  
**\$670 INSTANT SAVINGS\***

I AM FULL OF POSSIBILITIES



FX-FORMAT

**D5**

EXPEED 5™

20.8  
MEGAPixels

Body Only  
Lens sold separately

12  
FPS  
100MB/s

UP TO  
102,400 ISO

153  
AF POINTS

4K  
UHD

**\$6499<sup>95</sup>\*\***

**D750™**

WiFi BUILT-IN† EXPEED 4™  
CERTIFIED

24.3  
MEGAPixels

Body Only  
Lens sold separately

6.5  
FPS  
100MB/s

Was \$1999<sup>95</sup>\*\*

**NOW \$1799<sup>95</sup>\*\***

3.2" VIEWFINDER

1080p  
FULL HD VIDEO

After  
**\$200 INSTANT SAVINGS\***

Kit Includes  
24-120mm f/4 FX NIKKOR® lens  
Was \$3099<sup>95</sup>\*\*

**NOW \$2299<sup>95</sup>\*\***

After  
**\$800 INSTANT SAVINGS\***

**D610™**

WiFi CONNECTIVITY EXPEED 3™  
CERTIFIED with optional AW-U1 Wireless Module Adapter†

24.3  
MEGAPixels

Body Only  
Lens sold separately

UP TO  
6,400 ISO

Was \$1599<sup>95</sup>\*\*

**NOW \$1499<sup>95</sup>\*\***

1080p  
FULL HD VIDEO

After  
**\$100 INSTANT SAVINGS\***

Kit Includes  
24-85mm DX VR NIKKOR® image stabilizing lens  
Was \$2099<sup>95</sup>\*\*

**NOW \$1999<sup>95</sup>\*\***

After  
**\$100 INSTANT SAVINGS\***

GET EXPERT ADVICE,  
INSPIRATION AND  
INSTANT SAVINGS.



DX-FORMAT

## D7200™

WiFi CERTIFIED BUILT-IN† N™ EXPPEED 4™

24.2  
MEGAPixels

Body Only  
Lens sold separately

UP TO 6  
FRAMES  
PER SECOND

Was \$1199<sup>95\*\*</sup>

UP TO  
25,600 ISO

**NOW**  
\$999<sup>95\*\*</sup>

1080p  
FULL HD VIDEO

After  
**\$200 INSTANT SAVINGS\***

Kit Includes

18-140mm DX VR NIKKOR® image stabilizing lens

Was \$1699<sup>99\*\*</sup>

**NOW** \$1299<sup>99\*\*</sup>

After  
**\$400 INSTANT SAVINGS\***

## D7100™

WiFi CERTIFIED CONNECTIVITY with optional WU-1a Wireless Mobile Adapter† EXPPEED 3™

24.1  
MEGAPixels

Body Only  
Lens sold separately

UP TO  
6,400 ISO

Was \$899<sup>95\*\*</sup>

1080p  
FULL HD VIDEO

**NOW**  
\$699<sup>95\*\*</sup>

After  
**\$200 INSTANT SAVINGS\***

Kit Includes

18-140mm DX VR NIKKOR® image stabilizing lens

Was \$1399<sup>95\*\*</sup>

**NOW** \$999<sup>95\*\*</sup>

After  
**\$400 INSTANT SAVINGS\***

## D5500™ 18-55 VR II Kit

WiFi CERTIFIED BUILT-IN† EXPPEED 4™

24.2  
MEGAPixels

Kit Includes 18-55mm DX VR II  
NIKKOR® image stabilizing lens  
Also Available In Red

UP TO 5  
FRAMES  
PER SECOND

Was \$799<sup>95\*\*</sup>

1080p  
FULL HD VIDEO

**NOW**  
\$699<sup>95\*\*</sup>

After  
**\$100 INSTANT SAVINGS\***

Add a Lens

Purchase the AF-S DX NIKKOR 55-200mm f/4-5.6G ED VR II lens together with any Nikon DSLR and receive the below Instant Savings\* on the lens:

Lens Now  
**\$99<sup>95\*\*</sup>**

After  
**\$250 INSTANT SAVINGS\***

All products and colors are subject to availability.

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**I AM** LIFE IN FOCUS

## INSTANT SAVINGS ON SELECT Legendary NIKKOR® Lenses

### STAND-ALONE LENS INSTANT SAVINGS

Purchase any of these NIKKOR® lenses and receive the below Instant Savings on the lens:

	Was	Now	Instant Savings		Was	Now	Instant Savings
AF-S DX NIKKOR 55-200mm f/4-5.6G ED VR II	\$349 <sup>95**</sup>	\$149 <sup>95**</sup>	\$200*	AF-S DX NIKKOR 10-24mm F3.5-4.5G ED	\$899 <sup>95**</sup>	\$799 <sup>95**</sup>	\$100*
AF-S NIKKOR 50mm f/1.8G	\$219 <sup>95**</sup>	\$179 <sup>95**</sup>	\$40*	AF-S NIKKOR 70-200mm f/4G ED VR	\$1399 <sup>95**</sup>	\$1299 <sup>95**</sup>	\$100*
Macro & Portrait 2 Lens Kit AF-S DX Micro NIKKOR 85mm f/3.5G ED VR lens AF-S DX NIKKOR 35mm f/1.8G lens	\$819 <sup>95**</sup>	\$499 <sup>95**</sup>	\$320*	AF-S NIKKOR 85mm f/1.4G	\$1599 <sup>95**</sup>	\$1499 <sup>95**</sup>	\$100*
AF-S NIKKOR 18-35mm f/3.5-4.5G ED	\$749 <sup>95**</sup>	\$649 <sup>95**</sup>	\$100*	AF-S NIKKOR 14-24mm F2.8G ED	\$1899 <sup>95**</sup>	\$1699 <sup>95**</sup>	\$200*
				AF-S NIKKOR 24-70mm f/2.8E ED VR	\$2399 <sup>95**</sup>	\$2199 <sup>95**</sup>	\$200*

### INSTANT SAVINGS WITH CAMERA PURCHASE

Purchase any of these NIKKOR® lenses together with any Nikon DSLR and receive the below Instant Savings\* on the lens:

	Was	Now	Instant Savings		Was	Now	Instant Savings
AF-S DX NIKKOR 55-200mm f/4-5.6G ED VR II	\$349 <sup>95**</sup>	\$99 <sup>95**</sup>	\$250*	AF-S DX NIKKOR 55-300mm f/4.5-5.6G ED VR	\$399 <sup>95**</sup>	\$249 <sup>95**</sup>	\$150*
AF-P DX NIKKOR 70-300mm f/4.5-6.3G ED	\$349 <sup>95**</sup>	\$149 <sup>95**</sup>	\$200*	AF-S DX NIKKOR 18-140mm f/3.5-5.6G ED VR	\$499 <sup>95**</sup>	\$299 <sup>95**</sup>	\$200*
AF-P DX NIKKOR 70-300mm f/4.5-6.3G ED VR	\$399 <sup>95**</sup>	\$249 <sup>95**</sup>	\$150*				

All products and colors are subject to availability.

nikonusa.com

ON I AM ON A MISSION I AM ON A MISSION I AM ON A MISSION I AM ON

# SEE IN WAYS YOU'VE NEVER SEEN BEFORE.

## Nikon's 360° Action Camera Breaks Boundaries

A waterproof, shockproof and freezeproof\* camera that captures the world around you in 4K ultra HD video. Share full 360° videos and stills with your family and friends!

What's your mission?



DUAL LENSES RECORD 360° FIELD OF VIEW

### KeyMission 80

### KeyMission 170

### KeyMission 360



\$279.95\*\*

\$399.95\*\*

\$499.95\*\*

**\$50 INSTANT SAVINGS\*** On The KeyMission Accessory Pack

When purchased together with KeyMission 360 or 170



**Nikon Authorized Dealer**

\* Nikon Instant Savings Offers have varying starting and ending dates. For this and other details regarding Nikon's Instant Savings Offers, please visit: [nikonusa.com/eholiday/billies](http://nikonusa.com/eholiday/billies). All Instant Savings product combinations must be purchased at the same time and appear on the same receipt.

\*\* All prices are suggested retail price. Actual selling price is determined by each dealer at time of sale. All prices and specifications are subject to change without notice.

† For KeyMission Waterproof/Shockproof/Freezeproof limitations please visit [www.nikonusa.com/keymission/360info](http://www.nikonusa.com/keymission/360info).

‡ For information regarding smart device compatibility and to download the appropriate app for the Nikon cameras with Wi-Fi capability built in or connected to a Wi-Fi or Wi-Fi Wireless Mobile Adapter, NFC capability built in, and/or Bluetooth capability built in, please visit [nikonusaappbridge.com](http://nikonusaappbridge.com). Please note, Nikon cameras having Bluetooth built in can only be used with a compatible smart device with Bluetooth 4.0 or later (i.e., a smart device that supports Bluetooth Smart Ready/low Energy).

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At the heart of the image.

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