

DATE : December 5, 2024
CUSTOMER : In Country Reseller; Sony Rep; Mexican ICR
REGION : Brazil; CSA (the rest of Latin America); Mexico
FROM : Claudius Bezerra
SUBJECT : **Price Repositioning for BRC-X1000, BRC-H800 and BRC-X400**



BRIEF DESCRIPTION :

Price Repositioning for BRC-X1000, BRC-H800 and BRC-X400

START DATE : Dec 5 2024

We are pleased to announce a price repositioning for the BRC-X1000, BRC-H800 and BRC-X400. The new prices will be in effect starting December 1st, 2024. For more detailed information, please see table below.

Model Name	New MSRP Unit Price	New Dealer Unit Price	Effective Date
BRC-X1000	USD\$6,999.00	USD\$4,725.00	Dec. 1st, 2024
BRC-X1000/W	USD\$6,999.00	USD\$4,725.00	Dec. 1st, 2024
BRC-H800	USD\$5,999.00	USD\$3,750.00	Dec. 1st, 2024
BRC-H800/W	USD\$5,999.00	USD\$3,750.00	Dec. 1st, 2024
BRC-X400	USD\$4,599.00	USD\$3,400.00	Dec. 1st, 2024
BRC-X400/W	USD\$4,599.00	USD\$3,400.00	Dec. 1st, 2024

For any further information, please consult with your Sony Account Manager

Happy selling!

Claudius Bezerra - Product Marketing Manager

Terms and Conditions

- No price protection
- Features, specifications and price are subject to change without notice
- Orders are subject to product availability