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**THE NEW AF-S DX NIKKOR 18-300MM F/3.5-6.3G ED VR LENS IS A VERSATILE YET COMPACT AND LIGHTWEIGHT TELEPHOTO ZOOM LENS THAT ALLOWS USERS TO GET CLOSE TO THE ACTION**

*Incorporating Proven NIKKOR Lens Technology, The New NIKKOR AF-S DX NIKKOR 18-300mm f/3.5-6.3G ED VR Telephoto Zoom Lens Will Help Users Capture Amazing Action and Far Away Fun*

**MELVILLE, NY (April 10, 2014)** - Today, Nikon Inc. announced the latest addition to its legendary NIKKOR lineup, the new AF-S DX NIKKOR 18-300mm f/3.5-6.3G ED VR telephoto zoom lens. Designed for the DX-format photographer looking to get more out of their D-SLR camera, the versatile NIKKOR 18-300mm is a compact and lightweight 16.7X all-in-one telephoto zoom lens that delivers high performance and superior image quality. Whether capturing still images or HD video, the 18-300mm lens is built to help users capture content with vibrant colors and sharp details, plus shoot sports, vacations and wildlife with confidence.

“With the addition of the AF-S DX NIKKOR 18-300mm f/3.5-6.3G ED VR to the NIKKOR lens line-up, DX-format photographers have a compact and lightweight all-in-one telephoto zoom that can handle any photo or video challenge,” said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. “With the 18-300mm lens, DX-format photographers will be able to capture sharp images and video with incredible detail. Additionally, the lens incorporates renowned NIKKOR optics and technology like a Silent Wave Motor (SWM), three Aspherical and three Extra-low Dispersion glass elements, as well as innovative features like Vibration Reduction image stabilization.”

**An All-In-One Telephoto Zoom Lens**

With the introduction of the AF-S DX NIKKOR 18-300mm f/3.5-6.3G ED VR lens, DX-format photographers have a compact and lightweight telephoto zoom lens, over 30 percent lighter than the acclaimed AF-S DX NIKKOR 18-300mm f/3.5-5.6G ED VR lens, that produces the incredible results users have come to expect from Nikon’s NIKKOR lens lineup. The 18-300mm lens boasts an impressive 16.7X ultrahigh-ratio zoom range, offering a focal range from wide-angle 18mm to super-telephoto 300mm (27mm to 450mm equivalent in FX/35mm format). The new lens provides photographers with compositional freedom that is ideal for everyday use, whether capturing close-ups, sweeping landscapes, portraits, architecture, nature, sports and fast moving action. When recording HD videos, users will have the ability to capture wide establishing shots, medium close-up shots or extreme telephoto sequences that best complement their creative vision. With the new 18-300mm, photographers that currently use DX-format D-SLR cameras, like the Nikon D3000 and D5000 series, now have a versatile telephoto zoom lens to upgrade their current lens arsenal or complement their kit lens.

### **Delivering Superior Performance and Image Quality**

Incorporating proven NIKKOR lens optics and technology, the new AF-S DX NIKKOR 18-300mm f/3.5-6.3G ED VR lens offers an extensive feature set that produces vibrant color, sharp detail with minimal distortion, whether capturing still images or recording HD video. Helping to ensure sharp photos and video even in low-light situations while also combatting the effects of camera shake, the 18-300mm comes equipped with Nikon's renowned Vibration Reduction (VR) image stabilization, providing the lens with four stops\* of stabilization to help make shooting a blur-free experience, even while handheld.

Weighing a mere 19.4 ounces, the AF-S DX NIKKOR 18-300mm f/3.5-6.3G ED VR is remarkably compact and lightweight, making it a lens that is comfortable to carry regardless of the photo excursion. The construction of the 18-300mm lens contains 16 optical elements in 12 groups and includes three Aspherical (AS) and three Extra-low Dispersion (ED) glass elements to produce maximum contrast while minimizing lens flare and ghosting. Its three Extra-low Dispersion (ED) glass elements effectively minimize chromatic aberration at even the widest aperture settings. Also, the new lens incorporates a seven rounded-blade diaphragm, which helps achieve a beautiful and natural background blur. Like many of Nikon's newest NIKKOR lenses, the 18-300mm has a Silent Wave Motor (SWM), designed to deliver fast, accurate and quiet autofocus (AF) performance, plus Internal Focusing (IF), which gives it a more compact, streamlined lens design.

### **Price and Availability**

The AF-S DX NIKKOR 18-300mm f/3.5-6.3G ED VR lens will be available in May 2014 for suggested retail price (SRP) of \$899.95\*\*. For more information on NIKKOR lenses as well as other Nikon products, please visit [www.nikonusa.com](http://www.nikonusa.com).

### **About the NIKKOR brand**

With a comprehensive assortment of FX and DX-format lenses and focal lengths, from the ultra-wide 10-24mm to the super telephoto 800mm VR, Nikon photographers have come to rely upon the NIKKOR core technologies that contribute to their optical superiority. NIKKOR is the brand name for Nikon's photographic lenses, which are precision crafted to the most exacting standards in Nikon's own glassworks. In 1933, Nikon marketed its first camera lens under the NIKKOR brand name, the "Aero-NIKKOR" for aerial photography applications. Since then, NIKKOR has been used as a brand name for Nikon's lenses that symbolizes durability, high image quality and optical excellence.

### **About Nikon**

Nikon, At the Heart of the Image™. Nikon Inc. is the world leader in digital imaging, precision optics and photo imaging technology and is globally recognized for setting new standards in product design and performance for its award-winning consumer and professional photographic equipment. Nikon Inc. distributes consumer and professional digital SLR cameras, NIKKOR optics, Speedlights and system accessories; Nikon COOLPIX® compact digital cameras; 35mm film SLR cameras; Nikon software products and Nikon sports and recreational optics as well as the Nikon 1 advanced camera with interchangeable lens system. Nikon Corporation, the parent company of Nikon Inc., recently celebrated its 80th anniversary of NIKKOR optics, and announced the production of over 85 million NIKKOR lenses in 2014, creating a new milestone in Nikon's heritage of superior optics. For more information, dial (800) NIKON-US or visit <http://www.nikonusa.com>, which links all levels of photographers to the Web's most comprehensive photo learning and sharing communities. Connect with Nikon and other photographers on Facebook at <http://www.facebook.com/nikon> and get the latest news and information from Twitter by following [@NikonUSA](https://twitter.com/NikonUSA).

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*\*Based on CIPA Standard. This value is achieved when DX-format compatible lenses are attached to a DX-format digital SLR camera and zoom lenses are set at the maximum telephoto position.*

*\*\*Suggested Retail Price (SRP) listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time.*

*Specifications, equipment and release dates are subject to change without any notice or obligation on the part of the manufacturer.*

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