

JULY 15–AUGUST 31, 2026



GIFT WITH PURCHASE

FREEdom Event

Stars, Stripes & Savings!
Celebrate with Bonus Gifts

BERNINA
made to create





B 990

\$XX,XXX or \$X,XXX.XX/Month*

0% Interest for 48 Months

on in-store purchases of \$3,000 or more
made with your BERNINA Credit Card.

Participating Dealers Only.

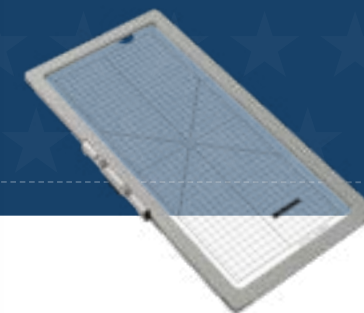
48 Equal Monthly Payments Required.



The
B 990
package

\$4,636 VALUE!

- ★ B 990 3-Piece Luggage Set
- ★ V9 DesignerPlus Software
- ★ Medium Border Magnetic Hoop
- ★ BERNINA Skill Hub Class





B 770 QE PRO
with Embroidery Module

\$X,XXX or \$X,XXX.XX/Month*

0% Interest for 48 Months

on in-store purchases of \$3,000 or more
made with your BERNINA Credit Card.
Participating Dealers Only.
48 Equal Monthly Payments Required.



Get the 3 **FREE** gift packages below with the purchase of a
B 770 QE PRO with Embroidery Module

TOTAL VALUE \$2,982⁴

*The Sewing
package*

- ★ BIG Book of Presser Feet
- ★ BERNINA Walking Foot
- ★ BERNINA Skill Hub Class



\$655 VALUE

*The Quilting
package*

- ★ BIG Book of Machine Quilting
- ★ Essentials Ruler Kit
- ★ Borders Ruler Kit
- Adjustable Feet:
 - ★ Ruler Foot #72S
 - ★ Stippling Foot #73
 - ★ Gliding Cup Foot #74



\$1,029 VALUE

*The Embroidery
package*

- ★ Embroidery Bundle Box
- ★ Midi Hoop



\$1,298 VALUE

The B 770 QE PRO machine purchased without the Embroidery Module will receive the sewing and quilting gift package only. **A total value of \$1,684.³**



B 590

\$XX,XXX or \$X,XXX.XX/Month*

0% Interest for 48 Months

on in-store purchases of \$3,000 or more
made with your BERNINA Credit Card.
Participating Dealers Only.

48 Equal Monthly Payments Required.

B 570 QE

with Embroidery Module

\$XX,XXX or \$X,XXX.XX/Month*

0% Interest for 48 Months

on in-store purchases of \$3,000 or more
made with your BERNINA Credit Card.
Participating Dealers Only.

48 Equal Monthly Payments Required.



Get the 3 **FREE** gift packages below with the purchase
of a B 590 or B 570 QE with Embroidery Module

TOTAL VALUE \$2,982⁴

The Embroidery package

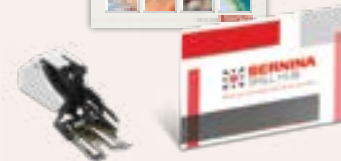
- ★ Embroidery Bundle Box
- ★ Midi Hoop



\$1,298 VALUE

The Sewing package

- ★ BIG Book of Presser Feet
- ★ BERNINA Walking Foot
- ★ BERNINA Skill Hub Class



\$655 VALUE

The Quilting package

- ★ BIG Book of Machine Quilting
- ★ Essentials Ruler Kit
- ★ Borders Ruler Kit

- Adjustable Feet:
- ★ Ruler Foot #72S
 - ★ Stippling Foot #73
 - ★ Gliding Cup Foot #74



\$1,029 VALUE

The B 570 QE machine purchased without the Embroidery Module will receive the sewing and quilting gift package only. **A total value of \$1,684.³**



B 735 PRO with Embroidery Module

\$X,XXX or \$X,XXX.XX/Month*
0% Interest for 48 Months
on in-store purchases of \$3,000 or more
made with your BERNINA Credit Card.
Participating Dealers Only.
48 Equal Monthly Payments Required.

*Purchase a B 735 PRO without the
with Embroidery Module and receive
the sewing package only.¹⁰*



\$1,298 VALUE⁵

- ★ Embroidery Bundle Box
- ★ Midi Hoop



- ★ BIG Book of Presser Feet
- ★ BERNINA Walking Foot
- ★ BERNINA Skill Hub Class



\$655 VALUE¹⁰



B 480

\$XX,XXX or \$X,XXX.XX/Month*
0% Interest for 48 Months
on in-store purchases of \$3,000 or more
made with your BERNINA Credit Card.
Participating Dealers Only.
48 Equal Monthly Payments Required.

B 535

\$XX,XXX or \$X,XXX.XX/Month*
0% Interest for 48 Months
on in-store purchases of \$3,000 or more
made with your BERNINA Credit Card.
Participating Dealers Only.
48 Equal Monthly Payments Required.

BONUS! Purchase the B 535 with Embroidery Module, get the embroidery package – **FREE.**⁵



B 700 PRO Embroidery-Only Machine

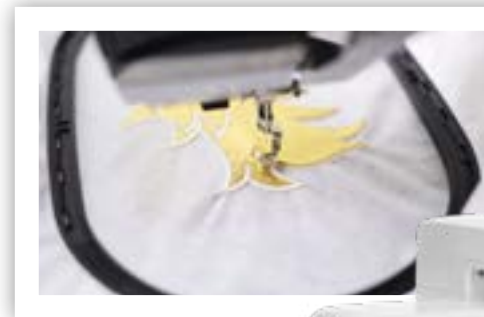
\$XX,XXX or \$X,XXX.XX/Month*

0% Interest for 48 Months

on in-store purchases of \$3,000 or more
made with your BERNINA Credit Card.

Participating Dealers Only.

48 Equal Monthly Payments Required.



B 500 Embroidery-Only Machine

\$X,XXX or \$X,XXX.XX/Month*

0% Interest for 48 Months

on in-store purchases of \$3,000 or more
made with your BERNINA Credit Card.

Participating Dealers Only.

48 Equal Monthly Payments Required.



- ★ Embroidery Bundle Box
- ★ Midi Hoop



\$1,298 VALUE*



L 860

\$X,XXX or \$X,XXX.XX/Month*
0% Interest for 48 Months
on in-store purchases of \$3,000 or more
made with your BERNINA Credit Card.
Participating Dealers Only.
48 Equal Monthly Payments Required.

L 890

\$X,XXX or \$X,XXX.XX/Month*
0% Interest for 48 Months
on in-store purchases of \$3,000 or more
made with your BERNINA Credit Card.
Participating Dealers Only.
48 Equal Monthly Payments Required.



Free serger package with the purchase of
an L 860 or L 890 machine



- ★ BIG Book of Serging
- ★ BIG Book of Serger Quilting
- ★ BIG Book of Fashion Sewing
- ★ Overlocker Thread Collection
- ★ BERNINA Skill Hub Class



\$974 VALUE*



Q 20 on Adjustable Foldable Table

\$XX,XXX or \$X,XXX.XX/Month*

0% Interest for 48 Months

on in-store purchases of \$3,000 or more
made with your BERNINA Credit Card.

Participating Dealers Only.

48 Equal Monthly Payments Required.



Create beautiful quilts, then simply fold and store!



Q 20 on Horn Lift Table

\$X,XXX or \$X,XXX.XX/Month*

0% Interest for 48 Months

on in-store purchases of \$3,000 or more
made with your BERNINA Credit Card.

Participating Dealers Only.

48 Equal Monthly Payments Required.



Expand your working area
and adjust your height



- ★ Q-Series Sit-down Accessory Box
- ★ 18 essential Longarm accessories including extra bobbins, presser feet, needles, rulers, and more!

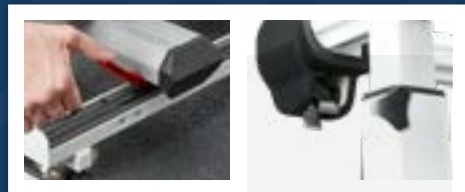


\$2,225 VALUE*



Q 16 PLUS on BERNINA Hoop Frame

\$X,XXX or \$X,XXX.XX/Month*
0% Interest for 48 Months
on in-store purchases of \$3,000 or more
made with your BERNINA Credit Card.
Participating Dealers Only.
48 Equal Monthly Payments Required.



BERNINA Hoop Frame Lever Lock and Frame Rachet



Q 20 on PRO Frame

\$X,XXX or \$X,XXX.XX/Month*
0% Interest for 48 Months
on in-store purchases of \$3,000 or more
made with your BERNINA Credit Card.
Participating Dealers Only.
48 Equal Monthly Payments Required.

*Longarm
Frame
package*

- ★ Q-Series Frame Accessory Box
- ★ 20 essential Longarm accessories including extra bobbins, presser feet, needles, rulers, and more!



TOTAL VALUE \$3,425⁹

Frame Package included with purchase of Q Series machine head on BERNINA Hoop Frame.
Does not include the Domestic BERNINA Hoop Frame.



Ask about
adding
Q-matic
Automation!





SPARKLING HOT BUYS



B 475 Quilters Edition

NOW \$1,999
MSRP: \$3,199



b77

NOW \$1,199
MSRP: \$2,249



**AIR
THREADING
SERGER**

b64 AIRLOCK

NOW \$999
MSRP: \$1,999

BERNINA
made to create

bernette
SWISS DESIGN

The Enchantment Begins

Bring the world of Harry Potter into your sewing room and let it inspire you throughout every project.

FEATURES INCLUDE:

- ★ 10 exclusive Harry Potter embroidery designs
- ★ 42 additional preinstalled Harry Potter motifs
- ★ 5 exclusive Harry Potter decorative stitches

b79 Harry Potter Edition
\$2,997



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CELEBRATE WITH OUR **SPECIAL FINANCING OFFERS**

July 24–August 6, 2026

LIMITED-TIME FINANCING

0% Interest for 24 Months*

On in-store purchases of \$999 or more.

Participating Dealers Only.

24 Equal Monthly Payments Required.

0% Interest for 48 Months*

On in-store purchases of \$3,500 or more.

Participating Dealers Only.

48 Equal Monthly Payments Required.



LIMITED-TIME FINANCING

*Offer applies only to single-receipt qualifying purchases. No interest will be charged, and equal monthly payments are required on promo purchase until it is paid in full. The payments equal the amount financed divided by the number of months in the promo period, rounded up to the next whole dollar. These payments may be higher than the payments that would be required if this purchase was a non-promo purchase. During the last month(s) of the promo period the required monthly payment may be reduced due to the prior months' rounding. Regular account terms apply to non-promo purchases. New Accounts as of 07/31/2025: Purchase APR 34.99%. Penalty APR 39.99%. Min Interest Charge \$2. Existing cardholders: See your credit card agreement terms. Subject to credit approval. Participating Dealers Only. See Store for Details. We reserve the right to discontinue or alter the terms of this offer any time.

MONTHLY PAYMENT FINANCING

0% Interest for 48 Months*

On in-store purchases of \$3,000 or more.

Participating Dealers Only.

48 Equal Monthly Payments Required.

*Offer applies only to single-receipt qualifying purchases. No interest will be charged, and equal monthly payments are required on promo purchase until it is paid in full. The payments equal the amount financed divided by the number of months in the promo period, rounded up to the next whole dollar. These payments may be higher than the payments that would be required if this purchase was a non-promo purchase. During the last month(s) of the promo period the required monthly payment may be reduced due to the prior months' rounding. Any estimated required monthly payments shown excluding taxes and delivery in connection with this promotional offer should allow you to pay off the amount financed within the promo period if (1) you make your payments by the due date each month and (2) this is the only balance on your account during the promo period. If you have other balances on your account, this monthly payment will be added to the minimum payment applicable to those balances. Regular account terms apply to non-promo purchases. New Accounts as of 07/31/2025: Purchase APR is 34.99%. Penalty APR is 39.99%. Min Interest Charge \$2. Existing cardholders: See your credit card agreement terms. Subject to credit approval. See store for details. Participating Dealers Only. We reserve the right to discontinue or alter the terms of this offer any time.

B 990

¹Offer valid July 15–August 31, 2026 at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new BERNINA (B) 990 sewing, quilting, and embroidery machine. Gift with purchase includes; a matching machine luggage set, MSRP \$1,488; V9 DesignerPlus Embroidery Software, MSRP \$2,499; a Medium Border Magnetic Embroidery Hoop, MSRP \$349; and One (1) Coupon Code for a BERNINA Skill Hub Course, MSRP \$300; Total package value \$4,636. Not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. Allow up to 8 weeks for receipt of free gift items. BERNINA of America, LLC reserves the right to extend, modify, eliminate or reduce this promotion at any time without prior notice. Prices set by BERNINA dealer may vary. Void where prohibited by law.

B 770 QE PRO and B 570 QE

³Offer valid July 15–August 31, 2026 at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new BERNINA (B) 770 QE PRO or B 570 QE sewing and quilting machine. Gift with purchase includes; One (1) Coupon Code for a BERNINA Skill Hub Course, MSRP \$300; a BIG Book of Presser Feet, MSRP \$125; and a Walking Foot #50, MSRP \$229.99; an Adjustable Ruler Foot #72S, MSRP \$167.99; an Adjustable Stippling Foot #73, MSRP \$167.99; an Adjustable Gliding Cup Foot #74, MSRP \$167.99; an Essentials Ruler Kit, MSRP \$199.99; a Borders Ruler Kit, MSRP \$199.99; and a BIG Book of Machine Quilting, MSRP \$125; Total package value \$1,684. Not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. Allow up to 8 weeks for receipt of free gift items. BERNINA of America, LLC reserves the right to extend, modify, eliminate or reduce this promotion at any time without prior notice. Prices set by BERNINA dealer may vary. Void where prohibited by law.

FREEDOM EVENT **MACHINE OFFERS**



B 770 QE PRO E, B 590, or B 570 QE E

⁴Offer valid July 15–August 31, 2026 at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new BERNINA (B) 770 QE PRO or B 535 QE sewing, quilting, and embroidery machine. Gift with purchase includes; One (1) Coupon Code for a BERNINA Skill Hub Course, MSRP \$300; a BIG Book of Presser Feet, MSRP \$125; a Walking Foot #50, MSRP \$229.99; an Adjustable Ruler Foot #72S, MSRP \$167.99; an Adjustable Stippling Foot #73, MSRP \$167.99; an Adjustable Gliding Cup Foot #74, MSRP \$167.99; an Essentials Ruler Kit, MSRP \$199.99; a Borders Ruler Kit, MSRP \$199.99; a BIG Book of Machine Quilting, MSRP \$125; a BERNINA Embroidery Bundle Box with V9 Embroidery Software Trial, MSRP \$749; and a Midi Embroidery Hoop, MSRP \$549; Total package value \$2,982. Not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. Allow up to 8 weeks for receipt of free gift items. BERNINA of America, LLC reserves the right to extend, modify, eliminate or reduce this promotion at any time without prior notice. Prices set by BERNINA dealer may vary. Void where prohibited by law.

B 735 PRO E and B 535 E

⁵Offer valid July 15–August 31, 2026 at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new BERNINA (B) 735 PRO E or B 535 E sewing and embroidery machine. Gift with purchase includes One (1) Coupon Code for a BERNINA Skill Hub Course, MSRP \$300; a BIG Book of Presser Feet, MSRP \$125; a Walking Foot #50, MSRP \$229.99; a BERNINA Embroidery Bundle Box with V9 Embroidery Software Trial, MSRP \$749; and a Midi Embroidery Hoop, MSRP \$549; Total package value \$1,953. Not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales



FREEDOM EVENT MACHINE OFFERS

tax. Allow up to 8 weeks for receipt of free gift items. BERNINA of America, LLC reserves the right to extend, modify, eliminate or reduce this promotion at any time without prior notice. Prices set by BERNINA dealer may vary. Void where prohibited by law.

B 700 PRO and B 500 E

⁶Offer valid July 15–August 31, 2026 at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new BERNINA (B) 735 PRO E or B 535 E sewing and embroidery machine. Gift with purchase includes a BERNINA Embroidery Bundle Box with V9 Embroidery Software Trial, MSRP \$749; and a Midi Embroidery Hoop, MSRP \$549; Total package value \$1,298. Not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. Allow up to 8 weeks for receipt of free gift items. BERNINA of America, LLC reserves the right to extend, modify, eliminate or reduce this promotion at any time without prior notice. Prices set by BERNINA dealer may vary. Void where prohibited by law.

L 890 and L 860

⁷Offer valid July 15–August 31, 2026 at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new BERNINA L 890 or L 860 serger/overlocker machine. Gift with purchase includes a BIG Book of Serging, MSRP \$125; a BIG Book of Serger Quilting, MSRP \$125; a BIG Book Fashion Sewing, MSRP \$125; One (1) Coupon Code for a BERNINA Skill Hub Course, MSRP \$300; and a BERNINA Overlocker Thread Set, MSRP \$299; Total package value \$974. Not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. Allow up to 8 weeks for receipt of free gift items. BERNINA of America, LLC reserves the right to extend, modify, eliminate or

reduce this promotion at any time without prior notice. Prices set by BERNINA dealer may vary. Void where prohibited by law.

Sit-Down Longarm Gift Package

⁸Offer valid July 15–August 31, 2026 at any participating BERNINA Longarm Dealership in the United States of America. Offer applies only to the purchase of a new BERNINA Q 20, Q 16 PLUS, or Q 16 machine on a table or cabinet. Gifts with Purchase include a FREE BERNINA Q Series Sit-down Accessory Box with a total package value of \$2,225. BERNINA Q Series Sit-down Accessory Box includes: 3 BERNINA-branded scissors, a Horizontal Spool Holder, a Vertical Spool Holder, a Stitch Plate for Twin Needles, a Needle Twin 70 1.6mm carded, a Needle Twin 80 2.5mm carded, Needle Twin 90 3.0 Carded, PRO Needles - 130/705 H PRO 100 – set of 5, a BERNINA Curves and Clams Ruler Kit, a pack of 5 M Class Bobbins, Couching Insert, an Adjustable Ruler Foot with Slit #72S, a Needle Point Laser, a BIG Book of Longarm Quilting, a Code for a Class on BERNINA Skill Hub, a Plastic Bobbin Case - stores 25 Bobbins, a BERNINA Gripper Ring Set, and a Ruler Foot #96. Not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. Allow up to 8 weeks for receipt of free gift items. BERNINA of America, LLC reserves the right to extend, modify, eliminate or reduce this promotion at any time without prior notice. Prices set by BERNINA dealer may vary. Void where prohibited by law.

Frame Longarm Gift Package

⁹Offer valid July 15–August 31, 2026 at any participating BERNINA Longarm Dealership in the United States of America. Offer applies only to the purchase of a new BERNINA Q 24, Q 20, Q 16 PLUS, or Q 16 machine on a BERNINA Studio, Hoop or PRO Frame. Gifts with Purchase include a FREE BERNINA Q Series Frame Accessory Box with a total package value of \$3,425. BERNINA Q Series Frame Accessory Box includes: 3

BERNINA-branded scissors, a Horizontal Spool Holder, a Vertical Spool Holder, a Stitch Plate for Twin Needles, a Needle Twin 70 1.6mm carded, a Needle Twin 80 2.5mm Carded, Needle Twin 90 3.0 Carded, PRO Needles - 130/705 H PRO 100 – set of 5, a BERNINA Curves and Clams Ruler Kit, a pack of 5 M Class Bobbins, Couching Insert, an Adjustable Ruler Foot with Slit #72S, a Needle Point Laser, a BIG Book of Longarm Quilting, a Coupon Code for a Class on BERNINA Skill Hub, a Plastic Bobbin Case - stores 25 Bobbins, PRO/Studio Frame Casters - set of 6, Palm Precision Handles – one set, a Rulerwork Kit, and a Quilt Cup Clip. Not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. Allow up to 8 weeks for receipt of free gift items. BERNINA of America, LLC reserves the right to extend, modify, eliminate or reduce this promotion at any time without prior notice. Prices set by BERNINA dealer may vary. Void where prohibited by law.

B 735 PRO, B 535, and B 480

¹⁰Offer valid July 15–August 31, 2026 at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new BERNINA (B) 735 PRO, B 535, or B 480 sewing machine. Gift with purchase includes One (1) Coupon Code for a BERNINA Skill Hub Course, MSRP \$300; a BIG Book of Presser Feet, MSRP \$125; and a Walking Foot #50, MSRP \$229.99; Total package value \$655. Not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. Allow up to 8 weeks for receipt of free gift items. BERNINA of America, LLC reserves the right to extend, modify, eliminate or reduce this promotion at any time without prior notice. Prices set by BERNINA dealer may vary. Void where prohibited by law.



FREEDOM EVENT MACHINE OFFERS

HOT BUYS

¹¹Offer valid July 15–August 31, 2026 at any participating BERNINA/bernette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.

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