

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**

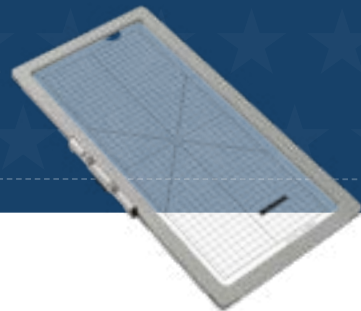
on in-store purchases of \$3,000 or more made with your BERNINA Credit Card. Participating Dealers Only. 48 Equal Monthly Payments Required.



*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.

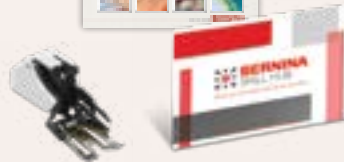


Get the 3 **FREE** gift packages below with the purchase of a B 770 QE PRO with Embroidery Module

TOTAL VALUE \$2,982<sup>4</sup>

### 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.<sup>3</sup>



### 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 \$2,982<sup>4</sup>

#### The Embroidery package

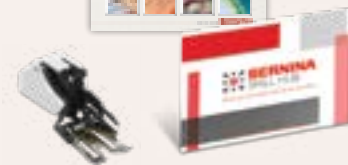
- ★ Embroidery Bundle Box
- ★ Midi Hoop



\$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 #725
  - ★ Stippling Foot #73
  - ★ Gliding Cup Foot #74



\$1,029 VALUE

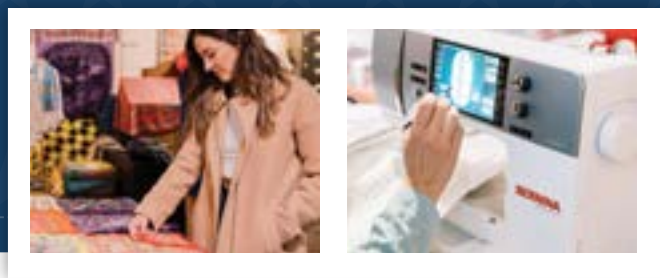
The B 570 QE machine purchased without the Embroidery Module will receive the sewing and quilting gift package only. A total value of \$1,684.<sup>3</sup>



## 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*.<sup>10</sup>



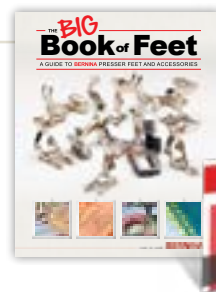
**\$1,298 VALUE<sup>5</sup>**



- ★ Embroidery Bundle Box
- ★ Midi Hoop



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



**\$655 VALUE<sup>10</sup>**



## 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.**<sup>5</sup>



### B 700 PRO Embroidery-Only Machine

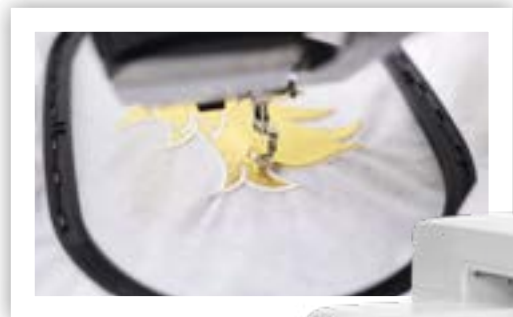
**\$XX,XXX or \$X,XXX.XX/Month\***

**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\*

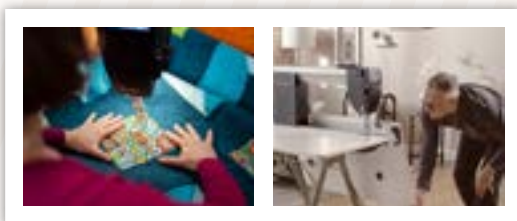


### Q 20 on Adjustable Foldable Table

**\$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!



**FREE  
SIT-DOWN  
PACKAGE**

### 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

**FREE  
SIT-DOWN  
PACKAGE**



*Longarm  
Sit-down  
package*

**\$2,225 VALUE<sup>8</sup>**

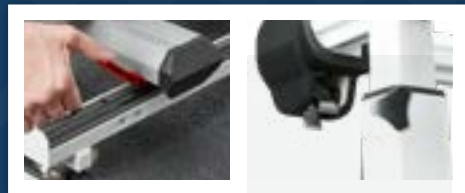
- ★ Q-Series Sit-down Accessory Box
- ★ 18 essential Longarm accessories including extra bobbins, presser feet, needles, rulers, and more!





### 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 Ratchet



**FREE  
FRAME  
PACKAGE**

### 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!

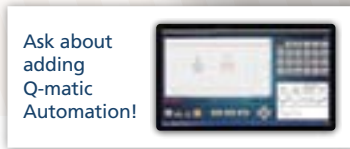


**TOTAL VALUE \$3,425<sup>9</sup>**

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



**FREE  
FRAME  
PACKAGE**



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

# 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**

<sup>1</sup>Offer 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**

<sup>3</sup>Offer 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**

<sup>4</sup>Offer 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**

<sup>5</sup>Offer 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**

<sup>6</sup>Offer 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**

<sup>7</sup>Offer 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**

<sup>8</sup>Offer 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**

<sup>9</sup>Offer 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**

<sup>10</sup>Offer 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**

<sup>11</sup>Offer 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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*made to create* **BERNINA**