



BERNINA PREMIER EVENT March 2026

made to create **BERNINA**

WELCOME DREAMERS & CREATORS

This is your exclusive invitation to an event unlike any other, a defining moment in time where you have an exclusive opportunity to take advantage of awe-inspiring savings on our top-of-the-line machines. Machines that will help you elevate your vision, enhance your creativity, and ignite your passion.

BERNINA helps you influence your creations in ways you never thought possible—now at savings you've only dreamt about.

BERNINA
made to create

bernette
SWISS DESIGN

HOW IT WORKS

- 📦 CHOOSE A **TOP-OF-LINE** MACHINE
- ➕ ADD A BUNDLE FOR ONLY **\$999**
- 💖 ENJOY INCREDIBLE **SAVINGS**



Q 24¹¹ ON PRO FRAME

\$22,999 \$27,999 MSRP



- Largest throat space for maximum quilting area
- Touch screen for tension control, and settings
- Up-front threading path, and built-in dual stitch regulator
- Programmable handles for ergonomic support
- Easy threading, with independent bobbin winder

ADD A FRAME ACCESSORY BUNDLE BOX

\$999 \$3,425 MSRP

- ✓ Frame Casters
- ✓ Needle Point Laser
- ✓ 3 BERNINA Scissors
- ✓ and More!



Scan to see
all 20 items

¹¹Offer valid March 1–31, 2026 at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new Q 24 longarm quilting machine and frame. Bundle includes the Longarm Frame Accessory Box, MSRP value of \$3,425. 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 bundle 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 990¹

\$19,999 \$24,999 MSRP



- Largest workspace: 14" to the right of the needle
- Giant embroidery field: 16.1" x 12"
- BERNINA Placement Scanner and Camera
- Customizable Quilt Designs with 4-Point Placement, SPI and Start/Stop Functionality
- Total Stitch Control with Jumbo Stitch, Advanced Combi Stitch, and more

ADD THE BUNDLE

\$999 \$4,669.65 MSRP

- ✓ OESD B 990 Bundle
- ✓ V9 DesignerPlus Software
- ✓ BERNINA Skill Hub Class
- ✓ Large Freearm Hoop
- ✓ Small Clamp Square Hoop



¹Offer valid March 1–31, 2026 at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new B 990 sewing, quilting, and embroidery machine. Bundle includes the following: One (1) V9 DesignerPlus Software, MSRP \$2,549; One (1) OESD Bundle Box, MSRP \$892.65; One (1) Coupon Codes for a BERNINA Skill Hub Course, MSRP \$300; One (1) Large Freearm Embroidery Hoop, MSRP \$549; and one (1) Small Clamp Square Embroidery Hoop, MSRP \$379; Total bundle MSRP value, \$4,669.65. 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 bundle 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 790 PRO³

\$11,999 \$16,499 MSRP



- BERNINA Pinpoint Laser
- Embroidery included
- Customizable Quilting with 4-Point Placement
- BERNINA Stitch Designer and Shape Designer
- BERNINA Dual Feed

ADD THE BUNDLE

\$999 \$4,526 MSRP

- ✓ BERNINA Embroidery Bundle
- ✓ V9 DesignerPlus Software
- ✓ BERNINA Skill Hub Class
- ✓ Large Freearm Hoop
- ✓ Small Clamp Square Hoop



Scan to see all
12 Embroidery
Bundle Items



³Offer valid March 1–31, 2026 at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new B 790 PRO or B 590 sewing, quilting, and embroidery machine. Bundle includes the following: One (1) V9 DesignerPlus Software, MSRP \$2,549; One (1) BERNINA Embroidery Bundle Box; MSRP \$749; One (1) Coupon Codes for a BERNINA Skill Hub Course, MSRP \$300; One (1) Large Freearm Embroidery Hoop, MSRP \$549; and One (1) Small Clamp Square Embroidery Hoop, MSRP \$379; Total bundle MSRP value, \$4,526. Not valid on previous purchases or with any other offers or coupons. Some exclusions may. 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 bundle 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 590³

\$6,499 \$8,499-MSRP



- Embroidery included
- BSR included
- BERNINA Dual Feed
- Advanced embroidery features like Color Wheel, Pinpoint Placement, and Endless Embroidery

ADD THE BUNDLE

\$999 \$4,526-MSRP

- ✓ BERNINA Embroidery Bundle
- ✓ V9 DesignerPlus Software
- ✓ BERNINA Skill Hub Class
- ✓ Large Freearm Hoop
- ✓ Small Clamp Square Hoop



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12 Embroidery
Bundle Items



³Offer valid March 1–31, 2026 at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new B 790 PRO or B 590 sewing, quilting, and embroidery machine. Bundle includes the following: One (1) V9 DesignerPlus Software, MSRP \$2,549; One (1) BERNINA Embroidery Bundle Box; MSRP \$749; One (1) Coupon Codes for a BERNINA Skill Hub Course, MSRP \$300; One (1) Large Freearm Embroidery Hoop, MSRP \$549; and One (1) Small Clamp Square Embroidery Hoop, MSRP \$379; Total bundle MSRP value, \$4,526. Not valid on previous purchases or with any other offers or coupons. Some exclusions may. 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 bundle 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 890⁴

\$6,499 \$8,749 MSRP



- Combination cover/chain and overlock
- Touch screen for effortless stitch selection and guided mode
- One-Step BERNINA Air Threader
- 9 mm stitch width
- DC motor and pressure foot for ultimate control

ADD THE BUNDLE

\$999 \$3,249 MSRP

- ✓ Quiet electric lift platform
- ✓ Powered height adjustment
- ✓ Enables freearm threading
- ✓ Supports a flatbed setup
- ✓ For L 850, L 860, and L 890

BERNINA SERGER STUDIO BY HORN

Pull-out thread cone rack

Thread not included



⁴Offer valid March 1–31, 2026 at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new L 890 combo stitch machine. Bundle includes a BERNINA Serger Studio by Horn cabinet, MSRP value of \$3,249. See BERNINA Dealership for details on shipping and handling. 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 bundle 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 PRO⁸

\$7,999 \$10,999 MSRP



- BERNINA Pinpoint Laser
- Automatic Needle Threader
- Customizable Quilt Designs
- 4-Point Placement with Morphing
- BERNINA Stitch Regulator (BSR) included

FREE

**Embroidery
Module**

~~\$3,000~~ MSRP

⁸Offer valid March 1–31, 2026, at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new BERNINA 770 QE PRO sewing, quilting, embroidery machine. Not valid on previous purchases or with any other offers or coupons. Some exclusions may. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. 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.

Embroidery Hoops⁶

**Buy 1, Get 1
50% Off** MSRP

*Must be equal or lesser value
to lowest priced item.*



⁶Offer valid March 1–31, 2026 at any participating authorized BERNINA/bernette Dealership in the United States of America. Offer applies only to the purchase of new BERNINA or bernette Embroidery Hoop. Discount is off MSRP and will be taken on the embroidery hoop with the lowest retail price. Offer not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Subject to availability. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. Offer is not transferable, not redeemable for cash, and has no cash value. Offer and its terms are subject to change. Offer void where prohibited by law.

BERNINA Hoop Frame⁷

\$3,399 ~~\$4,249~~ MSRP

Frame only. Does not include machine.

- ✓ Perfect hooping with rails on all sides
- ✓ Accommodates all domestic machines
- ✓ Works with Q 16, Q 16 PLUS or Q 20 Longarm
- ✓ Quilt sitting or standing with adjustable height



⁷Offer valid March 1–31, 2026 at any participating BERNINA Dealership in the United States of America. Price does not include machine. Available while supplies last. Additional exclusions may apply. See store associate for details.

bernette

SWISS DESIGN

b70 DECO⁵

\$1,699 \$2,249-MSRP

Embroidery Only Machine



b79⁵

\$2,299 \$2,999-MSRP

*Excludes Harry Potter b79
Embroidery Included*



⁵Offer valid March 1–31, 2026 at any participating BERNINA/bernette Dealership in the United States of America. Offer applies only to the purchase of a new bernette (b) 70 DECO, b79, sewing and/or embroidery machine. Special Edition machines are excluded from this offer. Offer may not be combined or replaced with any other BERNINA/bernette promotional offers, rebates, coupons or discounts. Not valid on previous purchases. Taxes not included in the total purchase calculation. Available while supplies last. Offer and its terms are subject to change. Void where prohibited by law.

Purchase a bernette
70 DECO or b79 and
receive **FREE** bernette
embroidery software

- Resize Designs
- Mirror Designs
- Merge Designs
- Change Colors
- Arc Text
- Alignment Tools
- Monogram Tools
- And More!



Dreams Do Come True, But Time is of the Essence.

Visit your local dealer for the BERNINA Premier Event, walk away with the machine of your dreams, and pocket thousands in savings. Take advantage of our limited-time financing offer, and the experience gets even dreamier.



Limited-Time Financing

March 10–14, 2026

0% interest for 60 Months*

On in-store purchases of \$4,000 or more.

Participating Dealers Only.

60 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. 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.



The Enchantment Begins.





Welcome to the **BERNINA PREMIER EVENT**

This premier event is for creators who value the art of sewing, the thrill of discovery, the wonder of innovation—and the sheer rush of saving thousands of dollars on the top-of-the-line machine you’ve always dreamed of owning.

