



Alexa, when is Prime Day? 15th & 16th July will be a Two-Day Parade of Non-Stop Deals

June 25, 2019

[Prime Day 2019](#) will feature more than one million deals globally, including the biggest Prime Day deals ever on Alexa-enabled devices

UK Prime members can shop more deals than ever before on 15th and 16th July with 48 hours of epic deals across TVs, smart home, kitchen, grocery, toys, fashion, furniture, everyday essentials and more

Product launches, Prime member exclusives and world-class entertainment still to be revealed as early deals kick off from today

LONDON - 25 June 2019 – This July, UK Prime members will have access to more Prime Day deals than ever before across Amazon.co.uk, from fashion, furniture and beauty to electronics, smart home and Amazon devices. Prime Day starts at 00.01am on Monday, 15 July and – for the first time ever – runs for 48 hours, offering members two full days of the best in shopping and entertainment with great savings to be had. Prime members will enjoy more than one million deals around the world this Prime Day, with limited-time offers, never-before-seen entertainment and exclusive launches – all still to be revealed.

“Get ready, as we pull back the curtain to reveal exclusive products, special performances and two full days of phenomenal deals this Prime Day,” said Jeff Wilke, Amazon CEO Worldwide Consumer. “Our vision is that Prime Day should be the absolute best time to be a member - when you can enjoy shopping, savings, entertainment and some of the best deals Prime members have ever seen. Stay tuned as we reveal thousands of new product launches, as well as world-class entertainment and more, leading up to Prime Day on July 15 and 16.”

This year, Prime Day will feature incredible deals on Amazon devices – and the biggest Prime Day deals ever on Alexa-enabled devices. Members can also enjoy more from Prime’s entertainment benefits this Prime Day, including great deals and exclusive content from Amazon Music, Prime Video and Twitch Prime, with some big surprises from some of the world’s top talent to be announced. As a taster, kicking off this week, from 28th June to 18th July, Prime members can rent or buy blockbuster movies and get up to 50% off, including *Bohemian Rhapsody*, *Mamma Mia! Here We Go Again*, *Spider-Man: Into the Spider-Verse*, *Bumblebee* and *Venom*.

A selection of early deals are live on amazon.co.uk/primeday from today, with new deals going live throughout the lead up to Prime Day. Those new to Prime can sign up for a free trial at www.amazon.co.uk/prime to make sure they don’t miss out.

New for Prime Day this year are featured Lightning Deals. These deals will include jaw-dropping prices on top brands. Due to the nature of these deals, many will have limited quantities and could sell out fast, so Prime members are advised to check back regularly to view new deals launching throughout the 48-hour event. The featured Lightning Deals will include some of the most exciting products of the year.

Brands around the world have learned that Prime Day is a perfect time to offer highly anticipated or never-before seen products – giving these coveted items a launch like no other. Kicking off today, the first Prime Day launches are available on site, with plenty more coming. Top picks available exclusively for Prime members to pre-order from today include: L’Oreal’s first reusable sheet mask; new SS19 charms from Thomas Sabo Jewellery; and the first-ever Alexa-enabled musical keyboard from Rockjam.

Prime members can support small and medium-sized businesses this Prime Day by shopping deals from Amazon Storefronts, Amazon Handmade, Amazon Launchpad, and more. Last Prime Day, small and medium-sized businesses selling in Amazon’s stores surpassed \$1.5 billion in sales globally. This year, members can shop hundreds of thousands of new Prime Day deals from small and medium-sized businesses worldwide.

This year’s Prime Day sale is available to Prime members in the U.K., U.S., Spain, Singapore, Netherlands, Mexico, Luxembourg, Japan, Italy, India, Germany, France, China, Canada, Belgium, Austria, Australia and – new this year – United Arab Emirates.

Please view, share and/or embed our ‘Alexa, When is Prime Day?’ save-the-date video [here](#) and our official ‘Prime Day 2019’ trailer is [here](#).

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Notes to Editors:

Every Day Made Better with Prime

Prime was designed to make your life better every single day and was built on the foundation of unlimited fast delivery. Prime members receive unlimited One-Day Delivery on millions of items across all categories; unlimited Same-Day Delivery on more than a million items in London, Surrey, Berkshire, Birmingham, Bristol, Manchester, Liverpool, Leeds, Milton Keynes, Glasgow and Edinburgh; and same-day delivery slots with Prime Now at no extra charge between 8am and 10pm across more than 30% of the U.K. population in selected postcodes in Birmingham, Glasgow, Hertfordshire, Manchester, Newcastle, Leeds, Liverpool, London, Portsmouth, Surrey and South Yorkshire. Over 100 million paid members worldwide also enjoy the many benefits of Prime over and above unlimited fast delivery including the best of shopping and entertainment on Prime Day. In the U.K. that includes unlimited access to award-winning movies and TV episodes with Prime Video; unlimited access to over 2 million songs with Prime Music; access to

Audible Channels for Prime; unlimited access to thousands of books and magazines with Prime Reading; access to Prime Wardrobe, Amazon Fashion's 'try before you buy' service which aims to make shopping for fashion more convenient than ever; unlimited photo storage with Amazon Photos; access to Twitch Prime; early access to select Lightning Deals; one free pre-released book a month with Amazon First Reads and more. Start a free trial of Amazon Prime at Amazon Prime at amazon.co.uk/prime. University and further education students should check out Prime Student, available for just £3.99 per month or £39 a year.

About Amazon

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