



Amazon Launches in Turkey

September 19, 2018

Customers in Turkey can now enjoy millions of products across 15 categories, low prices, reliable and free delivery for orders above 50 TRY, great customer service, and a trustworthy online shopping experience on www.amazon.com.tr

Customers can shop from over 1,000 local businesses who are already selling on Amazon.com.tr.

Istanbul - September 19th, 2018 – Starting today, customers across Turkey can visit Amazon.com.tr to shop from a selection of millions of products, with the benefit of everyday low prices and reliable free delivery for orders above 50 TRY. Amazon.com.tr features a vast selection of products across 15 categories, such as Books, Consumer Electronics, Sports, Outdoor, Tools, Toys, Home Improvement, and Baby, including products from over one thousand local Turkish businesses.

"Our mission at Amazon is to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, at great prices. Since the launch of Amazon.com in 1995, hundreds of thousands of Amazon customers in Turkey have ordered millions of items from existing Amazon stores around the globe. Today, we are thrilled to now offer Turkish customers a selection of millions of products, including products from over one thousand local Turkish businesses," said Sam Nicols, Country Manager for Amazon.com.tr. "We are committed to building our business in Turkey in the coming months by expanding our selection and delivery options and providing excellent service, through which we hope to earn the trust of Turkish customers."

Turkish customers can conveniently shop from anywhere, anytime with secure payments, no-hassle returns, and 24-7 customer service through the Amazon Shopping app, desktop browsers, and mobile browsers. Customers can also track orders, contact customer service, read product reviews, or simply browse the growing selection at the time and place that suits them best.

Millions of products at great prices

Amazon is offering a wide variety of products from local Turkish brands as well as big brand favorites. Customers can find a selection of deals with great prices on products like Paşabahçe Midas Tea Set, Samsung Galaxy J7, Fitbit Alta HR, Regal LED TV, and many more on the Amazon.com.tr deals page.

Amazon.com.tr offers growth opportunities for Turkish businesses – big and small

Amazon has invested billions of dollars in infrastructure and technical services that help small and medium-sized businesses reach new customers around the world. With the launch of Amazon.com.tr, Turkish businesses can easily sell their products to customers across Turkey through our store with no product-listing fee. Amazon offers businesses access to simple listing tools, 24/7 online seller support, open and transparent selling conditions and pricing, and reports and analytics to help them grow.

"E-commerce has the power to level the playing field between big and small businesses, empowering Turkish companies of any size to grow their business online. We are investing in helping sellers become successful – continually building tools that do the heavy lifting to help them to sell more," said Alpagut Cilingir, Head of Amazon Seller Services for Amazon.com.tr.

Amazon helps small and medium-sized businesses reach hundreds of millions of customers around the world, giving even the smallest businesses the opportunity to compete next to the biggest household brands. In 2017, more than 20,000 small and medium-sized businesses worldwide surpassed \$1M in sales on Amazon.

Further information on Amazon Seller Services can be found here: <https://services.amazon.com.tr/>

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit amazon.com/about and follow [@AmazonNews](https://twitter.com/AmazonNews).