



Amazon's Treasure Truck launches pop-up kiosks to offer customers even more convenient ways to pick up new and trending items and amazing deals

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Amazon's Treasure Truck pop-up kiosks will launch at rail stations across London on 5th June

The new kiosks from Treasure Truck will launch with a great offer on [Boodles Mulberry Gin](#) at £14.99, and for those new to Treasure Truck, there will be an additional £5 off

Customers can sign up now by texting 'truck' to 87377 to be the first to find out more and grab the deal from an even more convenient pickup point

LONDON – 5 June 2019 – Amazon's Treasure Truck, a unique and fun-filled way to shop for new, trending, local or delicious items, has today announced the launch of pop-up kiosks to provide customers with an even more convenient way to pick-up amazing deals and enjoy a fun-filled shopping experience. The first kiosks will appear at London stations on 5th June. Participating stations include Charing Cross, King's Cross, Paddington, Liverpool Street and London Bridge

The small pop-up kiosks are an extension of Amazon's Treasure Truck, which travels to cities all around the UK several times a month, featuring top-notch offers and immersive events each and every time to surprise and delight customers who are signed up via texting 'truck' to 87377. On the day of the pop-up kiosks or when the truck is ready to drive into town, customers will receive a text alert spilling the beans on the treasure available that day. Customers select the Treasure Truck product in the Amazon app, they choose a convenient time and place for collection, purchase the item through the app and then collect it at the truck or kiosk pickup locations.

For launch, the Amazon Treasure Truck kiosks will offer customers and passers-by the chance to buy a bottle of [Boodles Mulberry Gin](#) for only £14.99 and for first time purchasers with Treasure Truck there will be an additional £5 off. As well as providing an even more convenient way to shop, as with each Treasure Truck offer, at each kiosk, there will also be a fun experience to be had for participating customers, including giveaways, prizes and free samplings.

"Kiosks are a natural extension of the exciting shopping experience of Amazon's Treasure Truck. Whether you're on the way to work or heading home for the day, Amazon customers and passersby will have a fun and convenient way to shop for an amazing deal, get their hands on a trending product or take part in a fun event. Kiosks will help turn an ordinary day into something a bit more special," said Suruchi Saxena Bansal, Country Leader, Amazon Treasure Truck.

Customers can sign up for Treasure Truck by texting 'truck' to 87377 to be among the first to find out the offer of the day and the pickup locations available including both the location of the truck and now the new pick-up kiosks. Find out more at www.amazon.co.uk/treasuretruck, follow @treasuretruckUK and look out for #treasuretruckuk on social media.

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For information and images please contact Hunt & Gather:

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Notes to editors

About Amazon Treasure Truck

Amazon's Treasure Truck is a unique and fun-filled way to shop for new, trending, local or delicious items and enjoy unique experiences. Launched in December 2017, the Treasure Truck travels to cities around the UK several times a month, featuring one top-notch offer and a one-of-a-kind experience. The Treasure Trucks currently visit 16 cities across the U.K.: London, Manchester, Liverpool, Sheffield, Leeds, York, Birmingham, Coventry, Portsmouth, Southampton, Nottingham, Leicester, Windsor, Maidenhead, Reading and Slough. Amazon's Treasure Truck also launched pop-up kiosks in June 2019, an extension of the fun-filled Treasure Truck experience, with the first kiosks surprising and delighting customers at nine stations across London to offer customers an even more convenient way to shop.

Customers can sign up by texting 'truck' to 87377. When the truck is ready to drive into town, they will receive a text alert spilling the beans on that day's treasure. Each offer is a surprise and customers have to act fast to get involved. After customers select the Treasure Truck product in the Amazon app, they choose a convenient time and place for collection, purchase the item through the app and then collect it at their truck or kiosk.

Customers can expect the unexpected, as offers include exclusive items made just for Treasure Truck, including trending tech, seasonal must-haves, favourites from local businesses, amazing deals on limited edition items and much more. All products and events are carefully selected to create a spontaneous, one-of-a-kind experience. Previous offer days have included everything from an immersive Star Wars experience with Philips, the in-demand Nintendo Classic Mini: Super Nintendo Entertainment System, a jaw-dropping 60% off a magnum of Taittinger Champagne, available for £27 just in time for New Year's Eve and a heart-racing Valentine's Day deal of 36 roses for £9.99. It's not just be about the product either: customers are greeted by a 'delight squad' - the truck and kiosk's specially trained crew - to ensure that everyone has truckloads of fun. Occasional celebrity appearances, interactive games, special seasonal events and on-the-spot prize giveaways are just some of the things thrown in to brighten up the day across the UK.

By texting TRUCK to 87377 you agree to receive messages (including marketing messages) from Amazon about Treasure Truck. You may opt out at any time by texting STOP to 87377. Standard message and data rates may apply. Terms and Conditions can be viewed [here](#).

Treasure Truck launched in Amazon's hometown of Seattle in February 2016 and has since expanded to a further 24 U.S. cities.

Find out more at www.amazon.co.uk/treasuretruck, follow @treasuretruckUK and look out for #treasuretruck on social media.

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 www.amazon.co.uk/about.

For further information please contact:

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¹ Full timings and exact locations:

Paddington Station: 11:00-13:00 - Located on Main Station Concourse, at the top of the Underground escalators, In between Platform 6 and Cafe Nero Express

Charing Cross Station: 11:45-13:45 - Located on Main Station Concourse, Outside Cafe Nero

King's Cross Station: 11:45-13:45 - Located on Main Station Concourse, In front of Starbucks

King's Cross Station (Main Concourse): 16:15-18:45 - Located on Main Station Concourse, In front of the main Ticket Office. Opposite Hotel Chocolate

Liverpool Street Station: 17:00 - 19:30 Located on Main Station Concourse, In between Platform 13 and WHSmith

London Bridge Station: 17:00- 19:15. - Located Inside Station entrance from Tooley Street, Next to Accessorize

²[Terms and Conditions](#)