

Prime Day Deals Preview! Jumpstart Your Season of Savings on 13th and 14th October

October 12, 2020



Prime Day kicks off at 00.01am on Tuesday 13th October and runs until 23.59pm on Wednesday 14th October, promising two full days of incredible savings and deep discounts on over one million deals globally

With more deals globally than ever before, look out for great discounts across all categories including big savings on Amazon Devices, up to 30% off a wide selection of toys and games and up to 45% off across menswear, womenswear and childrenswear

It's the last chance to get £10 to spend on Prime Day. Until 23.59pm on 12th October – Prime members who spend £10 with select small businesses selling in Amazon's store will earn £10 to spend on Prime Day, allowing members to support small businesses during these challenging times, whilst saving even more at a time they need it most. So far millions of customers have taken advantage of the promotion worldwide in the run up to Prime Day

LONDON — 00.01am — 12 OCTOBER, 2020 - Two full days of can't-miss savings are almost here as Amazon prepares to kick off Prime Day at 00.01am on 13th October in 19 countries worldwide. Prime members will have exclusive access to more than one million deals globally on everything they need and love, including the most popular, beloved brands and must-have festive gifts across every category from toys, electronics, fashion, Amazon Devices and more. Anyone can get a jump-start on their festive shopping and savings this Prime Day by joining Prime or starting a free 30-day trial at amazon.co.uk/primeday.

Support Small Businesses

Prime members can support small businesses this Prime Day by shopping deals featured in the [Support Small Storefront](#), on [Amazon Handmade](#) and [Amazon Launchpad](#). More than half of the items sold on Amazon worldwide are from third-party sellers – mostly small and medium-sized businesses. This year, Prime members around the globe can shop hundreds of thousands of Prime Day deals from these entrepreneurs.

Laura Smith, Founder of HexNex Jewellery, Winchester, UK: "Giving customers a great reason to shop with small brands like ours with the incentive of the £10 promotion has been a big sales driver for us in the build up to Prime Day 2020. Having our handmade products sit right alongside the big name brands elevates us to new heights, and means that so many more people can discover our small business and what we have to offer."

Prime Day Deals Preview

When it comes to incredible deals on amazing products, Prime Day 2020 delivers in a big way with more deals globally than any Prime Day event before. Additionally, members can shop featured lightning deals, which offer jaw-dropping prices on top-tier brands and products. These offers could sell out quickly so be sure to come back throughout the 48 hours of Prime Day to make the most of the biggest savings.

Sneak peak of deals available on 13th October include:

	PREVIOUS AMAZON.CO.UK PRICE	PRIME DAY SALE PRICE	£ SAVING
Fire TV Cube	£109.99	£69.99	£40.00
Fire HD 10 tablet	£149.99	£89.99	£60.00
Fire 7 Kids Edition Tablet	£99.99	£54.99	£45.00
Jack Daniel's Gentleman Jack Tennessee Whiskey	£25.99	£19.99	£6.00
NutriBullet Balance 9 Piece with Smart Nutrition Sensor and Bluetooth Technology	£149.99	£118.00	£31.99
Ultimate Ears BOOM 3 Wireless Bluetooth Speaker	£143.92	£88.99	£54.93
Precision screwdriver set	£14.95	£11.00	£3.95
Sandy Leaf Farm Ultimate Gin Makers Kit	£24.99	£19.99	£5.00
Simba Hybrid Essential Mattress	£525.00	£269.88	£255.12
Eufy Wi-Fi Connected Robot Vacuum Cleaner	£269.99	£179.99	£90.00
Mylee Gel Nail Kit	£89.99	£55.99	£34.00

Current selling prices correct as of 09/10/20

New deals go live throughout 13th and 14th October so customers are advised to check back regularly.

Watch out for Deals Across Every Category, Including:

- **Fashion:** Customers can expect great deals on fashion brands and products with up to 45% off across menswear, womenswear and childrenswear, including up to 30% off denim brands: Wrangler, Lee and more, up to 30% off Puma shoes, up to 40% off Samsonite and American Tourister luggage and up to 30% off Fossil and Michael Kors smartwatches.
- **Amazon Brands:** Save up to 30% on selected styles from Amazon brands, including home and electronic products from AmazonBasics, beauty and personal care products from Solimo and nutrition and vitamins from Amfit.
- **Toys:** Save up to 30% on a wide selection of toys and games including LEGO, Barbie, L.O.L. Surprise, Playmobil and Monopoly. Save 25% on Osmo - Genius Kit for Fire Tablet, fun-filled & award winning learning games.
- **Consumer Electronics:** Save up to 30% on electronics including headphones and speakers from brands including Beats, Sony, Bose and Jabra, up to 30% on Samsung Smartphones and android tablets from Samsung, Lenovo, Huawei and Wacom, up to 25% on Canon cameras, up to 25% on ASUS Laptops and up to 20% on HP, Philips and Dell monitors.
- **Small Businesses:** Save up to 30% on select products from small businesses selling on Amazon.co.uk across a wide range of categories, from electronics to beauty products, homeware and gifts from brands including Naava, Orzly and Pets Purest.
- **Home and Kitchen:** Save on select home and kitchen items from much-loved brands, including up to 45% off Shark, Hoover, Gtech, Bissell and more, up to 40% off electric cookware from brands including Tefal, Ninja and Philips, up to 30% off cook & dine brands including Joseph Joseph, Le Creuset, Denby and OXO. Up to 40% off homeware brands including

Brabantia, Curver and Thermos, up to 30% off smart lighting and home décor brands including Philips Hue, Yankee Candle and LIFX and up to 30% off select items by De'Longhi, Breville, Morphy Richards, Kitchen Aid and Kenwood.

- **Beauty:** Save up to 30% on premium beauty products from brands including Elemis, Elizabeth Arden and This Works. Save up to 50% on haircare by TIGI, L'Oreal and Faith in Nature. Save up to 40% on beauty gift sets from brands including Sanctuary Spa, L'Oreal Paris, Dove and TONI&GUY. Save up to 50% on Men's Grooming by ManCave, Calvin Klein, L'Oreal and more.
- **Personal Care Appliances:** Save up to 36% on Philips female hair removal, up to 75% on Oral-B, up to 69% on Philips Sonicare electric toothbrushes, up to 50% on male styling appliances from Philips, Braun, Wahl and more, up to 50% on hair care appliances from BaByliss, ghd and more, up to 40% on medical and massage from Omron, Philips, Biofreeze and more.
- **Baby:** Save up to 30% on baby products including up to 35% off Maxi-Cosi, Graco, Cosatto and other car seat brands, up to 30% off Tommee Tippee, NUK, Phillips and other feeding products, plus up to 30% off Tiny Love, Fisher-Price, Munchkin and other baby items.
- **Sports:** Save up to 30% on sports and outdoor clothing and accessories, 40% on Polar sports watches, 35% on Fitbit Versa 2, Inspire and Inspire HR and 30% on select Under Armour bestsellers.
- **Pets:** Save up to 30% on a selection of pet food, pet healthcare and other pet supplies.
- **Major Appliances:** Save up to 25% on laundry and refrigeration appliances including up to 25% off Samsung, AEG and Whirlpool. Save up to 25% on microwaves from brands including Toshiba and Panasonic.
- **Home Entertainment:** Save up to 20% on TVs from brands including Samsung, LG, Philips, Panasonic and more. Save up to 30% on home theatre projectors and soundbars from Epson, Bose, LG and more.
- **Video Games:** Save up to 25% on video games, consoles and gaming accessories with savings on items including Core Grafx Mini, FIFA 21 + FUT Points, SteelSeries accessories and more.
- **Beer, Wine & Spirits** - Save up to 25% on select spirits, including The Kraken Black Spiced Rum, Laphroaig Quarter Cask and Johnnie Walker Blue.
- **Grocery:** Save up to 30% on select grocery items from brands including Toblerone, Walkers, Celebrations, Doritos and Quaker Oats, Tassimo, L'OR, Starbucks Coffee and many more.
- **Home Improvement:** Save up to 30% on home improvement items from top brands including Bosch, HIVE, Flymo and many more.
- **Health & Personal Care:** Save up to 30% on household essentials from Finish, Dettol and Airwick and save up to 30% off health and personal care essentials from brands including Regaine, WaterWipes and Grenade.
- **PC:** Save up to 30% on Microsoft Surface, ASUS and Huawei laptops, up to 50% on Sandisk memory and storage, up to 40% on android tablets, up to 35% on mice and keyboards and up to 35% on HP, LG and other monitors.

Additional Deals Across Prime Day:

- **Amazon Devices:** Get great early deals on Amazon Devices starting Monday 12th October at 12pm BST, and save 62% on our most popular smart speaker, Echo Dot (3rd Gen), just £18.99. Save up to £60 on Echo Show devices - get the Echo Show 5 for £39.99 (was £79.99) and Echo Show 8 for £59.99 (was £119.99). Take Alexa on the road with £20 off Echo Auto, now with Auto Mode in the Alexa App, just £29.99. Plus, great deals on bundles - get an Echo Dot (3rd Gen) + LIFX White Smart Bulb for £23.99, and Echo Dot (3rd Gen) + Amazon Smart Plug for £28.99. Save £40 on Kindle Paperwhite, just £79.99 and save £45 on the Kindle Kids Edition, just £54.99. Deals going live on 13th October include savings on [Fire TV Cube](#), for £69.99 (was £109.99), [Fire HD 10 tablet](#) for £89.99 (was £149.99) and [Fire 7 Kids Edition Tablet](#) for £54.99 (was £99.99) and more.
- **Amazon Music:** For just £0.99, Prime members who haven't yet tried Amazon Music Unlimited can get four months of the premium streaming tier with unlimited access to more than 60 million songs ad-free, and now a wide selection of popular podcasts. With the purchase of select Amazon Echo devices on Prime Day, Prime members new to Amazon Music Unlimited can get six months free access to the premium music streaming tier now featuring podcasts.
- **Prime Video:** During Prime Day, Prime members can get more than 50% off on Prime Video Channels. A selection of add-on channels will be available for 99p per month for 3 months, including Starzplay, Discovery Channel, Acorn TV, HISTORY Play, Crime+Investigation Play and BFI Player. Prime members can also get up to 50% off great movies and TV shows to rent or buy through Prime Video (from 13th October) including *Trolls World Tour*, *Star Wars: The Rise of Skywalker* and *Sonic the Hedgehog*. A selection of great movies are also available to rent until 16th October from as little as £1.99 including *Venom*, *The High Note*, and *Ride Like a Girl*.
- **Audible:** During Prime Day, Prime members can enjoy 12 months of Audible annual membership for the price of eight. Terms and conditions apply.
- **Kindle Unlimited:** Prime members can enjoy three months of Kindle Unlimited for no additional charge if they subscribe by 14th of October 2020. New Kindle Unlimited members only, deal terms and conditions apply. Available now.
- **Amazon First Reads:** During October, Prime members can choose two Kindle Books available on Amazon First Reads for no additional charge.

Ways to Shop this Prime Day:

Prime members have many convenient ways to shop and discover big savings and deep discounts this Prime Day.

- **Alexa Shopping:** Alexa makes it easy to find Prime Day deals. Beginning Sunday, October 11th, get early access to select deals on devices. Just ask, "Alexa, what are my Prime Day deals?"
- **Amazon App:** Prime members can shop anytime, anywhere with the [Amazon App](#) to ensure you never miss a Prime Day deal.
- **AmazonSmile:** Customers can generate donations with their Prime Day shopping, at no extra cost to them, by visiting [amazon.co.uk](#). They will find the exact same Amazon experience – amazing deals, wide selection and fast and free delivery options – with the added bonus that AmazonSmile will donate a portion of the purchase price of eligible purchases to the charity of their choice. AmazonSmile customers can shop AmazonSmile on the latest version of the Amazon app by opening the app and finding 'Settings' in the main menu (☰), tap on 'AmazonSmile' and follow the on-screen instructions to turn on AmazonSmile on their phone.
- **Treasure Truck:** With Treasure Truck, customers can discover hand-selected product offers at amazing prices. They can opt-in by texting 'TRUCK' to 65018 and will receive SMS notifications whenever there's something new to share. This Prime Day, those who act fast will find incredible limited-time deals on must-have items which could include anything from the latest electronics and trending kitchen gadgets to exclusive collectables (often with a great discount).
- **Amazon Hub:** Free for Prime members, customers also have the alternative, convenient option to pick up and return their Amazon packages through [Amazon Hub](#) a contactless, click and collect service.
- **Rewards for Prime members on Amazon Platinum and Classic Mastercards:** All eligible Prime members will get a £30 gift card when they apply and are approved for either the Amazon Platinum Mastercard or Amazon Classic Mastercard. With an Amazon Platinum Mastercard, customers can earn 3 points on every £2 spend on Amazon and 0.5 points for every £2 spend anywhere else.
- **Amazon Warehouse:** Members save an extra 20% on thousands of quality pre-owned and open box items for the kitchen, home, office, sports and outdoors, including major appliances, furniture, home décor and more. Visit [co.uk/amazonwarehouse](#)

Prime Day Live

On Friday 9th October, Amazon.co.uk hosted a star-studded livestreamed event featuring chart-topping artist **Lewis Capaldi**, *BBC Sound of 2020* winner and Amazon Music *Ones To Watch 2020* artist **Celeste**, and Welsh artist and producer **Cate Le Bon** for 'Prime Day Live'. Each artist returned to a small-scale venue to give a special 'behind closed doors' performance in support of Music Venue Trust to help raise awareness and funding for grassroots music venues, which are now under threat of closure owing to the COVID-19 pandemic. See the event recap [here](#) and you can still donate to support grassroots music venues [here](#).

Everyday Made Better with Prime

Prime was designed to make our customers lives better every single day and was built on the foundation of unlimited fast delivery. Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories and unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool and more. Over 150 million paid members worldwide also enjoy the many benefits of Prime over and above unlimited fast delivery. In the UK that includes unlimited access to award-winning movies and TV shows 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; unlimited photo storage with Amazon Photos; free in-game content and games with Prime Gaming; early access to select Lightning Deals; one free pre-released book a month with Amazon First Reads and more. Prime members (in select areas) can also complete their full grocery shop, and choose from thousands of fresh grocery products, famous brands and household essentials, at great prices with free, two-hour delivery windows on orders over £40 – from Amazon Fresh, Morrisons at Amazon, or [Prime Now](#), (available in select areas). Prime members benefit from as fast as same-day delivery for orders placed before 9pm in most areas. Amazon Business customers - from small businesses to large enterprises, as well as education, government and non-profit organizations - can also take advantage of Prime's fast, free shipping and exclusive business-relevant benefits with Business Prime, which starts at £40 per year excl. VAT as an add-on for customers with Amazon Prime on their personal account or £80 per year for up to three users at [amazon.co.uk/businessprime](#). University students and apprentices can enjoy the benefits of Prime, including exclusive student discounts, by joining Prime Student – with a six-month trial and then 50% off Prime after that at [amazon.co.uk/joinstudent](#). Check if you're eligible for a free trial of Prime at [Amazon.co.uk/prime](#). New members can try Prime for 30 days for free. Prime membership costs £79.00 a year or £7.99 a month.

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