



Amazon Introduces All-New Echo Buds—Smaller, Lighter, Even Better Sound—Just £109.99

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All-new Echo Buds are 20% smaller and deliver dynamic audio with Amazon's custom-designed Active noise cancellation technology

Hands-free Alexa on-the-go—just ask to get playlists and podcasts, make calls, find your buds, and more

New Echo Buds are available in Black or Glacier White, with a redesigned compact case that offers wired or wireless charging capabilities

The all-new Echo Buds will be available for an introductory price of £79.99 for Prime customers, and qualifying customers will receive six months free of Amazon Music Unlimited

Luxembourg —October 12, 2021—Amazon (NASDAQ: AMZN) today introduced the next-generation of Echo Buds, featuring an all-new design, premium audio architecture for crisp, balanced sound, custom-designed Active noise cancellation technology, wireless charging capabilities, improved microphones for better call quality, and hands-free access to Alexa. The all-new Echo Buds will be available in Black or Glacier White starting at £109.99, and will be available to Prime Members for an introductory price starting at £79.99. Customers who pre-order and qualify will also receive six months of Amazon Music Unlimited. Customers can pre-order the new Echo Buds today at amazon.co.uk/echobuds.

"The all-new Echo Buds are better in so many ways—a smaller design, a more comfortable fit, Active noise cancellation technology, a new colour and wireless charging option, and high-performance drivers for dynamic audio," said Eric Saarnio, Vice President, Amazon Devices EU. "It's never been easier for customers to bring Alexa with them throughout their day—whether at home or out and about, all they have to do is ask to play music or podcasts, call to check in on a loved one, add an item to their to-do list, and so much more."

Customisable Fit for All-Day Comfort

Echo Buds are one of the easiest ways to access all of the content you know and love from Alexa, from anywhere. Just ask to listen to your favourite Audible audiobook, find your next favourite artist on Amazon Music, Apple Music, Spotify, and more. Plus, you'll soon be able to listen to podcasts you follow on Amazon Music by just saying, "Alexa, play my followed podcasts." You can also ask Alexa to play music for a set amount of time. When you want to take a short walk to soak in the sun, simply say, "Alexa, play relaxing music for 15 minutes." When the tunes stop, it's your cue to head home.

Power Up for Work or Play

Echo Buds offer up to five hours of music playback on a single charge with Active noise cancellation and hands-free access to Alexa, and the compact case provides two additional charges for a total of up to 15 hours of music playback. If you're in a hurry, a 15-minute quick charge will give you up to two hours of music playback. To check your battery status open the case while your Echo Buds are inside and the new LED lights in front of each earbud will show the battery status. Echo Buds have two charging options available: via USB-C or a Qi-certified wireless charging pad like the all-new Made for Amazon Anker PowerWave Pad for Echo Buds (sold separately).

Echo Buds connect to Alexa through the Alexa app on your mobile device and use your existing device data plan to access features such as music, calling, and more. They are built with multiple layers of privacy protections and controls, including the ability to mute the mics with the Alexa app or through the customisable onboard tap controls. You can also set the onboard tap controls to access your native voice services—Siri or Google Assistant.

Pricing and Availability

The all-new Echo Buds come in Black and Glacier White and have the Climate Pledge Friendly badge. Echo Buds are available for pre-order today and will begin shipping to customers in the UK from November 10th.

Echo Buds are £109.99 for the USB-C wired charging option, or £129.99 for wireless charging. The USB-C wired charging option will be available for an introductory price of £79.99 and the wireless charging option will be available for an introductory price of £99.99 for Prime Members. Customers who pre-order and qualify will also receive six months of Amazon Music Unlimited for free. Excluded from the offer are customers who are currently in a free trial of Amazon Music Unlimited, are a current paying customer of Amazon Music Unlimited, or were previously a free trial or paying customer of Amazon Music Unlimited.

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. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit [Amazon.co.uk/about](https://amazon.co.uk/about) and follow [@AmazonNewsUK](https://twitter.com/AmazonNewsUK).