



Introducing the All-New Kindle and Kindle Kids: Now with 300 ppi High-Resolution Display, USB-C Charging, and 2X Storage

September 13, 2022

The lightest and most compact Kindle provides a glare-free, 6-inch, high-resolution display, up to six weeks of battery life and USB-C charging, adjustable front light, dark mode, and 16 GB of storage—all for only £84.99

Kindle Kids comes with a kid-friendly cover, one year of Amazon Kids+ providing unlimited access to over a thousand age-appropriate books, and a two-year worry-free guarantee—for only £104.99

A free, three-month Kindle Unlimited membership is included with Kindle, offering access to millions of titles, thousands of audiobooks, and more

LUXEMBOURG—September 13, 2022— Amazon (NASDAQ: AMZN) today announced the next generation of Kindle—the lightest and smallest Kindle. Starting at just £84.99 the new Kindle combines premium features with an affordable price, including a 300 ppi high-resolution 6-inch display, USB-C charging, longer battery life of up to six weeks, and room for thousands of books with twice the storage of the previous generation. The same features also come with Kindle Kids, which includes a one-year subscription to Amazon Kids+ that provides kids with unlimited access to over a thousand books. Kindle and Kindle Kids pre-orders start today and will begin shipping October 12. Learn more at amazon.co.uk/kindle

“With a high-resolution display that delivers three-times more pixels than our previous base Kindle, USB-C charging, 16GB of storage, and built-in adjustable front light, the new ultralight Kindle is the latest example of how we continue to bring premium features to our most affordable devices for even more customers to enjoy,” said Eric Saarnio, Vice President, Amazon Devices International. “And since we launched Kindle Kids three years ago, kids have logged nearly 3 billion minutes reading on Kindle devices. The new Kindle Kids provides an even better reading experience to help kids become lifelong readers.”

All-New High-Resolution Display

Kindle and Kindle Kids feature an all-new 6-inch, glare-free, 300 ppi high-resolution display with three-times more pixels than the previous generation for laser-quality text and sharp images that read like paper. Dark mode and adjustable front light provide a comfortable reading experience in all conditions, including bright sunlight or no light at all. The device comes packed with customer favourites like X-Ray, which provides important details about people or places mentioned in a book, and a built-in dictionary to quickly look up any word. Simplified setup on the Kindle app for iOS and Android offers an option to register your device in fewer steps and to jump into a book even faster.

Lightest and Most Compact Kindle

Kindle and Kindle Kids are the lightest and most compact Kindle models available—carry them in your pocket and comfortably read one-handed for even longer. The device’s longer battery life of up to six weeks maximises the time you can spend reading, and the USB-C port makes charging more effortless than ever. The all-new Kindle comes with 16GB of storage—twice the storage of the previous generation—enough to hold thousands of titles so you can take your library with you.

More for Young Readers

Since the first Kindle Kids device debuted three years ago, kids have logged nearly 3 billion minutes of reading time on their Kindle devices, with no distractions on their devices from games, videos, social media, or apps. In fact, when the average kid reader sits down with their Kindle, they read more than 45 minutes a day, making Kindle Kids the perfect reading companion for kids ages 7 and up.

Every Kindle Kids comes with a one-year subscription of Amazon Kids+, providing unlimited access to over a thousand books, from timeless classics to newer, popular page-turners. Kids can explore and discover their favourite titles from a large selection of content, opening new opportunities to fall in love with reading. The Amazon Kids+ experience on Kindle Kids includes:

- **Latest hits and award-winners:** Explore popular titles like *Skulduggery Pleasant* and *The School of Good and Evil*, timeless reads like *The Chronicles of Narnia* and *Hitchhiker's Guide to the Galaxy*, and popular series like *Harry Potter* and *Big Nate*, and more, all in the Amazon Kids+ library.
- **Add from your library:** Get instant access to new releases and bestsellers.
- **Switch between reading and listening:** When kids want to listen to a book instead of reading one, they can use Bluetooth-enabled speakers or headphones with Audible. With Amazon Kids+, hundreds of Audible books are available, including best sellers like *Series of Unfortunate Events* and *Starfall* series, classics like *The Lion, The Witch and the Wardrobe*, *Alice in Wonderland* and *A Bear Called Paddington*; and top foreign language learning audiobooks for French, Spanish and Mandarin.

The Amazon Parent Dashboard for Kindle Kids also provides complete control for parents to set reading and bedtime schedules. Kids can request

books for parents and guardians to add to their library, while literacy tools like Vocabulary Builder assist with showing definitions of unfamiliar words and enriching vocabulary through flashcards. With the lightweight design, kid-friendly features, and longer battery life, Kindle Kids makes reading fun, easy, and convenient.

The World's Best eBook Store

Kindle devices come with instant access to the world's best eBook store, which includes:

- **Massive selection** — Discover millions of books, including the latest best sellers on Amazon Charts and reading recommendations from the Amazon Book Review.
- **Kindle Unlimited** — Customers who pre-order or purchase the all-new Kindle can get three months of Kindle Unlimited for £0.00 (£23.97 value). Explore millions of books, thousands of audiobooks and selected magazine subscriptions with Kindle Unlimited and read anywhere anytime. Terms and conditions apply.
- **Amazon Original Stories** — Read or listen to binge-worthy short fiction and nonfiction from best-selling authors, acclaimed storytellers, and new voices including Dean Koontz, Mindy Kaling, Chimamanda Ngozi Adichie, Margaret Atwood, Taylor Jenkins Reid, Andy Weir, Kate Quinn, and Jeffrey Deaver, all included at no additional cost for Prime and Kindle Unlimited members.

Additionally, Prime members can read from a rotating selection of thousands of books, magazines, and more—at no additional cost to their Prime membership.

Designed with Sustainability in Mind

The all-new Kindle and Kindle Kids were designed with sustainability in mind and carry the Climate Pledge Friendly badge, acknowledging further reduction in carbon emissions from previous product generations. Both devices were thoughtfully sourced and built with 90% recycled magnesium. Plus, following our goal to make Amazon device packaging 100% recyclable by 2023, for the first time ever, Kindle device packaging is 100% recyclable and is also made of 100% wood fiber-based materials from responsibly managed forests or recycled sources. In addition, Amazon's Kindle accessory covers follow suit with packaging made from 99% wood fiber-based materials.

Pricing and Availability

The all-new Kindle will be available starting at £84.99 in 16GB and in Black or Denim colors. New fabric covers for Kindle will be available in Black, Rose, Denim, and Dark Emerald.

Kindle Kids will be available starting at £104.99 in 16GB in Black. Customers can select from three kid-friendly cover designs: Space Whale, Unicorn Valley, and Ocean Explorer. Each Kindle Kids device comes with a two-year, worry-free guarantee and one year of Amazon Kids+, an all-in-one kid-friendly content service that provides access to thousands of ad-free books, games, videos, apps, and Alexa Skills from brands like Disney, LEGO, and National Geographic. On Kindle Kids, Amazon Kids+ provides access to thousands of age-appropriate books. Amazon Kids+ auto-renews after one year starting at £3.99 a month and can be canceled at any time. Both devices are available today for pre-order at amazon.co.uk/kindle

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, personalized 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 and follow @AmazonNewsuk.

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