



Coach For A Coach: Nation's favourite 'Coach', Harry Redknapp, and Jermain Defoe reunite to launch an Amazon Black Friday Deal with a Difference – Offering Thousands of Discounted National Express Coach Tickets to Get Students Home for Christmas

November 21, 2022

In a Black Friday first, Amazon launches biggest ever [Prime Student travel deal](#) to get thousands of students home to loved ones this Christmas for as little as £2, with 75% off 5,000 National Express coach fares available to purchase from 25th November until 9th December, while stocks last

New research commissioned by Amazon reveals a fifth of students are struggling to afford travel home this Christmas*

This offer is just one of many ways Amazon is delivering more this [Black Friday Week](#) with more deals than ever before from 18th – 28th November

LONDON – 00:01am 21 November 2022 – Today, Amazon and National Express announce a Black Friday Week deal like no other; set to deliver thousands of students home to loved ones this Christmas, with a 75% discount on National Express tickets when Amazon Prime Student members [check out](#) with Amazon Pay.

The 75% discount means that 5,000 coach seats will be up for grabs from £2 one-way, available exclusively to Prime Student members who [purchase tickets](#) using Amazon Pay, from Friday 25th November until 9th December 2022. This is the biggest discount that Amazon and National Express have offered Prime Student members; increased from the 15% off available all year round.

The announcement comes as new Amazon research* reveals that a fifth (21%) of students are struggling to afford to travel home this Christmas, with three quarters (75%) of respondents saying they've had to cut back on trips home in the last 12 months. According to the research, the average amount students are spending on travelling home is £110, leaving over half (52%) admitting to feeling anxious about money this festive season.

In a feel-good short film [\[HERE\]](#) promoting the offer, Amazon reunites the nation's favourite 'coach', **Harry Redknapp** with **Jermain Defoe** who join forces with Amazon to land the 'deal' and get students home via National Express coaches.

Harry Redknapp comments: "Chuffed to see Amazon and National Express team up to deliver thousands of students home this Christmas season for as little as two quid. Best bit of business since I signed Jermain. All three times."

The Prime Student travel offer is just one part of Amazon's UK Black Friday Week activity, which includes more deals than ever before from 18th – 28th November, set to save UK customers hundreds of millions of pounds this season. Head to <https://www.amazon.co.uk/blackfriday> to find out more.

Prime Student members wanting to take advantage of the National Express offer can visit <https://www.amazon.co.uk/studentcoachoffer> from this Friday 25th November at 00:01 GMT until 9th December, checking out on National Express using their Amazon Pay account.

- ENDS -

Notes to Editors

*Research commissioned by Amazon UK and polled to 500 students by OnePoll in November 2022.

Prime Student

Prime Student is a membership programme created especially for higher education students studying in the UK and Republic of Ireland (ROI). Prime Students members can experience all the benefits of Prime, including exclusive student discounts, for half the price of standard Prime membership. To start a six-month trial, with membership automatically renewing at £4.49 per month thereafter, please visit [amazon.co.uk/joinstudent](https://www.amazon.co.uk/joinstudent).

Amazon Pay

Amazon Pay is a fast, easy, and secure way customers can pay for products and services using the information already stored in their Amazon account. Amazon Pay extends the commerce experience Amazon customers have come to enjoy and trust on Amazon.co.uk to thousands of websites around the world.

National Express

National Express is the UK's largest coach operator, running high-frequency scheduled coach services linking more than 540 destinations across the country. We also deliver coach travel to major airports, festivals, and events and are the official transport provider for Wembley Stadium. In a normal (pre-Covid19) year, we operate 24 hours a day, 7 days a week with over 1,800 services every day, clocking up over 21m passenger journeys. Our modern coaches offer comfortable seats with plenty of legroom, free Wi-Fi and USB charging points.

We continuously invest in the cleanest most efficient coaches available. The average age of a vehicle is only three years old and everyone meets the highest possible engine emission standard (Euro VI). And we've committed to making our coach fleet zero emission by 2035 - ahead of the UK net zero target of 2050. www.nationalexpress.com.

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, Fulfilment 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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