



Save Big with Amazon's Spring Sale

March 22, 2023

Shop thousands of Spring Sale deals over two days from 27th March – 29th March with up to 40% off and incredible discounts on a wide range of items across every category

Spot some of the biggest bargains on *Spring Sale Spotting*, a new social series fronted by Rylan, featuring leaping lambs, fluffy chicks, hopping bunnies and non-stop deals

Head to amazon.co.uk/springsale from today to shop early deals

LONDON 00.01am 22 March 2023 – Amazon today announces the Spring Sale, with thousands of great deals offering big savings on everything customers need to get that Spring feeling. The Spring Sale will be live from 18:00 on Monday 27th March until 23:59 on Wednesday 29th March at amazon.co.uk/springsale, with up to 40% off and incredible discounts across every category.

Customers can spot some of the biggest deals on *Spring Sale Spotting* – a new social series presented by Rylan that celebrates the joys of Spring and stars leaping lambs, fluffy chicks and hopping bunnies alongside great deals in tech, beauty, home and more. Watch the first episode [here](#).

Great Value Across Every Category

Customers shopping the sale will find thousands of deals across must have items from a wide range of categories, such as:

- **Electronics:** Save up to 35% on Smartphones, wearables and accessories from Google, Samsung, OnePlus, and more.
- **Beauty:** Save up to 40% on makeup and nailcare from Rimmel, NYX, Max Factor and more, and up to 40% on premium beauty products from brands including ELEMIS, Urban Decay and Elizabeth Arden.
- **Beer, Wine & Spirits:** Save up to 35% on premium spirits from Remy Martin, Johnnie Walker, Glenlivet and more.
- **Grocery:** Save up to 35% on food and drinks from L'Or, Walkers, KIND and more.
- **Fashion:** Save up to 30% on Amazon Fashion for men, women, and kids, from brands including Tommy Hilfiger, Levi's and Calvin Klein.
- **Baby:** Save up to 40% on car seats from Cybex and Cosatto, up to 35% on monitors from Hubble and up to 30% on nursery décor from Chicco and Munchkin.
- **Video Games:** Save up to 40% on video games, controllers, and accessories from Microsoft, Warner Bros, Square Enix, Ubisoft and more.
- **Pets:** Save up to 25% off pet food, healthcare and supplies from Forthglade, Frontline, YuMOVE and more
- **Sports:** Save up to 30% on sporting goods from Fitbit, Columbia, Helly Hansen, and more.
- **Toys:** Save up to 20% on toys from Lego, Mattel, Hasbro, and more.
- **Health and Personal Care:** Save up to 25% on Health & Personal Care products from Finish, Vitabiotics, Berroca, Wilkinson Sword and more.
- **Home:** Save up to 25% on Tefal, Meyer, Sodastream, Vileda, Philips, Yankee Candle, Thermos and more.
- **Furniture:** Save up to 30% on Living Room, Bedroom, Home Office and Children's furniture and a selection of mattresses from Silentnight, Sweet Night, Dormeo, and more.
- **Home Entertainment:** Save up to 30% on televisions, soundbars, projectors, and media devices from Samsung, Sony, Google, and more.
- **Appliances:** Save up to 30% on large home appliances from Samsung, Hisense and more.
- **Personal Care:** Save big on electric toothbrushes from brands including Oral-B and Philips and hairstyling tools from Remington, Babyliss and more.

Customers can also enjoy great deals on Entertainment including offers on Prime Video, Amazon Music, Prime Gaming, Kindle Unlimited, Amazon First Reads and more. Head to amazon.co.uk/springsale from today for great early deals and top tips on how to get the most out of the sale.

Alongside Spring Sale deals, starting from March 27th customers can save up to £50 on Echo devices, including Echo Dot (5th Gen) (£29.99), Echo Show 8 (2nd Gen) (£84.99) and Echo Show 15 (£219.99). Shoppers can save up to £60 on Fire Tablets including Fire HD 10 Tablet (£109.99) and Fire HD 10 Kids Tablet (£149.99), and up to £20 on Fire TV devices including Fire TV Stick 4K Max (£47.99), and the Fire TV Cube (£119.99). There will also be savings on Kindle devices, including Kindle Scribe (£284.99), Kindle Paperwhite (£94.99) and Kindle 2022 (£69.99).

Spring Sale Spotting

Shoppers can find extra help in tracking down a bargain on Amazon's Spring Sale Spotting, a new social series fronted by Rylan that features two

leaping lambs, twenty fluffy chicks, eight cuddly bunnies, two giddy goats, and incredible deals across the Spring Sale store.

Rylan takes on the role of presenter to whisper viewers through the very best Spring savings in the three-episode mini social series on Amazon UK's Instagram. Dressed in a gilet and wellington boots, Rylan embraces the season and can be seen enjoying his surroundings on a set of grassy hills, newly blossomed flowers and peaceful birdsong.

Spring Sale deals spotted by Rylan include discounts on air fryers, pressure washers and vacuum cleaners across Home, deals on drones, earbuds and fitness watches in Technology, and money-off hair straighteners, makeup and bath products in Beauty. Each Spring Sale Spotting episode will reveal new deals.

Episodes will be released on Amazon UK's Instagram throughout the Spring Sale.

Finding the right deal for you

Customers can head to amazon.co.uk/springsale from today for top tips on finding the right deals for their interests including:

Watch A Deal: This is the easiest way to preview, track and shop those limited time Lightning Deals while at home or on-the-go, with alerts on site as well as in the Amazon app.

Deal Alerts: Shoppers can subscribe to receive deal alert notifications related to their recent Amazon searches and recently viewed items onsite and in the app.

Wish List: Add items to your Wish List and receive notifications if your top picks are included in a Spring Sale deal.

To find out more about Spring Sale go to amazon.co.uk/springsale or @AmazonUK on Instagram.

– ENDS –

For further information please contact:

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For press imagery please visit: amazon.co.uk/pr

Notes to Editors

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.

Every Day Made Better with Prime

Prime offers the best of shopping and entertainment to more than 200 million paid members around the world. In the UK that includes unlimited access to award-winning movies and TV shows with Prime Video, ad-free listening of 100 million songs plus thousands of stations and playlists with Amazon Music, in-game content and games with Prime Gaming at no additional cost, more than 1,000 books and magazines with Prime Reading, unlimited photo storage with Amazon Photos, one free pre-released book a month with Amazon First Reads, and incredible savings with Prime Day. Prime was built on the foundation of unlimited fast delivery at no extra cost. Prime members in the UK can get unlimited One-Day Delivery on millions of eligible items across all categories and Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more. Same-day grocery delivery with Amazon Fresh, Morrisons, and Co-Op at Amazon is available exclusively for Prime members, in select locations. Choose from thousands of fresh grocery products, famous brands and household essentials, at great prices (minimum order values apply). Prime members also enjoy unlimited free delivery on food from their favourite restaurants with Deliveroo when they spend £25 or more with 1-year free Deliveroo Plus. 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 in association with Microsoft Surface. 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. Membership will then automatically renew at a cost of £95 a year or £8.99 a month. You may cancel any time. Check terms at amazon.co.uk/amazonprime.

Great Deals on Entertainment Include:

Amazon First Reads: From now until 31st March, subscribers can get early access to editors' picks and choose one Kindle Book for £0.99 (£0.00 for Prime members).

Kindle Unlimited: New subscribers can enjoy 3 months of Kindle Unlimited for £9.49, accessing millions of titles and selected magazines, if they join by March 29. Kindle Unlimited deal terms and conditions apply.

Prime Video: Between 27th March – 16th April, all customers can get up to 50% off great movies and TV shows to buy through Prime Video including Roald Dahl's Matilda the Musical, Top Gun Maverick, Minions: The Rise of Gru, and Yellowstone. A broad selection of popular movies are also available to rent for Prime members only from as little as £0.99 including Roald Dahl's The Witches, The Matrix, and Train to Busan.

Prime Gaming: Available now until March 31, Prime members can claim instant access to a fresh lineup of games, including Baldur's Gate: Enhanced Edition, Adios, I am Fish, Faraway 3: Arctic Escape, Book of Demons, Peaky Blinders: Mastermind and City Legends: Trapped in Mirror — Collector's Edition. Additionally, there's new in-game content available for Prime members, including PUBG Mobile, Madden NFL 23, Dead by Daylight and much more.

Amazon Music: From now until 28th April, customers who haven't yet tried Amazon Music Unlimited can get three months free – with unlimited on-demand access to more than 100 million songs, ad-free, in premium quality streaming audio, and the most ad-free top podcasts. Existing Amazon Music Unlimited customers on the Individual Plan can upgrade to the Family Plan for three months at no additional cost. In addition, Amazon Music customers currently on the Single Device Plan can upgrade to the Amazon Music Unlimited Individual Plan for two months at no additional cost, allowing them to listen on all of their devices.

About Amazon's Delivery Options

Free One-Day & Same-Day Delivery: Prime members in the UK can shop items eligible for Free One-Day Delivery.

Prime members in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more can access Free Same-Day Delivery for eligible items - check the detail page for cut-off times, and select your delivery preference at checkout.

Delivery Where it's Needed Most: If home delivery doesn't suit, there are thousands of conveniently located Amazon hub package pickup locations customers can choose across the country.

Amazon Day: Prime members can choose up to two preferred days of the week to receive eligible items. This is a free, convenient way to select when packages arrive at your doorstep.

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