



## Amazon Introduces All-New Echo Devices; Sales of Alexa-Enabled Devices Surpass Half a Billion

May 17, 2023

*All-new Echo Pop delivers full sound and the power of Alexa in an all-new form factor—and it's just £44.99*

*Next generation Echo Show 5 delivers two-times the bass of the previous generation—just £89.99*

*All-new Echo Show 5 Kids launches in the UK and offers all the things parents love about Alexa—parental controls, fun, interactive content, a worry-free guarantee, plus a space-themed design—all for just £99.99*

*Latest generation Echo Auto features compact design and flexible mounting options—just £59.99*

**LUXEMBOURG—May 17, 2023—NASDAQ: AMZN** —Amazon today introduced a new lineup of Echo products —the all-new Echo Pop, Echo Show 5, and Echo Show 5 Kids. In addition, Amazon announced that the latest generation Echo Auto is now available in the UK—offering customers even more choice in how they access Alexa.

“Customers around the world love Alexa as their trusted, personal AI—they’ve now purchased well over half a billion Alexa-enabled devices, and use of Alexa increased 35 percent last year,” said Eric Saarnio, vice president, Amazon Devices International. “These new devices give customers more options and more utility at incredible value. And as with every Echo we’ve shipped, these devices will only continue to get better as we add even more generative AI powered experiences for Alexa throughout the year.”

### **Introducing Echo Pop—New Semi-Sphere Form Factor, Full Audio, and Fresh Colour Options—£44.99**

Echo Pop is a new addition to the Echo family with a loveable semi-sphere form factor, and new Lavender Bloom and Midnight Teal colour options for just £44.99. It is powered by the Amazon AZ2 Neural Edge processor and features a custom-designed front-facing directional speaker to deliver full sound that’s great for bedrooms, flats, or any small space in the home. Simply ask Alexa to read audiobooks, play podcasts, control compatible smart lights and plugs, or reorder household essentials.

### **Echo Show 5—Redesigned Speaker System and Deeper Bass—£89.99**

Echo Show 5 combines the utility of Alexa, with the convenience of a compact screen so customers can watch news clips, check their Ring doorbell camera, view shopping lists, or easily make video calls to friends and family. The new Echo Show 5 is 20 percent faster than the previous generation, and features an entirely new speaker system, doubling the bass and delivering even clearer sound when listening to music, Audible, video content, or a podcast. It comes with a completely reengineered microphone array, and the AZ2 Neural Edge processor. Echo Show 5 and Echo Pop both support Matter, making it easy to connect and control compatible smart home products across various brands.

### **All-New Echo Show 5 Kids—Introducing the First Echo Show for Kids—£99.99**

Our most popular smart display with Alexa now comes in a Kids version. The new Echo Show 5 Kids is designed from the ground up for kids, with kid-friendly responses, jokes, explicit lyric filtering, and more. Kids can easily personalise the home screen of their device with colourful, kid-friendly clock themes; ask Alexa for homework help; make video calls to pre-approved contacts; play with interactive skills; ask Alexa to read a bedtime story; and set alarms to wake up to the voice of their favourite characters. Parents and guardians have transparency and control over their kids’ experiences, with access to a free suite of parental controls through the Parent Dashboard, where they can adjust age settings, review activity, and set bedtime limits. Amazon Kids+ also offers thousands of hours of premium entertainment and educational content—listen to Audible books, play videos, have dance parties to your favourite music, learn maths with The Maths Factor interactive skill featuring Carol Vorderman, and more. Echo Show 5 Kids comes in a colourful, space-themed design and includes a 1-year subscription to Amazon Kids+ and a 2-year worry-free guarantee—if it breaks, return it, and Amazon will replace it for free.

### **Echo Auto—Compact Design and Flexible Mounting Options to Enable Smart Features in Your Car**

The latest generation Echo Auto is now available to purchase in the UK. It is designed to enable Alexa hands-free features for cars that don’t have AI support built in and now comes in a new, slimmer design and includes a new adhesive mount for more placement flexibility in your car. The device is built with five microphones, designed to hear your requests over music, the air conditioner, and road noise. With Echo Auto, add Alexa to your car to play music, make calls, Drop In on compatible Echo devices, binge new podcasts, catch up on the news, and add items to calendars or to-do lists – all while keeping your eyes fixed on the road. You can also control compatible smart home devices from the road; ask Alexa to set the thermostat, turn off the lights, check if your front door is locked, and more, while you’re away from home.

### **Built with Privacy in Mind**

Echo devices are designed with customer privacy in mind and include multiple layers of privacy controls. Echo devices include a microphone on/off button and the ability to view and delete voice recordings. In addition, Echo Show devices come with built-in shutters to cover the camera. With Amazon Kids, parents can review their child’s activity and manage parental controls in the Parent Dashboard.

To learn more about the features that provide transparency and control with Alexa, visit the Alexa Privacy Hub at <http://www.amazon.co.uk>

[/alexaprivacy](#).

### **Climate Pledge Friendly**

All devices announced today have the Climate Pledge Friendly badge and, are Carbon Trust certified. 99% of device packaging is made of wood fibre-based materials from responsibly managed forests or recycled sources, and fabric for Echo Pop, Echo Show 5, and Echo Show 5 Kids is made from 100% post-consumer recycled polyester yarn. Echo Pop, Echo Show 5, and Echo Show 5 Kids have a Low Power Mode to intelligently conserve energy during periods of inactivity and deliver energy savings over the lifetime of the device (depending on user configurations).

### **Pricing and Availability**

Echo Pop is available in Lavender Bloom, Midnight Teal, Charcoal, and Glacier White for £44.99 at [Amazon.co.uk/echopop](https://www.amazon.co.uk/echopop). Echo Pop sleeves (sold separately) add even more colour options – Blue, Red, Orange, Grey, Lilac, Purple, and Glow in the Dark– and are available for £19.99. Echo Show 5 is available in Charcoal, White, and Cloud Blue for £89.99 at [Amazon.co.uk/echoshow5](https://www.amazon.co.uk/echoshow5). Echo Show 5 Kids is available in Galaxy for £99.99 at [Amazon.co.uk/echoshowkids](https://www.amazon.co.uk/echoshowkids). An adjustable Echo Show 5 stand with USB-C charging port is available for £27.99. Preorders start today and devices begin shipping later this month. Echo Auto is available for £59.99 at [Amazon.co.uk/echoauto](https://www.amazon.co.uk/echoauto) and starts shipping today.

### **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](https://www.amazon.co.uk/about) and follow [@AmazonNewsUK](#).

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