



Prime Day is Live: Prime Members Can Shop Millions of Deals from Today!

11/07/2023

Great savings on big brands like Ninja, Tefal, Peloton, Oral-B, St.Tropez, Barbie, and more, as well as a wide range of products from UK small businesses

Amazon is offering its lowest price ever on a selection of Fire Tablets, Ring and Blink devices

New for 2023, [Prime Experiences](#): unmissable, once-in-a-lifetime experiences featuring a host of famous faces are available for the cost of a great value deal this Prime Day

LONDON — 00.01am BST, 11th July 2023 —(NASDAQ: AMZN)— Prime Day is here and runs until 23.59pm on 11th July, with 48 hours of great savings on everything from Fashion and Home to Toys, Electronics, and more. Prime members can shop millions of deals this Prime Day, on everything they need for summer and beyond. Customers can discover more deals than any past Prime Day, including top products from much-loved brands and small businesses. Customers can join Prime or start a free trial at amazon.co.uk/primeday to participate.

Deals going live on 11th July include:

ITEM NAME	PREVIOUS AMAZON.CO.UK PRICE	PRIME DAY SALE PRICE	£ SAVING
Echo Pop	£44.99	£17.99	£27.00
Kindle Scribe	£329.99	£259.99	£70.00
Amazon Fire HD 10 Kids Pro tablet	£209.99	£124.99	£85.00
Amazon Fire Max 11 Tablet	£249.99	£139.99	£110.00
Echo Show 5 Kids	£99.99	£54.99	£45.00
Fire TV Stick 4K Max	£64.99	£37.99	£27.00
Tefal Air Fryer & Grill	£179.99	£99.00	£80.99
Ninja Air Fryer	£269.99	£169.99	£100.00
Swan Alexa Smart Kettle	£84.99	£59.00	£25.99
Breville Coffee Machine	£219.10	£134.99	£84.11
Sodastream Sparkling Water Maker	£147.98	£99.99	£47.99
Tefal Pots & Pans Set, 13 Pieces	£159.99	£119.99	£40.00
Russell Hobbs Microwave	£87.00	£66.99	£20.01
COMFEE' Under Counter Fridge Freezer	£179.99	134.99	£45.00

Vax Carpet Cleaner	£169.00	£99.99	£69.01
Samsung Galaxy Z Flip4 5G Smartphone	£899.00	£599.00	£300.00
Fitbit Fitness Smartwatch	£199.99	£139.99	£60.00
Silentnight Comfort Mattress	£343.20	£249.99	£93.21
SIHOO Office Desk Chair	£129.99	£88.99	£41.00
Elemis Pro-Collagen Moisturising Lotion	£88.50	£60.90	£27.60
St.Tropez Self Tan Express Mousse	£21.64	£17.09	£4.55
Remington Hair Straighteners	£63.88	£34.99	£28.89
Destruction AllStars - PlayStation 5	£20.00	£8.99	£11.01
Original Peloton Bike	£1,345.00	£1,049.00	£296.00
NordicTrack Treadmills, Black	£799.00	£599.00	£200.00
Bluefin Inflatable Paddle Board	£499.00	373.99	£125.01
Keter Outdoor Storage Shed	£164.99	£123.49	£41.50
Coleman Coastline 3 Man Tent	£185.99	£143.99	£42.00
Baby Jogger Pushchair	£489.00	£341.99	£147.01
Barbie Camper Doll Playset	£69.99	£54.39	£15.60
Hot Wheels Playset	£124.99	£90.89	£34.10
MEGA Pokémon Building Toys	£70.54	£50.89	£19.65
Kipling DELIA Backpack	£107.00	£53.99	£53.01
Highland Park Scotch Whisky	£44.00	£20.99	£23.01
STARBUCKS by Nespresso Coffee Capsules	£28.44	£19.99	£8.45
KIND Thins Snack Bars	£10.00	£6.00	£4.00
Amazon Brand - Happy Belly Dried Mango	£21.28	£13.93	£7.35

Previous selling price correct as of 06/07/23

There are more great deals across every category going live throughout Prime Day including:

- **Amazon Devices:** Save up to 58% on select Amazon Devices this Prime Day, including the all new Echo Pop, Echo Show

5 and Echo Show 5 Kids, Fire TV Stick 4K Max, Kindle Scribe, Fire Max 11 tablet, Kindle Paperwhite, Ring Video Doorbell, Ring Indoor Camera and Ring Intercom.

- **Automotive:** Save up to 30% on Automotive brands including Noco, Dometic, Castrol and Glart.
- **Baby:** Save up to 60% on Feeding Equipment including Tommee Tippee and Phillips, up to 50% on Monitors & Nursery Décor from Hubble, Nanit and Chicco and up to 40% on Car Seats & Strollers including Cybex and Baby Jogger.
- **Beauty:** Save up to 60% on Fragrance from Ghost, Hugo Boss, Calvin Klein & more. Save up to 50% on Haircare from TIGI, Kérastase, Redken and more as well as Skincare including Olay, CeraVe, Garnier and more.
- **Beer, Wine & Spirits:** Save up to 35% off on Beers, Wine and Spirits including 30% off on Highland Park Scotch, G.H Mumm Champagne and Baileys Cream Liqueur.
- **Wireless Electronics:** Save up to 45% on smartphones, wearables and accessories from Apple, Google, Samsung, Garmin, Xiaomi, and more.
- **Furniture:** Save up to 30% on mattresses, home office, living room, children's furniture & more.
- **Garden:** Save up to 30% on garden products including Keter, Charbroil and Roundup.
- **Grocery:** Save up to 30% on coffee from brands including Starbucks, Tassimo and Lavazza and on Nakd, and KIND snacks. Save up to 20% on soft drinks from brands including Lucozade, Rockstar and Ribena.
- **Home:** Save up to 30% on a selection of cutlery, cookware and bakeware including WMF, Zwilling and more. Save up to 30% on cleaning supplies, organisation products and sparkling water makers from Vileda, Joseph Joseph, Sodastream and more. Save up to 30% on smart lighting and bulbs from Philips and more.
- **Kitchen:** Save up to 30% on selected floorcare brands including Shark, Vax and Gtech as well as a broad range of kitchen appliances from Ninja, Tefal, Philips, Cosori and more.
- **Video Games:** Save up to 30% on video games, accessories from Sony, Microsoft, EA, Power A, Ubisoft and more.
- **Major Appliances:** Save up to 30% on large appliances from brands including Miele, Bosch, and Hisense. Save up to 30% on small kitchen appliances, including Panasonic and Toshiba.
- **Personal Care Appliances:** Save up to 55% on Oral-B and Philips electric toothbrushes. Save up to 50% on male grooming appliances from Philips, Braun, Wahl and more. Save up to 30% on IPL and female hair removal appliances from Braun, Philips and Flawless. Save up to 40% on haircare appliances from ghd, Remington and more. Save up to 30% on water flossers from Waterpik and Panasonic.
- **Pets:** Save up to 30% on pet food and treats from Felix, Pedigree and Forthglade, on pet healthcare from Frontline and YuMOVE, on toys from Nylabone and ChuckIT and more of your pet favourite brands.
- **Sports:** Save up to 30% on an extensive variety of sporting goods including Fitbit activity trackers, Peloton, cycling equipment and camping products. Save up to 30% on sports apparel from a broad range of brands including Helly Hansen, Puma and Speedo.
- **Toys:** Save up to 30% off Lego, Barbie, Hasbro and more.
- **Amazon Fashion:** Save up to 30% off on brands like Levi's, Champion, Clarks, Crocs, Samsonite, Swarovski, Fossil and more.
- **Amazon Brands** - Save up to 40% on selected products from Amazon brands, including home, electronic, and sports essentials from Amazon Basics, Umi, and Eono; furniture products for every room from Alkove, Rivet, and Movian; every day essentials such as coffee and nuts; and beauty products from byAmazon, Amazon Basic Care.

Prime Experiences

Throughout Prime Day, Prime members in the UK will have the opportunity to buy unmissable, once-in-a-lifetime experiences to help make them Feel Like a Big Deal this Prime Day – including the chance to go on set with the cast of Neighbours in Australia, head into the recording studio with McFly, and get business mentoring from Sara Davies MBE. Rapper-turned-chef, Big Zuu and Manchester City footballing legend, Yaya Touré are also signed up to deliver epic experiences exclusively to Prime members. Prime Experiences celebrate the very best of Amazon Prime, from Amazon Music, Prime Video and Amazon Fresh to fast, reliable delivery and the opportunity to buy from thousands of small businesses in the UK.

For the chance to buy a once-in-a-lifetime Prime Experience, Prime Members should check out www.amazon.co.uk/primeexperiences. During Prime Day, the five experiences will drop at varying, undisclosed times, each tied to a great value Prime Day deal. The first Prime member to click through to buy each experience when it becomes clickable on the Prime Experiences page will be successful. It's expected that demand for the one-off experiences will be high, so each lucky Prime member who successfully snaps up a Prime Experience during Prime Day will be contacted by a member of the Amazon team within 24 hours to confirm their purchase has been successful. Full Ts&Cs will be available on the individual experience pages as they become available, accessible via amazon.co.uk/primeexperiences.

ENDS

For further information please contact:

Amazon UK Press Office: pressoffice@amazon.co.uk

The Academy: AmazonConsumer@theacademypr.com

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

Notes to Editors

More Opportunities to Join 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, over 100 million songs in shuffle mode, All-Access playlists, plus the most top podcasts available ad free with Amazon Music, free in-game content and games with Prime Gaming, 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 receive unlimited One-Day Delivery on millions of items across all categories and unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more. Prime members can also complete their full grocery shop, and choose from thousands of fresh grocery products, famous brands and household essentials at great prices with two-hour delivery windows from Amazon Fresh and Morrisons on Amazon (minimum order values apply). Prime members enjoy unlimited free delivery on their favourite restaurants 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. Prime membership auto-renews and costs £95.00 a year or £8.99 a month.

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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For further information please contact:

Amazon UK Press Office Email: pressoffice@amazon.co.uk

The Academy Email: PrimeDay@theacademypr.com

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