

Amazon announces Prime Big Deal Days coming on October 10th and 11th: 48 hours of deals exclusively for Prime members

18/09/2023



Prime members can enjoy exclusive early deals from today

Prime Big Deal Days will offer more deeply discounted deals across top brands than during last year's event

Amazon will offer its lowest prices this year so far on select products from Barbie, Samsung Mobile UK, Sony, Western Digital, Xiaomi

LONDON — 06.01am BST, 18th September 2023 —(NASDAQ: AMZN)— Today, Amazon announces Prime Big Deal Days, two days of exclusive Prime member savings, beginning October 10th at 00.01am, running through to October 11th 23.59pm. The event will include everything Prime members need for Autumn, from making an early start to festive shopping, to stocking up on seasonal essentials. Prime members will enjoy great deals and fast, convenient delivery on the big brands they love including Bose, Shark, Oral B and Fitbit, as well as a wide selection of discounts from small businesses across the UK. Customers who are not yet Prime members can join Prime or start a free trial at amazon.co.uk/primebigdealdays and save big this season.

"We are always looking for ways to offer customers even more value and opportunities to save throughout the year," said John Boumphrey, UK Country Manager of Amazon. "Prime Big Deal Days will offer Prime members a wide selection of deals across some of our most popular items, including products from big brands and small businesses across the UK."

Start Shopping Now

Prime members don't have to wait to make savings this season. Early discounts include:

- **Try Amazon Music Unlimited:** For a limited time, Prime members who are new subscribers to Amazon Music Unlimited can get four months free, with access to more than 100 million songs and top podcasts ad-free, on-demand, and in high-quality streaming audio. In addition, Prime members who subscribe to Amazon Music Unlimited can upgrade to a Family Plan for no extra cost for four months.
- **Kindle Unlimited:** Available now, Prime members can enjoy three months of Kindle Unlimited for no extra charge. Membership

includes millions of titles, selected magazines, and thousands of audiobooks. T&Cs apply.

- **Up to 30% off on fashion brands** like Tommy Hilfiger, Calvin Klein, Puma, Swarovski, and more.

Get Ready for the Big Day

Stay tuned with personalised deals alerts and learn how to best prepare for Prime Big Deal Days to maximize your savings with the following tips:

- **Explore all delivery options:** You can rely on Amazon to make life easier with fast delivery on millions of items included with a Prime membership, and, as always, choose the delivery option that best suits your needs during Prime Big Deal Days. Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories, with Same-Day Delivery available on over a million items. You can also select free delivery to Amazon Lockers or Counters, or choose a delivery day preference with Amazon Day.
- **Set up personalized deal alerts:** Subscribe to receive deal alert notifications related to recent Amazon searches and recently viewed items. All you have to do is visit the Prime Big Deal Days event page on the Amazon Shopping app between now and Prime Big Deal Days to create deal alerts. Once Prime Big Deal Days arrives, you will receive push notifications on available deals you've subscribed to.

Access Prime Big Deal Days Globally

Prime Big Deal Days will kick off in 19 countries around the world on October 10th, including Australia, Austria, Belgium, Brazil, Canada, China, France, Germany, Italy, Luxembourg, the Netherlands, Poland, Portugal, Singapore, Spain, Sweden, the U.S., and the UK. Prime members in Japan can shop the Prime Big Deal Days event later in the month.

More Opportunities to Join Prime

Anyone can join Prime or start a 30-day free trial at amazon.co.uk/prime to participate in Prime Big Deal Days, as well as all the benefits included in the program.

- Amazon Prime membership includes exclusive savings, convenience, and quality digital entertainment and more, for just £8.99 per month or £95 per year.
- Prime Student members can also take advantage of the epic deals across the 48-hour event as part of their membership, which is only £4.49 per month. Those studying can sign up for a 6-month trial of Prime Student at amazon.co.uk/joinstudent.

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

About 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 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. Same-Day Delivery is available on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more (minimum order values apply). 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.

Shop With Confidence

Customers can shop with peace of mind knowing Amazon stands behind the products sold in our stores. In the unlikely event customers experience issues with timely delivery or the condition of their purchase, whether purchased from Amazon or one of our two million independent sellers, Amazon will make it right with a refund or replacement. Amazon is committed to a trustworthy shopping experience and backs the products offered during Prime Big Deal Days, as well as the hundreds of millions of products offered every day in our stores. Learn more [here](#).

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.

Follow Amazon.co.uk on Twitter: www.twitter.com/AmazonUK

Follow Amazon.co.uk on Instagram: www.instagram.com/AmazonUK

Follow Amazon.co.uk on Facebook: www.facebook.com/AmazonUK

