



Prime Big Deal Days Now Live: Prime Members Can Shop Millions of Deals Worldwide from Today!

10/10/2023

Prime members can head to www.amazon.co.uk/primebigdealdays to shop great deals from big brands including Bose, Philips, Tefal and more, as well as a wide selection of small businesses

Limited-time WOW! Deals from top brands, across various categories, including Ninja, Braun, and Oral-B will go live throughout the sale

Hundreds of prizes will be left in Amazon Lockers for Prime members around the country to pick up for free to celebrate Prime Big Deal Days

LONDON — 00.01am BST, 10th October 2023 —(NASDAQ: AMZN)— Prime Big Deal Days is now live until 23.59pm BST on 10th October. With 48 hours of savings, Prime members can 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. Prime members can shop the sale now at amazon.co.uk/primebigdealdays.

Deals going live on 10th October include:

ITEM NAME	PREVIOUS AMAZON.CO.UK PRICE	PRIME BIG DEAL DAYS SALE PRICE	£ SAVING
Bose QuietComfort Earbuds	£279.00	£199.00	£80.00
Tefal OptiGrill+	£108.30	£79.99	£28.31
Lavazza Coffee Machine	£294.82	£99.00	£195.82
Ninja Air Fryer MAX	£129.00	£99.99	£29.01
Panasonic Microwave Oven & Grill	£239.00	£165.00	£74.00
Philips Air Purifier	£395.00	£269.99	£125.01
Oral-B Electric Toothbrush	£250.00	£89.99	£160.01
Braun Beard Trimmer	£129.99	£79.99	£50.00
Joseph Joseph Knives 5-Piece	£70.00	£44.99	£25.01
Bosch Cordless Combi Drill	£79.89	£59.99	£19.90
Shark Cordless Vacuum Cleaner	£79.00	£49.99	£29.01
Kärcher Steam Cleaner	£399.99	£322.00	£77.99
Bold Laundry Detergent Tablets	£32.30	£25.99	£6.31

Silentnight Luxury Mattress	£389.00	£220.99	£169.00
Highland Park Whisky, 70cl	£44.00	£26.99	£17.01
STARBUCKS Capsules by Nespresso	£28.62	£20.99	£7.63
Remington Hair Dryer	£51.12	£29.99	£21.13
Neal's Yard Gift Set	£35.00	£19.60	£15.40
REAL TECHNIQUES Brush Face Set	£16.45	£10.00	£6.45
Tommy Hilfiger Watch	£139.76	£88.43	£51.33
Tommee Tippee Baby Bottle Set	£32.16	£17.99	£14.17
Twister Air Party Game	£19.99	£13.99	£6.00
Barbie Dreamplane Airplane	£74.39	£52.99	£21.40

Previous selling price correct as of 09/10/23

There are plenty more great deals going live throughout Prime Big Deal Days including:

- **Ring devices:** Save up to 40% on select Ring devices; up to 40% off select Ring Video Doorbells; up to 40% off select Ring Indoor Cameras; and upgrade your intercom handset with 50% off Ring Intercom.
- **Amazon Fashion:** Save up to 30% on Amazon Fashion including Tommy Hilfiger, Calvin Klein, Puma, Swarovski, and more.
- **Automotive:** Save up to 25% on Automotive brands including Castrol, Topdon, and Ring.
- **Baby:** Save up to 40% on feeding equipment including Tommee Tippee and Phillips, up to 50% on monitors and nursery décor from Nanit and Chicco and up to 30% on car seats and strollers including Maxi-Cosi and Baby Jogger.
- **Beauty:** Save up to 60% on fragrance from Hugo Boss, Calvin Klein, Ghost & more, up to 50% on haircare from TIGI, Kérastase, Got2b and more and up to 40% on Makeup & Nailcare from Maybelline, Rimmel, Max Factor and more.
- **Beer, Wine & Spirits:** Save up to 30% on Beers, Wine and Spirits including 30% off on Kraken Black Rum Spice, Roku Japanese Craft Suntory Gin and Ciroc Premium Vodka.
- **Wireless Electronics:** Save up to 45% on smartphones, wearables and accessories from Google, Samsung, Garmin, Xiaomi, Belkin, and more.
- **Furniture:** Save up to 30% on mattresses, home office, living room, children's furniture and more.
- **Garden:** Save up to 30% on garden products including Keter, Charbroil and Rohen.
- **Grocery:** Save up to 25% on coffee from brands including Starbucks, L'OR and Lavazza, up to 20% on KIND snacks and up to 20% on soft drinks from brands including Lucozade, Rubicon and Ribena.
- **Home:** Save up to 35% on cleaning supplies, organisation products and sparkling water makers from Joseph Joseph, Sodastream 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, Instant Pot, Sage and more.
- **Video Games:** Save up to 50% on video games and accessories from Microsoft, EA, Power A, Trustmaster, Ubisoft and more.
- **Major Appliances:** Save up to 30% on large appliances from brands including Hisense, Bosch, and Russell Hobbs and up to 30% on small kitchen appliances, including Panasonic and Toshiba.
- **Personal Care Appliances:** Save up to 50% on Oral-B and Philips electric toothbrushes, up to 40% on male grooming appliances from Philips, Braun, Wahl and more, up to 40% on IPL and female hair removal appliances from Braun, Philips and Flawless and up to 50% on haircare appliances from ghd, Remington and more.
- **Pets:** Save up to 30% on pet food and treats from Felix, Harringtons and Lily's Kitchen, pet healthcare from YuMOVE and Protexin and toys from Nylabone and ChuckIT and more.
- **Sports:** Save up to 30% on a wide variety of sporting goods including Fitbit activity trackers, Peloton and apparel.

- **Toys:** Save up to 25% on Lego, Barbie and Jurassic World.
- **Amazon Warehouse:** 30% discount on selected products from Amazon Warehouse. This offer cannot be combined with other promotional offers and is limited to Prime members only.

Entertainment:

- **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.
- **Prime Video:** Prime members can get up to 50% off a broad selection of TV shows to buy through Prime Video including The Good Doctor, Modern Family, The Blacklist, Chicago Fire, and New Amsterdam.
- **Kindle Unlimited:** 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.

Big Deal Giveaways

To celebrate Prime Big Deal Days, hundreds of top deals including earphones, kitchen gadgets, designer watches, and mobile phones will be hidden inside selected Lockers for limited periods on 10th and 11th October. Lucky Prime members collecting shopping from the surprise locker locations in London, Cardiff, Liverpool, Newcastle, Belfast, Glasgow, Birmingham and Manchester on 10th and 11th October will be given the opportunity to pick a code, which will open a locker containing a free item to take away. Terms and conditions can be found [here](#).

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