



Savvy shoppers at the ready: Amazon Spring Deal Days is live from 20th-25th March with millions of pounds of customer savings available

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There will be hundreds of thousands of deals across every category, including top brands such as Shark, ghd, Calvin Klein, Philips, Samsung, Oral-B and more

Prime members can enjoy fast, reliable delivery and exclusive access to limited-time WOW! Deals, with new deals dropping every day throughout the event

Visit www.amazon.co.uk/springdealdays from today for top tips on finding the right deals for you

LONDON 12:00pm GMT 15th March, 2024 – Today, Amazon announces its Amazon Spring Deal Days, offering big savings on everything customers need to get that winning feeling this Spring. The shopping event will be live from 00:00am on Wednesday 20th March 2024 until 23:59pm on Monday 25th March 2024 at www.amazon.co.uk/springdealdays. Customers will find hundreds of thousands of deals across a range of popular categories including Electronics, Home & Garden, and Toys.

UK Retail Expert, Clare Bailey, comments: “With the cost-of-living crisis rumbling on, money and time remains tight, and value has never been more important. For today’s busy shoppers, real value means convenience, efficiency, and no fuss – one-click shopping, fast delivery – as well as the best prices.” Clare continues, “This priority has given rise to ‘value hackers’ – savvy shoppers who know exactly what they want and seek ways to achieve it on a budget. Value hackers don’t compromise – they get creative, and shopping events like Amazon Spring Deal Days are the perfect time to make all important savings on those most wanted items.”

Great Value Across Categories

Customers shopping the sale will find hundreds of thousands of deals across must-have items from a wide range of categories including:

- **Amazon Devices:** Save up to £50 on selected Alexa-enabled devices, including the Echo Show 5 (3rd Gen) and Echo Show 15, and up to 48% on Amazon Fire Tablets including Amazon Fire HD 10 Tablet and Amazon Fire HD 8 Kids Tablet. Save up to 42% on Amazon Fire TV devices including Fire TV Stick 4K Max, and the Fire TV 4-series.
- **Ring and Blink Devices:** Enjoy big savings on home security devices from Ring and Blink, including Ring Video Doorbell (2nd Gen), Ring Battery Video Doorbell Plus and Blink Video Doorbell. Plus, there will be savings on Indoor and Outdoor security cameras including; Ring Indoor Camera (2nd Gen), Ring Outdoor Camera Pro, Blink Mini and Blink Outdoor Camera.
- **Amazon Fashion:** Save up to 30% on Amazon Fashion for men, women, and kids, from selected brands including Tommy Hilfiger, Levi’s and Crocs.
- **Amazon Brands:** Save up to 25% on selected Amazon brands, including home and electronics from Amazon Basics, clothes and accessories from Amazon Essentials, everyday essentials such as coffee and nuts from by Amazon and baby products from Amazon Basic Care and Mama Bear.
- **Baby:** Save up to 30% on a selection of car seats from Cybex and Maxi-Cosi and up to 30% on feeding products from Phillips. Save up to 40% on a selection of bounce chairs from Fisher-Price.
- **Beer, Wine & Spirits:** Save up to 30% on premium alcohol from brands including Absolut, Jura and Remy Martin.
- **Furniture:** Save up to 25% on a selection of mattresses, living room, bedroom and home office furniture from Silentnight, Sweet Night, Steelcase and more.
- **Grocery:** Save up to 20% on food and drinks from Redbull, Wholefood Earth, Jordans, Illy and more.
- **Home:** Save up to 25% on a selection of home products from Brita, Tefal, Philips Hue, and more.
- **Major Appliances:** Save up to 35% on large home appliances from Samsung, Bosch and more.
- **Kitchen:** Save up to 30% on floorcare, electrical cookware and home environment items from Ninja, Tefal, Philips, Shark, Vax and more.
- **Personal Care Appliances:** Save up to 50% on electric toothbrushes from brands including Oral-B and Philips and up to 40% on shaving and hair removal from Philips, Braun and more. Save up to 35% on haircare appliances from ghd, Remington and more.
- **Sports:** Save up to 20% on water sports equipment, sports apparel and smart watches from Speedo, Under Armour, Fitbit and more.
- **Toys:** Save up to 20% on toys from Lego, Mattel, Ravensburger, and more.

Deals on Entertainment include:

- **Prime Video:** Between 25th March – 01st April all customers can get up to 50% off great movies and TV shows to buy through Prime Video including *The Equalizer 3*, *Trolls Band Together*, *Mission Impossible: Dead Reckoning Part One* and *The Good Doctor Season 6*. A broad selection of popular movies are also available to rent on select dates throughout the month of March for Prime members only at £1.99 including *Thanksgiving*, *The Great Escaper*, *Blackberry*, and *My Big Fat Greek Wedding 3*.
- **Amazon Music:** Customers who haven't yet tried Amazon Music Unlimited can get three months free — with access to more than 100 million songs and top podcasts ad-free, on-demand, and in high-quality streaming audio. Current Amazon Music Unlimited customers with the Individual Plan can upgrade to a Family Plan for two months at no extra cost and enjoy up to six accounts for their family.
- **Audible:** New Audible customers can get 3 months membership for just 99p and enjoy unlimited listening to thousands of select Audible Originals, podcasts, and audiobooks. Offer available from 20th March to 17th April 23:59pm. Terms Apply.

Finding the right deal for you

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

- **WOW! Deals:** Prime members will get exclusive access to limited-time WOW! Deals from top brands, with new deals across categories dropping every day throughout the event.
- **Top 100 Deals:** The curated list includes brands we know our customers love to shop and some of the best-selling items on Amazon.
- **Watch A Deal:** This is the easiest way to preview, track and shop those limited time Prime-Exclusive 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. All you have to do is visit the Amazon Spring Deal Days event page on the Amazon Shopping app between now and Amazon Spring Deal Days to create deal alerts. Once Amazon Spring Deal Days arrives, you will receive push notifications on available deals you've subscribed to.
- **Wish List:** Add items to your Wish List and receive notifications if your top picks are included in an Amazon Spring Deal Days deal.

Fast and free delivery with Amazon Prime

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 Amazon Spring 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 in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more (minimum order values apply). You can also select free delivery to Amazon Lockers or Counters, or choose a delivery day preference with Amazon Day. Customers who are not yet Prime members can join Prime or start a free trial at amazon.co.uk/prime and save big this season.

To find out more about Amazon Spring Deal Days go to www.amazon.co.uk/springdealdays

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For further information please contact:

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

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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 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 free restaurant delivery when they spend £15 or more with free Deliveroo Plus Silver. Prime members can get 2 ODEON tickets for £10 every month between Monday-Thursday (terms apply). Prime members also get 1 year of free HelloFresh shipping saving £4.99 per box. 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.

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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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