



Amazon.co.uk kicks off Black Friday Deals Week 2014 with savings of over 50% on Fire HDX tablets – now available from just £99

November 24, 2014

£100 off all Kindle Fire HDX 7" tablets starts Amazon.co.uk's biggest-ever deals week with a bang

Luxembourg—November 24, 2014—Amazon.co.uk today kicks off its biggest-ever Black Friday Deals Week with a best-ever offer on Kindle Fire HDX tablets. From today, customers shopping for the popular [Kindle Fire HDX 7"](#) can get £100 off any model, with prices starting from just £99 for the 16GB Wi-Fi version—a saving in excess of 50%.

"This will be our biggest-ever Black Friday Deals Week, and £100 off HDX 7" is a great way to kick it off," said Jorrit Van der Meulen, Vice President, Kindle EU. "Kindle Fire HDX 7" is one of our most popular tablets. With £100 off every model our customers can get incredible value, with a fast 2.2GHz processor, a stunning display, perfect colour and powerful audio—all from our lowest-ever price of just £99."

World Class Hardware – Beyond HD

Kindle Fire HDX 7" is acclaimed by critics and loved by customers. From over 2,300 customer reviews on Amazon.co.uk, it has an average rating of 4.3 stars from 5, delivering an experience that goes beyond Full HD. Powered by an ultrafast quad-core processor, it features a 1920x1200 HDX screen – packing an astonishing 323 pixels per inch – as well as 100% colour accuracy and dynamic imaging technology, making it ideal for watching videos or playing games, indoors or outside.

The Fire HDX 7" also comes with live on-device tech support, courtesy of the revolutionary Mayday button. Customers need simply tap the Mayday button to be connected to an Amazon expert, who appears on the device to guide you through any feature by drawing on your screen. You can see them, they can't see you, and the Mayday response time goal is 15 seconds or less. Mayday is available 24x7, 365 days a year, on demand—and it's free.

With the £100 Black Friday Deals Week discount, the Kindle Fire HDX 7 is now available at the following prices:

- **Kindle Fire HDX 7" 16GB Wi-Fi:** Just £99
- **Kindle Fire HDX 7" 16GB Wi-Fi+4G/3G:** Just £119
- **Kindle Fire HDX 7" 32GB Wi-Fi:** Just £129
- **Kindle Fire HDX 7" 32GB Wi-Fi+4G/3G:** Just £149
- **Kindle Fire HDX 7" 64GB Wi-Fi:** Just £159
- **Kindle Fire HDX 7" 64GB Wi-Fi+4G/3G:** Just £179

HDX 7" offers a window into a world of popular content. Customers can stream HD content without even having to open an app, with Amazon Originals including the critically-acclaimed Transparent, Ripper Street and Mozart in the Jungle among a catalogue of over 15,000 popular movies and TV episodes available to Amazon Prime members at no extra cost. The Amazon Appstore also offers access to a growing catalogue of over 240,000 applications, with a Free App of the Day, every day, and regular giveaways of popular app bundles across a range of themes and categories.

Black Friday Deals Week 2014

Running from Monday 24th November until Sunday 30th November, Black Friday Deals Week 2014 is set to be Amazon.co.uk's busiest sales week ever. With over 3,000 'Lightning Deals' – a limited amount of a product sold at a discount, for a limited period of time – Amazon.co.uk will be releasing new offers every ten minutes throughout the week.

From stocking fillers to diamond jewellery, current Amazon.co.uk prices will be cut by an average 40%, saving customers millions of pounds. For the first time, Black Friday Deals Week will also include offers from selected Marketplace sellers including wine from Laithwaites Wine and retro confectionery from Chocolate Buttons.

Selected deals will run again on Saturday 29th November and Sunday 30th November to give shoppers another chance to pick up cut-price Christmas presents.

Customers can find out more:

Visit www.amazon.co.uk/blackfriday

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- ENDS -

Notes to editors

Prices refer to models that include special offers.

Kindle Fire HDX 7" is available from: http://www.amazon.co.uk/dp/B00CYR6UTM/ref=nav_shopall_k_hdx

For more information, please contact: kindle@biteglobal.com // amazonchristmas@thisismission.com

About Amazon

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.