



Amazon.co.uk on course for its busiest period of last minute shopping ever as sales between 20th and 24th December rise by more than 300% over the last five years

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Christmas ordering deadlines extended – customers can now order by 23:59 on Saturday 20th December for Free Super Saver Delivery and customers in selected areas can order as late as 9am on Christmas Eve and receive gifts the same day

Luxembourg, 18th December 2014 – Amazon.co.uk expects its biggest surge in last minute Christmas shopping ever with sales between 20th and 24th December having increased by more than 300% over the last five years.

In response to customer demand, Amazon.co.uk is today extending its Christmas delivery deadlines, enabling customers to order presents by 23:59 on Saturday 20th December for Free Super Saver Delivery. Prime members within the M25 can order as late as 23:59 on Tuesday 23rd December at no extra cost for delivery on Christmas Eve. For last minute orders, customers can order as late as 9am on Christmas Eve and have items delivered that evening.

Amazon.co.uk now has more Christmas delivery options than ever before, including the option for customers to collect their parcels at [10,500 Post Offices](#) across the UK. As part of [Amazon Pickup](#), shoppers can also collect parcels from [Pass My Parcel](#) stores, [Collect+](#) stores and [Amazon Lockers](#).

“At Amazon, we’re committed to making shopping as easy and convenient as possible for our customers, particularly during the busy festive period,” commented Xavier Garambois, Vice President of EU Retail at Amazon. “With extensions to our last order deadlines and Christmas Eve Same-Day Delivery available in selected areas, customers still have time to order any outstanding gifts as well as festive essentials from Christmas crackers to bottles of Buck’s Fizz.”

Last minute orders (orders placed between 20th and 24th December) in 2013 included fragrance and make-up, champagne, board games, Kindle e-readers and Fire tablets, autobiographies and Christmas films and music.

There is still time to pick up a gift from Amazon.co.uk in time for Christmas. The Christmas ordering deadlines are as follows:

- 20th December: [Free Super Saver Delivery](#) (order as late as 23:59)
- 21st December: [Standard Delivery](#) (order as late as 18:00)
- 23rd December: [One-Day Delivery](#) (order as late as 23:59 within the M25) or [Express Delivery](#) for 1pm the Next Day (order as late as 7pm)
- 24th December: [Same-Day Delivery](#) (order as late as 9am in [selected areas](#))
- For last minute gifts, [email or print a Gift Card](#) at any time

Visit amazon.co.uk/lastorders for details.

-ENDS-

For more information about [Amazon.co.uk](#), please contact:
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Notes to Eds

Please make sure you take into account the availability of your items when you place your order. The delivery date for your order will be confirmed when checking out before you complete your order. Please note that these last order dates apply only to items sold and/or fulfilled by Amazon and not to items sold and fulfilled by Sellers on Amazon Marketplace. For more information on ordering from Marketplace Sellers, please see our [Help page](#).

For further information please contact:

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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, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.