



## Customers save millions of pounds on the first day of Black Friday Deals Week with hundreds of deals selling out on Amazon.co.uk

November 24, 2015

*Black Friday Deals Week began at 00:00 on Monday 23rd November and continues until 23:59 on Friday 27th November*

*Thousands of deals still to come including video games, children's bicycles and men's watches*

*Amazon Prime members benefit from 30-minutes exclusive early access to all Lightning Deals*

*Hundreds of Marketplace sellers are taking part in this year's Black Friday Deals Week for the first time*

**London, 24th November 2015** – One day in and Black Friday Deals Week 2015 is already on course to be the busiest week ever for Amazon.co.uk. Since the deals began at 00:00 on Monday 23rd November 2015, the bestselling offers on Amazon.co.uk have included Acer Notebooks as well as Minions toys, The Woody Allen Collection DVD boxset, SO & CO watches and Bodum mugs with some deals selling out in seconds.

More than 7,000 deals are available throughout Black Friday Deals Week, saving customers tens of millions of pounds, with new offers going live every ten minutes.

Amazon.co.uk is featuring 'Lightning Deals' – products available at a discount, in limited quantities, for a short period of time. Amazon Prime members, including customers enjoying a free Amazon Prime 30-day trial, have an exclusive 30-minute early access period to all Lightning Deals.

Amazon.co.uk is also offering 'Deals of the Day' – selected products on offer for one day, from 00:01 to 23:59, subject to availability.

From big-ticket items to stocking fillers, current Amazon.co.uk prices will be cut by an average of more than 40%, saving customers tens of millions of pounds on popular Christmas presents including:

PRODUCT	CURRENT AMAZON.CO.UK PRICE	BLACK FRIDAY DEALS WEEK PRICE	SAVING
Toshiba Satellite C55-C-11G 15.6-inch Notebook	£329.00	£264.99	£65.00
Xbox One 1TB Console with Forza Motorsport 6	£331.99	£279.00	£52.99
Nintendo Handheld Console 3DS XL HW Blue & Black & 3DS Mario Golf World Tour	£180.88	£99.99	£80.89
Casio CDP-120 Contemporary Digital Piano	£258.05	£199.99	£58.06
Epiphone ENLPHBNH1 Les Paul Standard Plus-Top Pro Electric Guitar	£359.86	£274.99	£84.87
Indiana Jones: The Ultimate Collection (DVD)	£14.99	£9.99	£5.00
Russell Hobbs 18965 Aura 3-in-1 Hand Mixer - White	£24.50	£17.99	£6.51
Anglepoise Original 1227 Table Light, Red	£139.99	£69.99	£70.00
Proform Performance 1500 Treadmill	£799.00	£559.99	£239.01
Parrot Quadricopter	£212.00	£149.99	£62.01
Disney Princess Rapunzel Doll Plush Toy	£28.60	£18.00	£10.60
Sylvanian Families Cedar Terrace Gift Set	£45.48	£35.99	£9.49

Dobble Card Game	£9.00	£6.50	£2.50
WeeRide First Baby Balance Bike	£80.90	£59.99	£20.91
VTech Baby Alphabet Boat Toy	£18.40	£13.80	£4.60
VTech Baby Toot-Toot Drivers Parking Tower	£23.98	£17.99	£5.99
Naava 18ct White Gold Halo Set Triple Diamond Ascending Drop Earrings	£1,195.00	£695.00	£500.00
Swiss Military Swiss Recruit Prime Men's Quartz Watch Gift Set	£179.00	£71.60	£107.40
JESSICA Polished Style Manicure Kit, Dark & Stormy	£21.95	£17.50	£4.45
Philips Sonicare Flex Care Platinum Rechargeable Toothbrush	£112.11	£69.99	£42.12
Beefeater 24 Gin 70cl	£27.00	£17.55	£9.45
Nina Ottosson Tornado Activity Dog Toy	£14.99	£10.49	£4.50

"Yesterday we saw high demand for deals from the early hours of the morning and we expect to see this build throughout the week towards Black Friday itself," said Christopher North, Managing Director, Amazon.co.uk. "We have been asked whether we believe that Black Friday 2015 will be the biggest sales day ever. We will have to wait and see but we are certainly ready if it is with more distribution centres, more stock, more deals and a large team of talented people ready to fulfil the highest levels of demand."

In addition to the thousands of deals offered directly by Amazon.co.uk, hundreds of British businesses selling on Amazon Marketplace are also participating in Black Friday Deals Week for the first time. This means that customers will benefit from an even larger selection of deals whilst sellers have the opportunity to reach the many millions of customers who shop on Amazon.co.uk during the busy festive season.

As well as the Black Friday Deals Week offers on Amazon.co.uk, selected deals are available through Prime Now, Amazon's app that offers one-hour delivery to Prime customers. These deals are available to eligible addresses in London, Birmingham and Newcastle from 8am to midnight.

Last year, Black Friday overtook Cyber Monday for the first time ever as Amazon.co.uk's busiest day. More than 5.5 million items were sold on Black Friday 2014 (Friday 28th November), at a rate of 64 items per second and sales on Amazon.co.uk peaked at 8.29am.

Amazon has been heavily investing in its UK infrastructure throughout 2015 to be ready for what is expected to be its biggest Christmas on record. This has included the opening of two new fulfilment centres in Dunstable and Doncaster. Amazon now employs more than 10,000 permanent employees in the UK.

#### **To find out more about Black Friday:**

Visit [www.amazon.co.uk/blackfriday](http://www.amazon.co.uk/blackfriday)

Subscribe to the [Deals Newsletter](#)

Follow Amazon.co.uk on Twitter: [www.twitter.com/AmazonUK](https://twitter.com/AmazonUK)

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#### **About Amazon Prime:**

Amazon Prime is already a popular service with millions of members in the UK. On a base of tens of millions, worldwide paid membership to Prime grew 53% last year. Prime members in the UK enjoy unlimited One-Day Delivery on millions of items, unlimited streaming of more than 15,000 popular movies and TV shows through Prime Instant Video, access to one million songs to stream and download through Prime Music, unlimited photo storage in Amazon Cloud Drive, and access to more than one million books to borrow for free with the Kindle Owners' Lending Library. Customers can sign up for the Amazon Prime free 30-day trial at [www.amazon.co.uk/prime](http://www.amazon.co.uk/prime).

**Prime Now** is currently available to eligible addresses in London, Birmingham and Newcastle. All Prime members can immediately download the Prime Now app, available on iOS and Android devices, to find eligible delivery postcodes and request notification when the service is available in their area. Customers can also visit [www.amazon.co.uk/primenow](http://www.amazon.co.uk/primenow). Prime Now customers can choose delivery within one hour of ordering for £6.99, or free delivery within a choice of two-hour delivery slots between 8am and midnight, seven days a week.

**Prime Same Day** offers Prime members free same-day delivery on one million items. Prime members who place an order for same-day delivery by noon, on any day of the week, will receive their delivery between 6pm and 10pm on that same evening. There is no minimum order value and a wide range of items are available, from TVs to toasters, DVDs to books, and coffee makers to children's toys. The service is available in Greater London, parts of Hertfordshire and Berkshire and residential addresses in Birmingham, Bristol, Dudley, Edinburgh, Glasgow, Milton Keynes, Northampton, Walsall and Wolverhampton. Amazon will continue to expand Prime Same Day to other areas of the UK in 2016. To learn more and check for eligible postcodes, visit [www.amazon.co.uk/sameday](http://www.amazon.co.uk/sameday).

Prime Now and Prime Same Day are made available through Amazon Logistics, which empowers independent local, regional and national delivery

companies across the UK to deliver Amazon parcels to customers seven days a week.

**- ENDS -**

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**About Amazon**

[Amazon.com](http://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 tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.