



Prime Now Expands: One-Hour Delivery on over 15,000 Items now available for Prime Members in Liverpool and surrounding areas

January 27, 2016

Amazon's ultra-fast delivery service is available to customers in selected areas in Liverpool including Knotty Ash, Stoneycroft and Garston

Two-hour delivery windows available in Birkenhead, Warrington and Wigan

Prime members in selected postcodes can order daily essentials from fresh milk and batteries to the latest video game or Kindle delivered right to their door in an hour or less

LONDON—27th January 2016—Amazon today announced that the ultra-fast delivery service, Prime Now, is available to Prime members in Liverpool and the surrounding areas including Birkenhead, Warrington and Wigan. Prime Now will expand to many more cities in 2016. In addition to ultra-fast delivery, Prime members also benefit from One-Day Delivery on over a million products on Amazon.co.uk, access to more than 15,000 popular movies and TV episodes through Prime Video, access to one million songs to stream and download through Prime Music, unlimited photo storage in Amazon Cloud Drive and access to one million Kindle books to borrow.

Customers in Liverpool can choose from more than 15,000 items with Prime Now, including essentials such as nappies, coffee, chocolate and fresh milk, as well as other popular items like games consoles, toys, gifts and sports equipment—all via a simple and easy-to-use mobile app. Prime Now customers in selected postcodes can choose delivery within one hour of ordering for £6.99, or free delivery within a choice of two-hour, same-day delivery slots between 8am and midnight, seven days a week.

“Prime Now is our fastest delivery option ever and we are excited to make it available for customers in Liverpool,” said Jason Weston, director of Prime Now. “Whether it’s essentials like fresh milk, nappies or even a last minute gift, customers love the convenience of delivery straight to their door in less than sixty minutes.”

Amazon introduced Prime Now into Manchester in December 2015 having launched into London, Birmingham and Newcastle earlier in the year. One of the fastest Amazon Prime Now deliveries in the UK to date was Call of Duty: Black Ops III (PS4) which was ordered at 10:06am, shipped from Amazon’s Erdington delivery station in Birmingham and delivered at 10:21am to a postcode in Castle Vale.

Prime Now customers also have access to a range of chilled and frozen items from yogurts, bread, fresh juices and eggs to pizzas, fish fingers and ice-cream. The most popular Prime Now purchase of 2015 was the Fire TV Stick – closely followed by bottled water, Pepsi Max and Terry’s Chocolate Orange. *FIFA 16* (PS4) has proved the most commonly purchased video game since Prime Now launched in the UK in June 2015.

Prime Now is 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. Deliveries will be made from the Amazon Logistics’ delivery station in Speke, Liverpool.

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 to discover eligible delivery postcodes.

Amazon Prime is a popular service with millions of members in the UK. Prime members across the UK already enjoy unlimited One-Day Delivery on millions of items; unlimited photo storage in Amazon Cloud Drive; access to unlimited streaming of more than 15,000 popular movies and TV shows through Prime Video, the UK’s largest streaming service; access to more than one million songs and hundreds of playlists at no additional cost to their membership through Prime Music; and access to more than one million books to borrow at no additional charge from the Kindle Owners’ Lending Library. The annual fee for Prime membership is £79 and customers can sign up for the Amazon Prime 30-day free trial at www.amazon.co.uk/prime.

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For further information, please contact:
Amazon UK Press Office
E: pressoffice@amazon.co.uk
T: 020 3680 0888

Notes to editors:

- To celebrate the launch of Prime Now in Liverpool, when customers enter TRYITNOW at checkout they will get £10 off their first order of £30 or more

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 tablets, Fire TV, Amazon Echo, and Alexa are some of

the products and services pioneered by Amazon.