



## Prime Now Expands: One-Hour Delivery on over 15,000 Items now available for Prime Members in Surrey

April 13, 2016

*Amazon's ultra-fast delivery service is available to customers in selected postcodes in Surrey including Camberley, Lightwater and Aldershot*

*Two-hour delivery windows available in Surrey, Hampshire and Berkshire*

*Prime members in selected postcodes can get 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 -13th April 2016 - Amazon today launched Prime Now, offering one-hour delivery on more than 15,000 popular items, to Prime members in selected postcodes in Surrey including Camberley, Lightwater and Aldershot. Prime members 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. Two-hour delivery windows are available in Surrey, Hampshire and Berkshire. Customers can choose from thousands of items, 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 members already benefit from One-Day Delivery on millions of products on Amazon.co.uk, access to thousands of 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, 30-minute early access to Lightning Deals on Amazon.co.uk, and access to one million Kindle books to borrow.

"Prime Now is our fastest delivery option ever and from today Prime customers in Surrey can get the items they need quickly delivered right to the door in under an hour," said Jason Weston, director of Amazon's Prime Now service in the UK. "Whether it's essentials like fresh milk or nappies, or even a last minute gift, customers love the convenience of delivery straight to their door in less than sixty minutes."

Prime Now launched in London in June 2015 and has spread rapidly across the capital and across the UK and also operates in Birmingham, Newcastle, Manchester and Liverpool. 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.

Customers in selected areas of Surrey, Hampshire and Berkshire have access to more than 15,000 products which will also include a range of chilled and frozen items such as Chicago Town pizzas, Birds Eye fish fingers and fresh juices. 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.

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) to discover eligible delivery postcodes.

Amazon Prime is an immensely popular service with millions of members in the UK. On a base of tens of millions, worldwide paid membership to Prime grew 51% last year. 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](http://www.amazon.co.uk/prime).

- ends -

For further information, please contact:

Amazon UK Press Office

E: [pressoffice@amazon.co.uk](mailto:pressoffice@amazon.co.uk)

T: 020 3680 0888

### 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.