



Peace of mind with Amazon Protect: Amazon.co.uk launches new product protection

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- **Amazon Protect lets you enjoy your Amazon purchases worry-free as an add on to the manufacturer's guarantee and provides a choice of protection against accidental damage, breakdown and theft**
- **Available for mobile phones, cameras, tablets, laptops, gaming consoles, electrical household appliances, television sets and many more products**

Luxembourg, April 20th, 2016 – Amazon.co.uk today launched Amazon Protect, a new service allowing customers to safeguard their Amazon purchases against accidental damage, breakdown and theft.

When shopping for products including washing machines, mobile phones, tablets, television sets, kitchen appliances and many more, customers can now include product protection with Amazon Protect simply by adding it to their shopping basket with one click. With Amazon Protect customers can easily add to the manufacturer's guarantee ending after two years and protect their Amazon purchases against accidental damage, breakdown and theft for up to five years. If a problem occurs with protected products, a hassle free and easy claim process makes sure that customers will get help fast - wherever they are, as worldwide cover is provided.

"At Amazon, we're always looking for ways to make customers' lives easier", says Xavier Garambois, Vice President Amazon EU Retail. "With this new service customers can enjoy their purchases made on Amazon.co.uk worry-free: If an accident happens, Amazon Protect steps in – providing great benefits and fast help."

To make customers' lives easier, Amazon Protect benefits include services such as next business day replacement for mobile phones, quick repair or free delivery of products to replace broken items and repair to take place at home for bulky items such as washing machines. Cases with normal wear and tear, such as limescale damage in washing machines, are also covered under Amazon Protect. Where it is uneconomical to repair the item, customers can choose between a direct replacement or an Amazon.co.uk gift card payment for the same value of the replacement product at the time of claim on Amazon.co.uk.

Amazon Protect is offered in collaboration with The Warranty Group.

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.

About The Warranty Group

The Warranty Group is one of the world's premier global providers of warranty solutions and related benefits, with more than 50 years of experience and more than \$5 billion in assets. The Warranty Group has operations in more than 35 countries and nearly 1,700 employees. With London General Insurance Company, one of their wholly-owned AM Best A-(Excellent) rated insurance companies, The Warranty Group provides underwriting, claims administration, and marketing expertise to some of the world's leading manufacturers, distributors, and retailers of consumer goods, as well as specialty insurance products and services for financial institutions.