



Amazon.de website now available in English

- **English speakers shopping on Amazon.de now benefit from English navigation, customer service, and millions of translated product detail pages upon launch**
- **New service can be enabled in the top navigation bar**

Munich, September 30, 2015 – Non-German speaking Amazon customers now enjoy a far more convenient shopping experience on Amazon.de by switching their preferred language from German to English. Amazon has received many requests from customers who want to shop from the vast selection and great prices on Amazon.de, but who don't speak German as a native language. Starting today, Amazon offers this service: customers can shop for products and view other helpful parts of the website like the My Account-section in English. The service launches in beta with English navigation, English customer service, and millions of translated product detail pages, and more is yet to come.

"We are excited that now non-German speaking customers can experience and shop at Amazon.de in English," says Ralf Kleber, Country Manager Amazon.de. "This offer takes us a step closer to our vision of helping customers to buy anything they want on any of our European websites, free of any barriers."

On Amazon.de, customers benefit from a large selection of products and a great delivery experience through Amazon's reliable and fast logistics network. English as a preferred language is available on desktop and mobile browsers and can be stored in customers' profiles for future visits.

The main features in English during the beta phase include:

- Navigation
- Millions of top selling items, increasing constantly over time
- Customer service with online and phone support (call-back option)
- Most popular help pages
- Your Account as well as order and shipment confirmation

To enable the English language experience, customers simply click on the dedicated button in the top navigation bar.

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.

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