

Amazon trims price of large-screen Kindle Fire

March 13 2013



Jeff Bezos, CEO of Amazon, introduces the Kindle Fire HD on September 6, 2012 in Santa Monica, California. Amazon.com on Wednesday ramped up its challenge to Apple's iPads by trimming the price of its large-screen Kindle Fire and making the tablets available in Japan and Europe.

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The online retailer cut \$100 from the price of the Kindle Fire HD with 8.9-inch screens and connectivity to the latest-generation wireless telecom networks, giving the tablets a starting price of \$399.

A version of the Kindle Fire HD that connects to the Internet using Wi-Fi hotspots was given a starting price of \$269.

Full-sized iPads start at \$499 while Apple's iPad mini has a starting price of \$329.

"We're thrilled with customer reaction to Kindle Fire HD 8.9-inch," said Amazon Kindle vice president Dave Limp.

"As we expand Kindle Fire HD 8.9-inch to Europe and Japan, we've been able to increase our production volumes and decrease our costs."

The tablet became available in Britain, Germany, France, Spain and Japan.

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Citation: Amazon trims price of large-screen Kindle Fire (2013, March 13) retrieved 26 April 2024 from <https://phys.org/news/2013-03-amazon-price-larger-kindle-hd.html>

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