

## Apple stops sales in Russia, citing unstable ruble

December 16 2014



Apple has halted online sales of its iPhones, iPads and other products in Russia amid financial turmoil triggered by the steep decline in the country's currency.

The ruble plunged by as much as 20 percent Tuesday, even after Russia's central bank increased interest rates sharply in an attempt to shore up the currency. The ruble's value has fallen by more than 60 percent since January. Its decline has coincided with a dramatic decrease in the price of oil, a pillar of Russia's economy.

Cupertino, California-based Apple said Tuesday that the ruble's



instability has made it too difficult to set its prices in Russia, prompting the closure of its online store there.

© 2014 The Associated Press. All rights reserved.

Citation: Apple stops sales in Russia, citing unstable ruble (2014, December 16) retrieved 25 April 2024 from <a href="https://phys.org/news/2014-12-apple-sales-russia-citing-unstable.html">https://phys.org/news/2014-12-apple-sales-russia-citing-unstable.html</a>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.