



Amazon.de launches Sporting Goods Store

- **"Sport & Freizeit"** store with thousands of sporting goods from top brands like Adidas, Puma, Nike, Quiksilver and Bollé
- Selection in over 25 sports: From fitness, soccer, golf, winter sports to cycling and running
- Fast delivery until next day with Overnight Express service
- Among the great values at launch are adidas soccer shoe TRX FG at 89,95 EUR, Giro cycling helmet at 29,95 EUR and Dunlop backpack at 29,95 EUR

Munich, July, 11th – Amazon.de today launched its new Sporting Goods store (www.amazon.de/sport) – a single destination offering sportfans a selection of thousands of sporting goods in over 25 sports. The offering includes products from top brands like Adidas, Puma, Nike, Quiksilver and Bollé, which can be ordered at Amazon.de or from third party sellers offering products at marketplace.

Ralf Kleber, managing director of Amazon.de: "We offer a selection of thousands of products at great prices. With Amazon.de sport fans come to their sport speedier because they can easily place an order on our website and get their sporting goods gear delivered to their preferred destination".

From XS to XXL, from golfbags to sport nutrition and from brands like Adidas to Yonex

From running experts, fun sport fans to golf professionals und champions of the local soccer club: Amazon.de offers the sporting goods gear for every sport men including accessories and sport fashion in all available sizes and colors.

The offering of the "Sport & Freizeit" store:

- **Bike:** e.g. cycling shoes by Diadora and cycling helmets by Giro
- **Fußball:** e.g. soccer shoes, shirts and goal keeper gloves by Nike
- **Fitness:** e.g. fitness equipment by Kettler and Schmidt Sportsworld
- **Camping Outdoor:** e.g. shirts by Vaude and backpacks by Dunlop
- **Golf:** e.g. golfbags by Komperdell
- **Sport-Fashion:** e.g. swimsuits and shorts by F2 and sun glasses by Bollé and Smith
- **Running:** e.g. running shoes by Asics and pulse watches by Polar
- **Sportnahrung:** e.g. sport nutrition by Powerbar
- **Wintersport:** e.g. skiing caps by Eisbär and Salomon and snowboards by Elan

Besides the offer from Amazon.de third party sellers sell sporting goods at fixed prices on the sales platform Amazon.de marketplace. Customers e.g. can order products from SportScheck and Intersport Eybl.

For further information: www.amazon.de/marketplace.

Services at "Sport & Freizeit": Easy ordering, quick delivery and comprehensive information

- Find and order products quickly at an easy-to-use destination and order with 1-Click[®]
- Personal recommendations: Sports fans get recommendations for products that could be of interest, e.g. a Nordic Walking guide combined with the Nordic Walking sticks they are interested in
- Hot "Must Haves" can be preordered at Amazon.de and will be delivered at street date.



- Customers get comprehensive information on all products – from editor's reviews to reviews of customers who have already tested the products to information from manufacturers and Amazon.de sales rank.
- Free delivery on all orders at Amazon.de over 20 EUR
- Customers can get their sporting goods speedier with DHL Overnight Express¹
- One-stop-destination for sporting goods: Professionals and beginners also get the book on the latest diet or the Golf guide or sporty highlights on DVD and Music and mp3-players for running at Amazon.de

Special low prices at launch

Amazon.de offers a wide range of products at very low prices. Among the great values currently featured in Amazon.de's Sporting Goods store are²:

- **adidas soccer shoe F 50 X-TRX SG and TRX FG** at 89,95 EUR
- **adidas PR Pulse XTRXSG** at 99,95 EUR
- **Dunlop Rucksack (beige/schwarz)** at 29,95 EUR
- **Giro Fahrrradhelm Skyline (unysize, rot)** at 29,95 EUR
- **Giro Fahrrradhelm Xen (olive)** at 99,95 EUR
- **Schmidt Sportsworld Heimtrainer Fit 410 (schwarz/silber)** at 159,95 EUR
- **Smith Sonnenbrille „Folsom“ Silver Flame (Blue Mirror)** at 59,95
- **Komperdell Wanderstücke Predator Titanal, Teleskopstock** at 59,95 EUR
- **Komperdell Golfhülle Velocity Black** at 9,95 EUR
- **F2 Boardshorts Surfchicks (white)** at 39,95 EUR
- **F2 Boardshort Stichless (black)** at 59,95

For further information see www.amazon.de/sport.

About Amazon.de

Amazon.de opened its virtual doors in October 1998. Amazon strives to be the world's most customer-centric company, where customers can find and discover anything they might want to buy online. Amazon.de and sellers list millions of new and used items in categories such as books, CDs, videos and DVDs as well as products for home and garden, consumer electronics and photos, toys, PC and video games, software and computer supplies. Through Amazon Marketplace, zShops and Auctions, any business or individual can sell virtually anything to Amazon.de's millions of customers. Amazon.de offers its customers payment by invoice, a secure credit card payment option, personalized recommendations, and a time saving ordering process using 1-Click™ technology. Through Amazon Mobil, Amazon.de is accessible via WAP technology at www.amazon.de/mobil. Austrian customers can access the full range of products via www.amazon.at.

www.amazon.de is one of the websites operated by Amazon.com and its affiliates; the others include www.amazon.com, www.amazon.co.uk, www.amazon.co.jp, www.amazon.fr, www.amazon.ca and www.joyo.com. Amazon.de is a trading name for Amazon EU S.a.r.l. and Amazon Services Europe S.a.r.l., both are all wholly owned subsidiaries of global online retailer Amazon.com, Inc. (NASDAQ: AMZN) located in Seattle, Wash.

As used herein, "Amazon.com," "we," "our" and similar terms include Amazon.com, Inc., and its subsidiaries, unless the context indicates otherwise.

Für weitere Informationen:

¹ That applies for all orders that have the Overnight Express offer on the product page. The delivery can take place in Germany, with exception of the German islands. The shipping fees for Overnight Delivery are 13 EUR.

² The offer applies as long as there are products on stock.



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