Record Kindle Sales on Black Friday

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 28 November 2012

Amazon sells a record amount of Kindle devices as it introduces Black Friday in the EU-- Kindle sales from Amazon.co.uk were "more than three times higher" on 23 November than the previous record.

Keep in mind Amazon fails to provide hard sales numbers, giving only statements like " Black Friday was the biggest sales day ever for the Kindle Family" and "Kindle Fire [was] the bestselling product across all of Amazon.co.uk on Black Friday."

During 23-26 November the Kindle Fire cost £99, down from the usual £129.

"Black Friday" is the ominously named US post-Thanksgiving retail tradition slowly creeping towards the continent. Amazon UK holds Black Friday since 2010, and 2012 also sees the date taking place in France and Germany, with special offers aimed at driving Christmas sales.

Following Black Friday is Cyber Monday, a further date for lightning deals taking place on online shopping sites.

Go [Biggest Sales Day Ever for Kindle Family on Black Friday](#)