



12 June 2015

## VODAFONE UK LAUNCHES FLEXIBLE UPGRADES ON SIM ONLY

- Customers who sign up for one of our flexible 12 month SIM only contracts can now upgrade to a new Pay monthly phone bundle after only 3 months
- 12 month SIM only bundles start from only £9.50 a month
- Our Data Test Drive remains to give customers the confidence to experiment with their new phone or plan

Vodafone UK has launched the latest in mobile flexibility with our new **SIM only bundles**. As of today, customers who sign up for one of our 12 month SIM only bundles\* will have the freedom to upgrade to a new Pay monthly phone bundle after only three months.

For customers that are waiting for the next big phone launch to upgrade or those that are happy holding onto their current phone, our flexible upgrade on SIM only really is the way to go. By taking advantage of one of these great value bundles, customers really will have the freedom to make the choices that work for them without being tied in to a full-term contract.

There's no hassle, no early termination fees, and customers won't have the remaining time from a previous agreement added on to the new one. Plus, they'll get all the minutes, texts and data they need from just £9.50 a month. To celebrate this launch, Vodafone is offering an additional 25% off Red Value Bundles, so for £19.80 per month, customer can enjoy 3GB data, access to our 4G network\*\*, unlimited minutes and UK texts as well as access to a choice of Spotify Premium, Sky Sports Mobile TV or a NOW TV Entertainment Pass as part of Vodafone's **Ultimate 4G Entertainment Package\*\*\***.

Cindy Rose, Consumer Director at Vodafone UK says: "Our SIM Only bundles are already massively popular with customers, but we knew there was more that we could offer, so we have! It means that our customers now really do have the flexibility to upgrade to a phone or bundle that they want, when they want to. And with access to our

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# news release



ultrafast 4G network, our great entertainment packages and unlimited data for the first three months of a contract with Data Test Drive, customers really can enjoy more of what they love.”

Vodafone has now expanded its ultrafast 4G coverage to 564 cities, towns and districts as well as thousands of smaller communities across the UK.

-ends-

## Notes to editors:

**\* 12-month agreement.** Terms apply. Subject to credit check. Minutes to UK mobiles and landlines (starting 01, 02, 03), standard UK texts and data within the UK. A one minute minimum call charge applies. For further terms and info see [vodafone.co.uk/simonly](http://vodafone.co.uk/simonly)

**\*\* 4G:** Limited coverage, see [www.vodafone.co.uk/coverage](http://www.vodafone.co.uk/coverage)

**\*\*\* Entertainment:** Available on Red Value Bundles and 12-month Red 4G SIM only plans (excluding Red Value 2GB Bundle and Red Starter 4G SIM only plan). Compatible device required. Sky Sports 1&2 only and Sky Sports News HQ only. Content may vary. **NOW TV Entertainment Pass:** available for Red Value Bundle customers. Access to the NOW TV Entertainment service will automatically renew at £6.99 per month after the initial 6/12/24 months unless cancelled. Retail price paid includes the cost of the Red Value Bundle and the NOW TV Entertainment Pass. Offer not available in conjunction with other NOW TV Entertainment Pass offers. NOW TV Account set up with debit/credit card required. 18+. UK only. Content streamed via BB/4G. Full terms at [vodafone.co.uk/entertainment-packs](http://vodafone.co.uk/entertainment-packs)

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