



APPLECARE+ PURCHASE WINDOW EXTENDED TO 60 DAYS AND PROVIDED MORE SUPPORT







AppleCare+ 苹果 AppleCare 苹果“苹果” 苹果?“苹果” AppleCare+ comes out later than AppleCare. The latter means a piece of word, “Apple cares about you.” How about the later one? “Apple cares about you more.”

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In fact, the two services are device warranty packages, equivalent to a kind of insurance. And the difference between “caring about you” and “caring about you more” lies in the support for the accidents - AppleCare+ extends the repair and replacement coverage to such accidental physical damage incidents as screen smashing, exposure to the water damage and others. Now it offers 90 days (complimentary support) + 2 years (package period) coverage, which is of great benefits to those who pay attention to WWDC to upgrade their old devices with newer ones once a year or two.

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Today, with the intention to improve the warranty packages significantly, in principle, Apple will concentrate on the sales of the AppleCare+ for surge in the purchase rate, while discontinue the AppleCare for gradual fading from the IOS device warranty. How could Apple do that? Two points: first, the new change will go into effect today in the U.S., Canada, and Japan, and will likely take place in other markets successively.

Secondly, the AppleCare purchase window extends the limited time of purchase from 30 days to 60 days (except for Japan) and it can be purchased via Apple's Online Store, Apple Store and the inside purchase options of the online diagnostic tools. This gives more time to consumers to decide if they need to buy and more comfort to buy in terms of convenience. From that point, at least Apple shows enough sincerity.

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By the way, currently, the AppleCare+ for iPhone and iPad is subject to \$99.

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In case of any mistakes, queries or advice, please send emails to judy.zhang@ccjk.com. Many thanks!

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