



01 July 2016

## FEEL FREE THIS SUMMER WITH INCLUSIVE ROAMING ON VODAFONE'S PAY AS YOU GO BIG VALUE BUNDLES

- Vodafone Pay as you go customers can now stream and share their holiday moments worry-free thanks to inclusive roaming across 40 destinations\*- that's more than any other UK mobile provider.
- Throughout July and August, Pay as you go customers will receive, 100 minutes, 100 texts and 500MB of data to use whilst roaming within Vodafone's inclusive roaming zone.
- Vodafone's £20 and £30 Big Value Bundles now give customers double data in the UK as well.

Today Vodafone UK is marking the start of summer with the launch of inclusive roaming on its Pay as you go Big Value Bundles. Whether lounging in Lisbon or chilling out in Oslo, customers can now make the most of their smartphone on holiday, thanks to a generous inclusive roaming allowance which can be used across 40 European destinations.

Vodafone's inclusive roaming covers more destinations than any other network. And with 4G in 34 destinations, customers are now free to share their holiday moments with a plan that keeps up with them. Throughout July and August, customers will receive 100 minutes, 100 texts and 500MB of data to use anywhere in our inclusive destinations. So wherever they're heading, they can always be connected to the things that matter most.

Combined with our latest 4G smartphone, the Vodafone Smart ultra 7 which is available for only £135 on Pay as you go, it's a great deal offering the latest tech with plenty of data. Fully equipped with a quick shot 13MP rear-facing camera and 5MP front-facing 'selfie cam' with flash, as well as a sharp 5.5inch full HD display, the Vodafone Smart ultra 7 delivers a stylish finish with a first rate performance at an unbelievable price.

Glafkos Persianis, Vodafone UK Commercial Director, said "We are pleased to offer customers such great value for money on our Pay as you go Big Value Bundles. It's important for us to allow customers to feel free to enjoy their smartphones on holiday worry-free with inclusive roaming, so they can share their holiday moments with the people they love the most, wherever they are."

This offer follows a recent increase in Big Value Bundle UK data allowances, giving customers the freedom to enjoy more of what they love for less, with double the data on selected Big Value Bundles.\* Meaning that Vodafone customers can take advantage of our network in the UK as well as our inclusive roaming destinations this summer.

-ends-

### **Vodafone UK**

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[www.vodafone.co.uk](http://www.vodafone.co.uk)

### **Vodafone UK Media Relations**

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## Notes:

- *Big Value Bundle (BVB):* UK use only. Calls & texts to standard UK mobiles and landlines (01, 02, 03). Last 30 days. Automatically renews every 30 days if you have enough credit. Opt out by calling 2345 for free. Terms apply see [www.vodafone.co.uk/bigvaluebundle](http://www.vodafone.co.uk/bigvaluebundle).
- *\*BVB data increases:* £20 BVB was 2GB now 4GB. £30 BVB was 6GB now 12GB.
- *Inclusive roaming:* Available with your Big Value Bundle for use in our Europe Zone. Offer ends on 31.08.16 on the £10, £15 and £20 Big Value Bundles. For a list of countries, charges and terms, see [www.vodafone.co.uk/travellingabroad](http://www.vodafone.co.uk/travellingabroad). After the promotion ends, roaming will continue to be included on £30 BVBs.
- *More destinations than any other network:* Compared as of 11.05.2016. For verification see [vodafone.co.uk/travellingabroad](http://vodafone.co.uk/travellingabroad).
- *4G:* Limited coverage. See [Vodafone.co.uk/coverage](http://Vodafone.co.uk/coverage).

## Big Value Bundle pricing:

When you buy a		You'll get all this for 30 days	Inclusive Roaming (1 <sup>st</sup> July to 31 <sup>st</sup> August)
£10 Big Value Bundle		Unlimited UK texts 150 UK minutes 500MB 4G UK data	A roaming allowance of 100 minutes 100 texts 500MB data to use when travelling in our Europe Zone
£15 Big Value Bundle		Unlimited UK texts 250 UK minutes 1GB 4G UK data	A roaming allowance of 100 minutes 100 texts 500MB data to use when travelling in our Europe Zone
£20 Big Value Bundle		Unlimited UK texts 500 UK minutes 4GB 4G UK data	A roaming allowance of 100 minutes 100 texts 500MB data to use when travelling in our Europe Zone
£30 Big Value Bundle		Unlimited UK texts Unlimited UK minutes 12GB 4G UK data  Plus a roaming allowance of 100 minutes 100 texts 500MB data to use when travelling in our Europe Zone	A roaming allowance of 100 minutes 100 texts 500MB data to use when travelling in our Europe Zone

See our Europe Zone destinations [here](#)

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