

## iPhone 6s, 6s Plus Sales Reach Record

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01. October 2015

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Apple boasts a new record for first weekend iPhone sales, as iPhone 6s and 6s sales total 13 million just 3 days after launch, breaking the iPhone 6/6 Plus record of 10m units sold.



“Sales for iPhone 6s and iPhone 6s Plus have been phenomenal, blowing past any previous first weekend sales results in Apple’s history,” Apple CEO Tim Cook says. “Customers’ feedback is incredible and they are loving 3D Touch and Live Photos, and we can’t wait to bring iPhone 6s and iPhone 6s Plus to customers in even more countries on October 9.”

The 2015 iPhone rollout has one advantage over 2014-- China is an initial launch country, together with Australia, Canada, France, Germany, Hong Kong, Japan, New Zealand, Puerto Rico, Singapore, the UK and the US.

Wall Street was skeptical over the iPhone 6s and 6s Plus breaking any records, since the new models only feature under-the-hood improvements such as the pressure-sensitive 3D Touch display and feedback-providing Taptic Engine. Other features include a 12MP rear-facing camera, flash-equipped front-facing camera, new A9 processor and 2GB RAM.

Apple also announces the smartphones will be available in 40 additional countries, including Belgium, Greece, Italy, Spain and Russia, from 9 October, before availability in over 130 countries by end 2015.

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