

Apple lowered the price of iPhone XS and XS Max at the store

Apple decided to "kill" the iPhone XS and XS Max launched last year on the website, while reducing the prices for these two devices.

Apple has officially launched the trio of new generation iPhones of 2019 including iPhone 11, iPhone 11 Pro and iPhone 11 Pro Max. To "pave the way" for next-generation iPhone models and to avoid having the product and house fight among themselves, Apple decided to 'kill' the iPhone XS and XS Max series launched last year on the website, while reducing the price. sold to these two devices.

iPhone XS and XS Max are two of the three products that Apple launched last year. Before new iPhone models hit the market and on September 20, Apple decided to liquidate the two models. From September 11, users who purchase the iPhone XS and XS Max directly at their official retail stores will receive a discount of US \$ 100.



At Apple stores, the iPhone XS will have a new price of USD 889 (about VND 21 million) for 64GB memory version, USD 1,049 (about VND 24.4 million) for 256GB and \$ 1,249 versions (approximately VND 29 million) for the 512GB version.

Meanwhile, the iPhone XS Max will cost \$ 999 (approximately 23 million), \$ 1,149 and \$ 1,349 (about 31 million VND) for the 64GB, 256GB, and 512GB versions.



Apple will only sell these 5 iPhone models.

In addition, the iPhone XR, iPhone 8 Plus and 8 models are still retained due to the number of users who love them but also receive a big discount at 599 USD (14 million VND), 549 USD (about 13 million VND) and 449USD (about 10.5 million VND).

The iPhone 7/7 Plus duo also was 'dead' after 3 years of launch.

1. Actual photo of iPhone 11, 11 Pro and 11 Pro Max, expected price in Vietnam from 21.99 million
2. Price list of new iPhones, current latest iPhone prices

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