

Apple Launches 8GB iPhone 5C in Europe

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Apple isn't letting up on its push into the lower end of the market. The company Tuesday launched an 8GB version of its colorful iPhone 5C for European markets.

[According to 9to5 Mac](#) [1], the new phone sells in the United Kingdom for \$712 unsubsidized, which figures out to about \$66 less than the 16GB model.

The new iPhone is apparently limited to the UK, France, Germany, Australia, and China. Apple has not announced plans to sell the new phone in the United States.

Apple's move towards more affordable devices has already seen some success. [As reported by Bloomberg](#) [2], a recent survey conducted by Upstream for research firm Ovum showed Apple is now the most desired smartphone brand in emerging markets.

Upstream asked just over 4500 consumer in Brazil, China, India, Nigeria and Vietnam what brand of phone they most desired. Fully 32 percent of respondents said Apple, while 29 percent said they would like a Samsung device.

Source URL (retrieved on 01/29/2015 - 5:46pm):

<http://www.wirelessweek.com/news/2014/03/apple-launches-8gb-iphone-5c-europe>

Links:

[1] <http://9to5mac.com/2014/03/18/apple-introduces-8-gb-iphone-5c-to-help-boost-disappointing-sales/>

[2] <http://www.bloomberg.com/news/2014-03-13/apple-beats-samsung-as-favorite-brand-in-emerging-markets-even-though-they-can-t-afford-it.html?alcmpid=gtech>