

Intel has unexpectedly lowered prices on its Arrow Lake series processors. The Core Ultra 7 265K and 265KF are now 25–26% cheaper, making them especially attractive for gamers and PC builders.

Now, the Core Ultra 7 265K model costs \$299 instead of \$399, while the 265KF is priced at \$284 instead of \$384. This puts them in the same price range as the lower-end Ultra 5 models, yet they offer a higher level of performance.

The price reduction is due to Arrow Lake initially failing to meet high expectations—in reality, the performance boost was more modest. Intel has been actively releasing BIOS and firmware updates and is now further stimulating demand through pricing.

Core Ultra 7 processors promise up to a 50% increase in gaming performance and up to 65% improvement in rendering tasks compared to the 12th generation Intel Core. In addition to the lower prices, buyers will receive a spring bundle with two AAA games and a software package for creators.