

MTS announced a record demand for new smartphones Huawei Pura 80 Ultra and Huawei Pura 80 Pro according to the results of pre-orders that have been held from August 1 to 7. The total number of pre-orders exceeded the indicators of the previous series - by 57% more than that of the Pura 70 model, which was published in 2024, and almost seven times more than that of the P60 of 2022 series.

During the pre-order, the most popular model became Huawei Pura 80 Pro - it accounted for about 70% of all orders. The Ultra model took the remaining 30%. Among the colors, the greatest demand was a black shade of both models.

Moscow, Moscow became the leader in the number of pre-orders, which accounted for 26% of all purchases. The three cities with high demand also included Penza and St. Petersburg with 3% each, as well as Vladivostok and Rostov-on-Don, where the sales amounted to 2%.

Sales of smartphones have already begun both in the MTS online store and in all branded companies of the company. From August 8 to September 8, when buying a Huawei Pura 80 Pro, customers are given smart watches Huawei Watch GT 5. For both models, an installment plan is available 0-0-0-24, which allows you to buy a device without an installment plan for 24 months.

The cost of smartphones on the MTS network is 139,999 rubles for Huawei Pura 80 Ultra with 16 GB of RAM and 512 GB of internal memory and 89,999 rubles for Huawei Pura 80 Pro with 12 GB of RAM and 512 GB of internal memory.