



First Look

AppleCare+ for iPad

September 2013

Service and support from the people who know your iPad best.

Price (U.S.)	\$99
Availability	Austria, Canada, China, France, Germany, Hong Kong, Ireland, Italy, Japan, Netherlands, Singapore, UK, U.S.
Duration	Two years from iPad purchase date
Scope of service and support	Extends 90-day complimentary technical support and one-year limited warranty to two years Adds up to two incidents of accidental damage coverage, each subject to a \$49 (U.S.) service fee
Eligible devices	iPad 2 or later

Key Messages

One stop for technical support

- Direct access to Apple experts
- Most issues can be resolved in a single call
- Mail-in or carry-in repair service is available

Apple hardware coverage

- Covers iPad, iPad battery, and included USB cable and power adapter
- Covers AirPort
- Adds up to two incidents of accidental damage from handling for iPad, each subject to a \$49 (U.S.) service fee

Software support included

- Experts can help with:
 - Using iOS and iCloud
 - Connecting to wireless networks
 - Questions about FaceTime, Keynote, Numbers, Pages, and other Apple-branded iPad apps

Additional Information

- AppleCare+ is a best-in-class service contract from Apple—not insurance
- AppleCare+ can only be purchased within 30 days of an eligible iPad purchase
- AppleCare+ is available from the Apple Online Store and Apple Retail Stores
- Customers who want to purchase iPad and AppleCare+ from a carrier or reseller store should confirm that AppleCare+ is sold by the carrier or reseller store
- AppleCare+ is an automatic enrollment program, so everything is done at the time of purchase
- Mechanical failures are covered at no additional cost to customers
- Accidental damage incidents are each subject to the \$49 (U.S.) service fee
- Accidental damage from handling includes dents, cracked screens, spills, and liquid submersion affecting the functionality of iPad
- AppleCare+ does not cover cosmetic damage or damage that does not affect the functionality of iPad
- AppleCare+ does not cover theft or loss
- Repair or replacement service may be limited to country of purchase

Additional Resources

On Apple.com:

- [AppleCare+ for iPad](#)
- [AppleCare+ Terms and Conditions](#)

On Apple Sales Web:

- [AppleCare Product Page](#)