



Dear Mr Irvine,

**Re: The Inquest Touching the Death of Fatima Abukar  
A Regulation 28 Report – Action to Prevent Future Deaths**

*In response to your report dated 14 December 2022 (the “**Report**”), please find below our written response in accordance with paragraph 7(2) of Schedule 5 to The Coroners and Justice Act 2009.*

Thank you for sharing with us your Report and for bringing to our attention your findings and concerns. We are greatly saddened to hear about the death of Fatima Abukar and we extend our deepest condolences to her family.

At Amazon we work hard to earn and maintain customer trust, meaning that safety is a top priority for us. Last year, we invested [more than \\$900 million to protect our stores and our customers](#), building robust safety and compliance programs, which includes the continual review of our controls to ensure appropriate product information is displayed. While we note that there is no suggestion that any product purchased on any Amazon store was involved in Ms. Abukar’s death, we are willing to explain our processes in relation to the sale of e-scooters. Specifically:

- we include a warning on product pages for e-scooters which makes clear that they are prohibited from use in any public road or space in the UK;
- we make this warning prominent by ensuring it appears in the “About this Item” section and is highlighted for customers’ attention using the heading “Important note” in bold font;
- the warning also includes a link to the latest government guidance;
- when we identify that an e-scooter advertisement may suggest the product’s use on public roads or streets, we send our UK selling partners detailed communications telling them to remove such references, including removing pictures encouraging potentially illegal use by customers; and
- we publish education reminding all selling partners to check if there are local legal restrictions in relation to the use of e-mobility devices on public roads or spaces.

We trust this is helpful and again express our sincere condolences to Ms. Abukar’s family for their tragic loss. Please do let me know if you require any further information.

Yours sincerely,

  
UK Legal Director & AGC,  
Amazon

AMAZON UK SERVICES LTD.

REGISTERED OFFICE: 1 PRINCIPAL PLACE, WORSHIP STREET, LONDON EC2A 2FA, UNITED KINGDOM

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