

Motorola DIY Repair Program Reaches Europe

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Motorola follows on the US launch of a DIY smartphone repair program with the announcement of European availability, providing customers with a selection of replacement packs through a partnership with iFixit.



Available across all 28 EU countries (plus Norway and Switzerland), the program offers everything a DIY fix requires, including "high-quality" OEM parts, Fix Kits containing the necessary tools and step-by-step repair guides in French, German and English courtesy of iFixit. Such a service, Motorola says, not only boosts customer satisfaction but also helps create a more circular economy, as opposed to the current throwaway economy.

"Manufacturers are an important cog in the circular economy wheel-- and this announcement helps to remove some of the longstanding barriers between manufacturers and independent repair," Motorola says. "Providing consumers with spare parts to repair their devices is one of the most significant steps a company can take to reduce the environmental impact of electronics production."

Currently the European iFixit store carries official screen and battery replacement kits for the Moto X, Moto X Pure, Moto G4, Moto G5 Plus, Moto Z Play, Moto Z Droid and Droid Turbo 2.

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