



**Apple Inc.**

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United States of America

**Apple European Headquarters**

Ms. Cathy Kearney  
Vice President of European Operations  
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*Brussels, December 17, 2021*

**RE: Apple Self Service Repair – Right to Repair – Repair conditions – Premature obsolescence**

Dear Ms./Mr.,

I'm reaching out to you on behalf of Euroconsumers with regards to the recent announcement by Apple of the launch of the "Self Service Repair" program.

Gathering four national consumer organizations in Europe (Italy, Belgium, Spain, Portugal) and one in South America (Brazil), and giving voice to a total of more than 1.5 million consumers, Euroconsumers is the world's leading consumer cluster in terms of innovative information, personalized services and defense of consumer's rights.

On November 17th 2021, Apple announced its upcoming Self Service Repair program. According to your press release<sup>1</sup>, the program will be available for the iPhone 12 and 13, to be closely followed by Mac computers. The program would allow customers to access official Repair Manuals and order a range of spare parts and specialised tools from Apple's online store.

Please allow us to express our sincere congratulations. As an organisation that has always strived for consumer's Right to Repair their own devices, we are delighted to hear that Apple is taking steps against early obsolescence and electronic waste. The economy of tomorrow must and will be circular. Improving the repairability of electronic devices is a crucial step in that direction. It is what consumers want, and what the planet requires.

We would also like to grasp this opportunity to ask you for a few clarifications. Our first question concerns the geographical scope of the Apple Self Service Repair program. Initially announced for the USA, the news release mentions an expansion throughout 2022. Could you tell us when the

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<sup>1</sup> <https://www.apple.com/newsroom/2021/11/apple-announces-self-service-repair/>



European and Latin American markets will be concerned? And will consumers there be able to make use of the program under the same conditions as their American counterparts?

Secondly, we would also like to inquire about the specialised tools and replacement parts that will be sold in Apple's online store. Could you provide us with any indications about the pricing policy for these official spare parts? Have any specific price tags been revealed for the screens, cameras and batteries that will be sold? And will Apple allow for third parties to provide spare parts as well? As you know, consumers are aching to have access to convenient and affordable repairs for their electronic devices. If the prices represent too big a hurdle to pursue these repairs, this risks turning the proudly announced Self Service Repair program into an empty box, which would be extremely unfortunate for both consumers' wallets and the environment.

Finally, we would like to inquire about your further initiatives regarding sustainable electronics and the fight against premature obsolescence. More specifically, we want to ask whether Apple's recent policy shift means that additional efforts will be made to solve pending cases which are directly or indirectly related to this issue. As you know, Euroconsumers has four class actions pending in Europe (Belgium, Italy, Spain, Portugal) asking to reimburse consumers who have been affected by iPhone 6 battery problems. We hope Apple's new policy with regards to repairs also marks the start of a new era of respect and collaboration with consumers, and implies that Apple intends to reopen a dialogue to find a solution for all affected consumers without waiting for a Court's decision.

As global leader in electronic device manufacturing that pledges carbon neutrality in 2030 and sets other sophisticated targets, Apple indicates to care about consumers and the environment. Therefore, as Euroconsumers, we are very much looking forward to your concrete answers on the topics raised above and stand ready to start a constructive dialogue on issues of durability and sustainability to the benefit of consumers.

We look forward to hearing from you soon.

Sincerely,



Marco Pierani  
Director of Public Affairs  
Euroconsumers



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**About Euroconsumers:** Gathering five national consumer organisations and giving voice to a total of more than 1.5 million people, Euroconsumers is the world's leading consumer cluster in innovative information, personalised services and defence of consumer's rights. We work closely together with Consumers International to ensure consumers are safe, that markets are fair and benefit from honest relations with businesses and authorities. Our European member groups are also part of the umbrella network of BEUC, the European Consumer Organisation. Together we advocate for EU policies that benefit consumers in their daily lives.

