

Apple Hikes Up Russian iPhone 6 Prices Again on Weak Ruble

By [The Moscow Times](#)

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Apple has yet again raised prices for the iPhone 6 on its Russian online store as the U.S. technology giant struggles to cope with the ruble's rapid depreciation this winter.

Starting from this Monday, prices for the iPhone 6 will be 35 percent higher on Apple's newly opened Russian retail website. The smartphone with the minimum possible storage space of 16 gigabytes now costs 53,900 rubles (\$956). The same base model costs \$649 on Apple's U.S. online store.

Apple previously hiked the price for its iPhone 6 in Russia by 25 percent on Nov. 26. An iPhone

6 could have been bought for 39,990 rubles or \$859 at the exchange rate then.

On Dec. 16 Apple's Russian online store closed down to review prices because of the “extremely high ruble volatility,” the retailer said in a statement.

On that day, later called “Black Tuesday”, the ruble set on its most dramatic slide since the 1998 crisis, briefly dropping past 80 to the dollar and 100 to the euro.

As the ruble fell, Russians sought to stay ahead of devaluation by buying household electronics, furniture, cars and real estate in a consumer spending spree spurred on by the upcoming New Year holidays. Following the rush, some retailers reported doubled sales.

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