

HARD CELL: SQUARETRADE PUTS BUDGET PHONES TO THE ULTIMATE TEST

*SquareTrade Labs Tests Four Budget-Friendly Phones Against the Apple iPhone 6s
Breakability Tests Find Moto X™ Pure Edition to be the Most Breakable Phone Tested in Years*

Does higher cost guarantee a more durable phone? Budget devices are quickly growing in popularity as more device makers look to unseat Apple and Samsung. SquareTrade, the highly-rated protection plan trusted by millions, tested four wallet-friendly devices and compared them to the iPhone® 6s. The four phones tested were the relatively low cost Huawei™ P8lite, Microsoft Lumia™ 640, Moto X Pure Edition and Sony Xperia™ E4 - all under £300.

SquareTrade Labs dropped, dunked and bent the four phones and found the Moto X Pure Edition, the largest, most expensive phone tested, to be the least durable - and the most breakable phone SquareTrade has seen in years. Meanwhile, the Lumia 640 – one of the lower cost phones tested – proved to be the most durable. In fact, with a Breakability Score of 4.5, the Lumia is almost as durable as the iPhone 6s at less than half the cost.

See SquareTrade's full Breakability video, [here](#).

SquareTrade Labs' Budget Breakability Test also found:

1. **Water is still the enemy, to some:** With phones becoming increasingly more durable underwater, SquareTrade upped the time on its dunk test from 10 seconds to 10 minutes. While the Xperia E4 and Lumia 640 survived the 10-minute dunk relatively unscathed, the P8lite instantly drowned – losing audio as soon as it hit the water.
2. **All that glitters is not gold:** While Motorola was able to make a shatterproof display earlier this year with its Droid Turbo 2, its Moto X Pure Edition fell short during our corner and face-down drop tests, with its screen cracking instantly after one drop.
3. **The iPhone 6s - still the bend champion:** No phone tested was able to come close to the 170 pounds of pressure at which the iPhone 6s bent. The Lumia 640 was the most resilient at 130 pounds while the P8lite was the clear loser bending at only 60 pounds.

"Our test results are good news for consumers who want a reliable device but need to mind their budget. Price and durability don't necessarily go hand in hand," said Jessica Hoffman, vice president of global communications for SquareTrade. "While we believe the iPhone 6s is still the phone to beat when it comes to durability, some of these phones have given it a run for its money."

SquareTrade's Breakability Score fills the gap left by traditional reviews. SquareTrade carries out a stringent set of tests on new phones and awards them a rating. This Breakability Score is based on a number of factors, from physical characteristics to the results of SquareTrade's drop, dunk and bend tests. The higher a device scores on a scale of 1-10, the higher the risk of it breaking due to an accident.



For more information on protection plans for all of today's smartphones, please visit <http://www.squaretrade.com/smartphone-warranty>.

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About SquareTrade

SquareTrade is a highly rated protection plan trusted by millions of happy customers for its fast and exceptional service. SquareTrade protects mobile devices, laptops and tablets, and other consumer electronics and appliances from malfunctions, accidental damage and life's frequent mishaps. Unlike old-fashioned warranties, SquareTrade is designed for today's consumer and uses innovative technology to deliver a zero hassle claims process. SquareTrade has more than 230,000 fans on Facebook, consistently wins industry awards and receives thousands of 5-star reviews for its legendary customer service. Top retailers around the world offer SquareTrade, achieving significant sales growth and happier customers. Privately held, SquareTrade's investors include Bain Capital and Bain Capital Ventures. SquareTrade is headquartered in San Francisco and London. For more information, go to www.squaretrade.com.

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