

# Crucial® P2 SSD

## Marketing Content and Related Information

|                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Short Product Name                                                                 | Crucial® P2 SSD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Full Product Name                                                                  | Crucial® P2 [250GB, 500GB] 3D NAND NVMe™ PCIe® M.2 SSD                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Launch Date(s)                                                                     | April 7, 2020                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Target Personas                                                                    | Need helpers, DIYers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Headline                                                                           | <b>Boost your computer's potential.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Subhead                                                                            | <b>Fast, affordable, reliable. All the speed you need at a price that won't break the bank.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Short Description                                                                  | Whether you're at work, in the game, or on the go, ordinary bootup speeds can frustrate your best laid plans. Good thing the Crucial® P2 SSD really flies. With plenty of storage and performance accelerated by NVMe™ technology, the P2 has the speed and dependability you need to explore your computer's potential.                                                                                                                                                                                                            |
| Key Features/Bullets                                                               | <ul style="list-style-type: none"> <li>• 2300MB/s sequential reads</li> <li>• NVMe™ PCIe® interface, marking the next step in storage innovation</li> <li>• Includes SSD management software for performance optimization, data security, and firmware updates</li> <li>• 5-year limited warranty<sup>2</sup></li> </ul>                                                                                                                                                                                                            |
| User Benefits<br>Listed in order of importance                                     | <p><b>Do More. Wait Less.</b><br/>Experience the NVMe™ difference. The Crucial P2 unlocks the performance of your computer, delivering shorter load times and faster data transfers<sup>1</sup>.</p> <p><b>Lasting Reliability</b><br/>Backed by thousands of validation hours, dozens of qualification tests, a heritage of award-winning SSDs, and a 5-year limited warranty<sup>2</sup>.</p> <p><b>Peace of Mind</b><br/>Includes SSD management software for performance optimization, data security, and firmware updates.</p> |
| Micron Proof Points<br><br>(3 parts of the carousel; each have their own headline. | <p><b>One of the Largest Storage Manufacturers Worldwide</b><br/>Crucial® is backed by the quality and engineering innovation you've come to expect from Micron, the producer of some of the world's most advanced memory and storage technologies for over 40 years.</p> <p><b>Micron® Quality – a Higher Level of Reliability</b></p>                                                                                                                                                                                             |

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|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Different picture for background).        | With thousands of hours of Micron pre-release validation, dozens of SSD qualification tests, and a heritage of award-winning SSDs, the Crucial P2 has been thoroughly tried, tested, and proven.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Advertising Messages/ Alternate Headlines | <p><b>The Speed of Possibility</b><br/>Whether you're at work, in the game, or on the go, ordinary bootup speeds can frustrate your best laid plans. With plenty of storage and performance accelerated by NVMe™ technology, the P2 has the speed and dependability you need to explore your computer's potential.<br/>Crucial P2: Your day just opened up.<br/>Upgrade performance and take back your day.</p> <p><b>Power Up and Play</b><br/>Whether you're powering on at work or powering up in game, the Crucial P2 has the speed you need.<br/>Boost your computer's potential with shorter load times and faster data transfers.</p> <p><i>(Other Headlines)</i><br/>The Speed of Opportunity<br/>The Speed of Productivity<br/>Do More. Wait Less.<br/>Seize the Speed.</p> <p><i>(Messages)</i><br/>NVMe™ PCIe® read speeds up to 2300MB/s<sup>4</sup><br/>Store your data with NVMe™ PCIe® speed<br/>Essential performance for your computing needs<br/>Lasting value and Micron® reliability</p> <p><i>(CTAs)</i><br/>Learn more<br/>Buy now<br/>Shop now</p> |
| Tags, Keywords, Search Terms              | Crucial, p2, ssd, solid state drive, ssd drive, 250gb, 500gb, 1tb, m.2 pcie, nvme, nvme ssd, nvme vs sata, solid state drive vs m.2, gen 3, ssd vs hdd, desktop ssd, laptop ssd, mx500, bx500, hdd, hard drive, disk drive, storage, flash storage, nand, performance, Micron, upgrade ssd, speed, fast ssd, faster ssd, easy install, efficient ssd, efficiency, quality ssd, reliable ssd, durable ssd, secure ssd, computer improvement, why solid state drive is better, nvme ssd worth it, boot up, start, load, save, install drive, ssd install, award winning ssd                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

## Retail Box

|                       |                         |               |
|-----------------------|-------------------------|---------------|
| Capacity <sup>3</sup> | 250GB                   | 500GB         |
| Part Numbers          | CT250P2SSD8             | CT500P2SSD8   |
| UPC                   | 649528823410            | 649528823427  |
| JAN CODE              | 4540395610171           | 4540395610188 |
| Shipping Package Type | Cardboard box           |               |
| Shipping Weight       | 0.553 lb / 0.251 kg     |               |
| Package Dimensions    | 3.75 x 5.0 x 0.5 inches |               |

## Japan Retail Box

|                       |                         |               |
|-----------------------|-------------------------|---------------|
| Capacity <sup>3</sup> | 250GB                   | 500GB         |
| Part Numbers          | CT250P2SSD8JP           | CT500P2SSD8JP |
| UPC                   | 649528900272            | 649528900289  |
| JAN CODE              | 4540395610386           | 4540395610393 |
| Shipping Package Type | Cardboard box           |               |
| Shipping Weight       | 0.553 lb / 0.251 kg     |               |
| Package Dimensions    | 3.75 x 5.0 x 0.5 inches |               |

## Frustration-free Envelope

|                       |                    |               |
|-----------------------|--------------------|---------------|
| Capacity <sup>3</sup> | 250GB              | 500GB         |
| Part Numbers          | CT250P2SSD8Z       | CT500P2SSD8Z  |
| UPC                   | 649528823434       | 649528823441  |
| JAN CODE              | 4540395610195      | 4540395610201 |
| Shipping Package Type | Envelope           |               |
| Shipping Weight       | 0.67 lb / 0.304 kg |               |

|                    |              |
|--------------------|--------------|
| Package Dimensions | 7 x 9 inches |
|--------------------|--------------|

## 50-piece Tray

|                       |                        |               |
|-----------------------|------------------------|---------------|
| Capacity <sup>3</sup> | 250GB                  | 500GB         |
| Part Numbers          | CT250P2SSD8T           | CT500P2SSD8T  |
| UPC                   | 649528823458           | 649528823465  |
| JAN CODE              | 4540395610218          | 4540395610225 |
| Shipping Package Type | PVC tray               |               |
| Shipping Weight       | 2.478 lbs / 1.124 kg   |               |
| Package Dimensions    | 12.5 x 12.5 x 6 inches |               |

## Technical Product Information

|                               |                      |           |
|-------------------------------|----------------------|-----------|
| Capacity <sup>3</sup>         | 250GB                | 500GB     |
| Sequential Read <sup>4</sup>  | 2100MB/s             | 2300MB/s  |
| Sequential Write <sup>4</sup> | 1150MB/s             | 940MB/s   |
| 4KB Random Read <sup>4</sup>  | 170K IOPS            | 95K IOPS  |
| 4KB Random Write <sup>4</sup> | 260K IOPS            | 215K IOPS |
| Form Factor                   | M.2                  |           |
| Product Dimensions            | 22mm x 80mm x 2.40mm |           |
| Product Weight                | .037 lb / .017 kg    |           |
| Memory Type                   | Micron 3D NAND       |           |
| Interface                     | PCIe® NVMe™ Gen 3    |           |
| MTTF                          | 1.5 million hours    |           |
| Endurance                     | 150TBW               | 150TBW    |

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Operating Temperature | 0 °C – 70 °C, as reported by S.M.A.R.T.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Power Usage           | Average Active Power (mW): 150mW<br>Max Read Operating (mW): 250GB – 2500mW, 500GB – 3500mW<br>Max Write Operating (mW): 250GB – 2500mW, 500GB – 3500mW                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Hardware Encryption   | No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Advanced Features     | Dynamic Write Acceleration, Redundant Array of Independent NAND (RAIN), Multistep Data Integrity Algorithms, Adaptive Thermal Protection, Integrated Power Loss Immunity, Active Garbage Collection, TRIM Support, NVMe standard Self-Monitoring and Reporting Technology (SMART), Error Correction Code (ECC), NVMe Autonomous Power State Transition (APST) Support                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Compliance            | CE, FCC, VCCI, KC, RCM, ICES, Morocco, BSMI, Ukraine, UL, TUV, China RoHS, WEEE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Country of Origin     | Mexico                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Warranty              | 5-year limited warranty or 250GB – 150TBW, 500GB – 150TBW <sup>2</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Included Accessories  | Crucial® Storage Executive<br>Acronis® True Image for Crucial<br>Crucial Easy SSD Install Guide                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Footnotes             | <p>©2020 Micron Technology, Inc. All rights reserved. Information, products, and/or specifications are subject to change without notice. Neither Crucial nor Micron Technology, Inc. is responsible for omissions or errors in typography or photography. Micron, the Micron logo, Crucial, the Crucial logo, and The Memory &amp; Storage Experts are trademarks or registered trademarks of Micron Technology, Inc. All other trademarks are the property of their respective owners.</p> <ol style="list-style-type: none"> <li>1. Speed comparison based on published specs of the Crucial P1 SSD and the Crucial MX500 SSD.</li> <li>2. Warranty valid for five years from the original date of purchase or before writing the maximum total bytes written (TBW) as published in the product datasheet and as measured in the product's SMART data, whichever comes first.</li> <li>3. Some of the storage capacity is used for formatting and other purposes and is not available for data storage. 1GB equals 1 billion bytes. Not all capacities available at initial launch.</li> <li>4. Typical I/O performance numbers as measured using CrystalDiskMark® with write cache enabled, a queue depth of 64 (QD = 8, Threads = 8). Fresh out-of-box (FOB) state is assumed. For performance measurement purposes, the SSD may be restored to FOB state using the secure erase command. System variations will affect measured results.</li> </ol> |