

INDUSTRY RADAR | TECHNOLOGY

Intelligence, now on clearance sale: GPT-6 goes free, Haiku cut 90%

The AI price war has reached the cheapest tier.

By **Manasee Kurlekar** | October 8, 2026



OpenAI put GPT-6 in front of every ChatGPT user on the same day Anthropic slashed small-model prices to match.

The AI price war has reached the cheapest tier.

OpenAI began rolling out GPT-6 on 7 Oct. Paid plans get GPT-6 Sol, and Free and Go users get the lighter GPT-6 Luna from 8 Oct, with a new "Intelligent UI" that adds charts, forms and buttons to answers.

The same day, Anthropic released Claude Haiku 5.5 at \$0.10 per million input tokens and \$0.50 per million output for prompts under 100K tokens.

That is a 90% cut on Haiku 4.5's \$1/\$5 for short prompts and 50% for longer ones, which Anthropic says works out to ~75% cheaper on average.

Anthropic also halved Sonnet 5.5 cache-read prices to \$0.10 per million tokens. VentureBeat notes that the new rates match GPT-6 Luna's.

Read online: <https://worldbusinesswatch.com/industry-radar/13/227/intelligence-now-on-clearance-sale-gpt-6-goes-free-haiku-cut-90.html>

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