

## iPhone 17: Official Release Date, Pre-order and Availability (2025)

The new is finally here. Apple officially announced the iPhone 17 lineup on September 9, 2025. Pre-orders opened shortly after the announcement, and general availability started on September 19, 2025 — the same day the new devices hit stores globally.

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### Key Dates for iPhone 17 Release

Here is the release timeline for iPhone 17:

- **Announcement date:** September 9, 2025 — Apple held its keynote event and officially unveiled the iPhone 17 series.
- **Pre-orders begin:** September 12, 2025 (Friday) for many markets.
- **Retail availability (first wave):** September 19, 2025 — customers could start buying iPhone 17 in many countries and regions as of this date.
- **Second wave (additional regions):** From September 26, 2025, retail rollout expanded to more countries and regions.

### Why That Date — Apple's Typical Schedule

The September release fits with Apple's familiar yearly rhythm. Historically the company announces new iPhones in early September, opens pre-orders the following Friday, and starts shipping devices about a week later. The 2025 iPhone 17 rollout followed exactly that pattern.

Before the announcement, industry insiders and carrier leaks had pointed to early September as likely. Some predictions suggested September 9 or 10 as the event date, and based on Apple's usual cadence the launch on September 19 seemed probable — these expectations turned out to be accurate.

### What Was Announced — iPhone 17 Lineup and Models

At the September 9 event Apple unveiled several versions of iPhone 17: the standard iPhone 17, as well as higher-end models like and .

Pre-orders opened on September 12, and by September 19 these models became available for purchase. Initially the rollout covered a large number of countries and regions, with expansion to more markets from September 26 onward.

### Availability Worldwide and What It Means for Buyers

At launch, iPhone 17 became available in more than 60 countries and regions, covering major markets globally — including North America, Europe, Asia, and others.

For users in Canada (and many other regions), this meant access to pre-orders and general purchase right away — no long wait compared with earlier iPhone rollouts.

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### Bottom Line

If you were wondering “when is the release of iPhone 17,” the answer is straightforward: officially announced on September 9, 2025, with pre-orders starting September 12 and devices becoming available in stores globally from September 19 — with further expansion into additional markets a week later. These dates align with Apple’s long-standing release rhythm and give you a clear reference if you’re considering buying the new iPhone.

For anyone looking to upgrade, that timeline marks the moment when iPhone 17 became publicly available — and now you know exactly when it hit the market.