

# When Will the New iPhone 17 Pro Max Come Out — Release Date & What to Expect

The launch of has been one of the most anticipated events for Apple fans around the globe. Based on the most recent information publicly available — from official announcements and trusted tech news sources — we now know precisely when the new flagship hits the market, and what buyers can expect in terms of availability, specs, and early reactions.

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## Official Announcement and Release Schedule

The entire lineup — including iPhone 17, iPhone 17 Air, iPhone 17 Pro and iPhone 17 Pro Max — was officially unveiled on **September 9, 2025**.

Pre-orders for iPhone 17 Pro Max began on **Friday, September 12, 2025**. The first units became available to customers and retailers on **Friday, September 19, 2025**.

This schedule follows a pattern Apple has maintained for years: announcement in early September, pre-orders the following Friday, and official launch about a week later.

## Global Availability—What It Means for You

The initial release covered many major markets simultaneously. For customers in Germany (and Europe broadly) — where Apple operates under the same global release schedule — iPhone 17 Pro Max became available starting September 19, 2025.

However, certain high-demand configurations — especially niche colour variants such as Cosmic Orange — reportedly sold out quickly. This means that depending on stock and carrier allocations, there might be short delays before some users can actually purchase or receive their unit.

## What's New: Key Features and Upgrades

The 2025 Pro-series iteration brings several upgrades over previous flagship models: enhanced video capabilities (including support for ProRes RAW, Log 2, genlock), improved connectivity via eSIM-only versions, and more sustainable manufacturing choices (e.g. recycled materials, renewable energy in supply chain).

Storage options have expanded notably: iPhone 17 Pro Max is offered up to **2 TB**, a first for an iPhone model. Other configurations include 256 GB, 512 GB, and 1 TB.

Apple also introduced a range of new accessories specifically for the 2025 lineup — cases with MagSafe, a fabric-textured TechWoven case, silicone cases, and a cross-body strap, giving buyers more customization and carrying options.

## Should You Buy Now—or Wait?

If you want to get your hands on the newest iPhone as soon as possible, now is the time: the iPhone 17 Pro Max is widely available from retailers since September 19. Given global demand, early buyers still have the best chance of getting preferred storage or color options before stock runs low.

That said, if a particular configuration is unavailable, many European carriers and stores often restock within a few weeks after launch. If you're not in a rush — and especially if you have a working older iPhone — a short wait could pay off with better availability or possibly deals as demand stabilizes.

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### Final Thoughts

The release of iPhone 17 Pro Max in September 2025 marks another milestone in Apple's flagship lineup. With significant upgrades in storage, video features, build sustainability, and accessories, it represents a strong option for users seeking a high-end, future-proof smartphone.

For readers in Germany and most of Europe, the phone has already been on sale since September 19, 2025 — so if you've been waiting, now is the moment to decide. Act quickly if you care about specific colors or storage capacities, and enjoy one of Apple's most advanced iPhones yet.