

When Does the iPhone 17 Pro Max Release?

The iPhone 17 Pro Max is officially part of Apple's 2025 flagship lineup. After months of rumors and leaks, the company confirmed that the phone will be announced in early September 2025 — and likely available to customers by mid-September. In this article, we break down the exact release dates, pre-order windows, availability timeline, pricing, and what to expect if you plan to buy it.

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Official Release Timeline: Announcement, Pre-orders, Availability

Apple revealed the iPhone 17 Pro Max on September 9, 2025, during their flagship launch event.

Pre-orders for the device opened shortly after — beginning on Friday, September 12, 2025 at 5 a.m. Pacific Time (PDT).

The official market release — when the phone became available in stores and through carriers — was set for Friday, September 19, 2025 for many countries. Some additional regions were scheduled to get the iPhone 17 Pro Max a week later, on September 26, 2025.

Why These Dates? Apple's Usual Launch Pattern

Apple has maintained a steady rhythm over the years: announce new iPhone models in early or mid-September, open pre-orders within days, and deliver units roughly a week after pre-orders begin.

The 2025 schedule fits this tradition: announcement on September 9, pre-orders on September 12, and shipments starting September 19. This ensures new iPhones hit the market well before the holiday shopping season — a crucial window for Apple and many buyers alike.

Pricing and Storage Options at Launch

At launch, the baseline price for the iPhone 17 Pro Max in the U.S. was set at US \$1,199.

The phone offers multiple storage configurations: 256 GB, 512 GB, 1 TB — and for the first time, even a 2 TB variant.

As always, actual price in other countries may differ depending on local taxes, import duties, and retailer markup. But US pricing gives a baseline expectation for many global markets.

What It Means for You: If You Plan to Buy iPhone 17 Pro Max

If you're looking to buy the iPhone 17 Pro Max soon, here's what you should know:

- **Pre-order early:** Because demand for Pro Max models tends to be high, ordering as soon as pre-orders open increases your chances of getting the device close to the official release date.
- **Check local availability:** While many countries got access on September 19, some regions only began receiving

units later. Availability in your country may follow a similar staggered rollout.

- **Prepare for final pricing:** The US starting price gives a benchmark, but local cost may be higher. Consider local retailers or authorized resellers for official pricing and logistics.
- **Choose the right storage:** With up to 2 TB offered, think about your use — whether you store many photos/videos, work with large files, or just use basic storage.

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Summary: iPhone 17 Pro Max — Official Launch Marked, Now About Supply & Demand

The iPhone 17 Pro Max officially launched on September 9, 2025, with pre-orders beginning September 12 and global availability starting September 19. Pricing begins at US \$1,199, with storage options up to 2 TB. If you're planning to get one, pre-ordering early and checking local supply is key — demand for the Pro Max tends to be high on release. For many buyers, now is the time to act while stock lasts.