

iPhone 17 Pro: release date, launch and what we know

The new is official — here's when it was released and what to expect. In this article you'll find concrete facts about its launch and availability, based on reports from reliable sources.

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When was iPhone 17 Pro announced and released

The device was officially announced on **September 9, 2025**, during Apple's fall event. On that date, Apple unveiled the full iPhone 17 lineup including iPhone 17, iPhone 17 Pro, iPhone 17 Pro Max (and the new iPhone Air).

Pre-orders for iPhone 17 Pro began soon after — from ****Friday, September 12, 2025****. The official market release followed on ****Friday, September 19, 2025**** — that's when the iPhone 17 Pro became available in stores and for deliveries.

What Apple and reports say about availability and storage options

At launch, iPhone 17 Pro became available with several storage configurations: base storage starts at ****256 GB****, with higher options such as ****512 GB**** or ****1 TB****. Meanwhile, the bigger sibling iPhone 17 Pro Max offers from 256 GB up to 2 TB in its top configuration.

Why the release date was already expected — rumors and leaks beforehand

In the months before the announcement, analysts and rumor reports widely expected a September 2025 launch. As early as April 2025, credible sources said iPhone 17 Pro would arrive later that year.

By mid-2025 the consensus was that the new Pro models would launch around September — and that's exactly what happened, confirming the rumors.

Implications for buyers and global availability

Because the iPhone 17 Pro is already officially released, it's now part of the global iPhone 2025 lineup. For most countries and regions included in Apple's launch wave, the device should be available — either via pre-order, online store or local retailers — since September 19, 2025.

This means that for anyone researching "when will iPhone 17 Pro be released", the answer is clear: it has already been released worldwide (starting late September 2025), so you don't need to wait — only to check local retailers or Apple's regional store for availability and pricing.

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Takeaway: release date is not a future event anymore

In short: iPhone 17 Pro is out — announced September 9, 2025, pre-orders from September 12, and shipping / in-store availability from September 19. Any expectations for a future release date are outdated: as of now the global rollout is underway. If you are looking to buy — start checking retailers near you.

The launch of iPhone 17 Pro marks the next generation of Apple's Pro-level iPhones. With the release over — users can now focus on comparing models, evaluating specs, or deciding if it's time to upgrade. For those in Brazil (or other countries), it's time to check availability in local stores or Apple's online shop.