

# When Is the iPhone 17 Pro Coming Out — Release Date, Pre-orders and What to Expect

The new is officially coming out this fall 2025. announced the iPhone 17 lineup — including iPhone 17, iPhone 17 Pro and iPhone 17 Pro Max — on September 9, 2025.

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## Key dates: announcement, pre-orders and availability

The official announcement happened at Apple's "Awe Dropping" event on Tuesday, September 9, 2025.

Pre-orders for iPhone 17 Pro (and the rest of the 2025 iPhone family) began on Friday, September 12, 2025.

The first shipments and in-store availability started on Friday, September 19, 2025.

## What makes iPhone 17 Pro special

iPhone 17 Pro comes with a brand-new design and powerful internals. At its core is the new chip — the most powerful and efficient iPhone chip so far — giving a significant boost in performance, energy efficiency and battery life.

On the camera side, iPhone 17 Pro offers a triple 48 MP "Fusion" setup (main, ultra-wide and new telephoto), plus an 18 MP "Center Stage" front camera — ideal for high-quality photos and videos.

Design-wise, the phone uses a ceramic front cover (Ceramic Shield 2) that's 3× more scratch-resistant than previous generations, and now the back is also protected by Ceramic Shield.

Storage starts at 256 GB, with higher options available.

## Where in the world: Launch and availability regions

The initial release or pre-order wave covers dozens of countries worldwide starting from September 12 (pre-orders) and September 19 (shipping / in-store).

Given that you are in Amsterdam, Netherlands — and Apple lists many European countries among the first launch regions — it's highly likely that iPhone 17 Pro becomes available around the same initial global release window (or shortly after worldwide launch).

## What it means for buyers and when to buy

If you want to buy iPhone 17 Pro soon, the important dates were:

- September 9, 2025 — official announcement
- September 12, 2025 — pre-orders opened

- September 19, 2025 — first shipments and retail availability

Since release is already underway, it's a good time to check availability in local European online Apple Store or trusted resellers. Some configurations (storage + color) may sell out quickly, so ordering sooner increases chances of getting your preferred variant.

### Why this release matters for Apple and users

The 2025 iPhone update — with iPhone 17 Pro as flagship — marks an important generational leap in performance, design and camera capabilities. The new A19 Pro-powered hardware and improved build quality reflect Apple's push forward.

For users, iPhone 17 Pro offers not just incremental upgrades, but a significantly refined experience: from smoother performance and longer battery life to better photography and durability. If you use iPhone extensively — for work, content creation, photography or gaming — this release is arguably one of the most substantial in recent years.

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### Conclusion

The iPhone 17 Pro is already out. The public launch started September 19, 2025 after pre-orders opened September 12. If you were waiting for the next big iPhone — now is the time to consider upgrading. Given its powerful hardware, improved camera and refined design, iPhone 17 Pro represents the new flagship standard from Apple in 2025.