

When Did the iPhone 17 Pro Max Come Out — Official Release Date & Availability

It was officially unveiled by Apple on September 9, 2025. Pre-orders for the iPhone 17 Pro Max began on Friday, September 12, and shipments — along with store availability — started on Friday, September 19, 2025.

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Official Announcement and Pre-Order Dates

At Apple's fall keynote event on September 9, 2025, the company presented its new iPhone 17 lineup, including the 17 Pro and 17 Pro Max. Just a few days later, pre-orders opened on September 12. The usual wait-time — one week — placed the official market release on September 19.

Availability Around the World

The initial release on September 19 covered many markets globally. Additional countries and regions joined availability by September 26.

Why the Release Date Matters

For consumers, knowing the exact release date helps in planning purchases — especially if you're considering trade-in programs or carrier deals tied to the launch. For retailers and resellers, those dates mark the moment when supply, demand, and pricing stabilize. And for reviewers and content creators, a coordinated release ensures simultaneous access for reviews, comparisons, and first impressions worldwide.

What Changed with iPhone 17 Pro Max

The 2025 iPhone 17 Pro Max — besides its launch timing — introduced several substantial upgrades compared to previous generations. Powered by the new chip (A19 Pro), it features a redesigned body, upgraded camera system, enhanced battery performance and improved durability. This makes it a flagship model not only by name, but by real leaps in performance and hardware.

How to Check If It's Available Near You

Because release timing can vary slightly by region depending on Apple's distribution and retailer logistics — if you're reading this after the official launch — check official Apple retail channels or authorized resellers in your country. If you missed the pre-order window, many stores restock periodically, or you may find available units through carriers and partners. For example, reports have noted strong demand, especially for certain colors or storage configurations, which may cause initial shortages.

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Conclusion

The iPhone 17 Pro Max was introduced on September 9, 2025. Pre-orders began September 12, and actual availability started September 19, 2025. If you're looking to get the device — or simply want to know if yours is a "Day-One" purchase — those are the dates that mark its official debut. Its release continues Apple's annual rhythm of fall flagship launches, bringing with it hardware upgrades and new features that set it apart from previous iPhone generations.