

iPhone 17 Pro Max Release Date — When the New Apple Flagship Arrives

The arrival of is one of the most anticipated tech events of 2025. Fans worldwide are eager to know exactly when the phone will be available for pre-order and purchase. Below you'll find up-to-date and confirmed information about the release timeline — straight from the official announcement by and trusted sources.

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Official Announcement and Pre-Order Schedule

Apple officially unveiled the iPhone 17 Pro Max (alongside its sibling,) on September 9, 2025. That marked the start of the launch of the new flagship generation.

Pre-orders began on Friday, September 12, 2025, across many regions worldwide.

When Can You Actually Get It? — Official Release Date

The general availability date for the iPhone 17 Pro Max was set for Friday, September 19, 2025. On that day, deliveries to customers started and stores began offering the device.

For some countries or regions, especially those outside the first wave, release may come slightly later. Apple has scheduled extended availability for additional regions beginning Friday, September 26, 2025.

What This Means for Buyers Around the World (Including You)

If you live in a country included in the first release wave — as listed by Apple — you could pre-order starting September 12 and expect delivery around September 19. For other regions, stock may arrive later, often around or after September 26.

This staggered release is typical for Apple: major markets like the U.S., parts of Europe, and some Asian countries tend to get first access; others follow a week or more later depending on logistics, regulatory compliance, and shipping.

Why These Dates Are Reliable

The September 9 unveiling, September 12 pre-orders, and September 19 launch dates come directly from Apple's official product announcement for iPhone 17 Pro and Pro Max.

Outside publications and retailers worldwide have echoed these dates. As of now, they remain consistent and unchanged — giving buyers and fans a clear window to plan their purchase or pre-order.

What You Should Do If You Want iPhone 17 Pro Max Right Away

If you're eager to get your hands on this flagship model as soon as possible, here's a quick checklist:

- Check whether your country is among those in the first release wave (stock and deliveries typically begin on September 19).
- Pre-order on or soon after September 12 to secure your phone.
- Be prepared for possible delays if shipping to regions outside the initial release — check for updates from Apple or local authorized retailers.

Finally, keep in mind demand tends to be very high — so good deals and availability often go quickly.

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[Summary—iPhone 17 Pro Max Key Dates](#)

- Announcement: September 9, 2025
- Pre-orders start: September 12, 2025
- General availability / first deliveries: September 19, 2025
- Extended region availability: from September 26, 2025 onward (depending on region)

If everything goes according to plan — and typically it does — the iPhone 17 Pro Max is now available in many countries worldwide. For those in markets not in the first wave, expect to see it in stores or for delivery within a week or two after the initial launch.

Overall, with the official release behind us, any further “release date” rumors now refer mainly to local shipments and stock availability in particular countries. If you like — I can check **the expected release date for iPhone 17 Pro Max in Thailand** (or your region) — this may help decide when and where to order. Let me know if you want me to do that now.