

When Does the iPhone 17 Come Out in the USA: Release Date, Pre-Orders and What You Need to Know

The newest iPhone — has already been announced, and fans around the world (including in the United States) are waiting for its official release. In this article you will find exact dates for pre-orders and store availability, plus what to keep in mind if you plan to buy or pre-order the iPhone 17 in the U.S.

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Launch timeline: announcement, pre-orders and U.S. availability

Apple officially unveiled iPhone 17 during its “Awe Dropping” event on September 9, 2025. At that event the company revealed the standard iPhone 17, along with other models such as iPhone 17 Pro, iPhone 17 Pro Max, and the new ultra-thin model iPhone 17 Air.

Pre-orders for iPhone 17 in the United States (and many other countries) began on Friday, September 12, 2025, at 5 a.m. Pacific Time.

The official release date — when deliveries start and the iPhone becomes available in stores — was Friday, September 19, 2025. That’s when customers who pre-ordered began receiving their devices, and when buyers could also purchase iPhone 17 directly from stores.

iPhone 17 in the U.S.: Price, models and storage options

In the United States, the base model of iPhone 17 (standard version) starts at **\$799** — the same starting price as the previous generation.

At launch, iPhone 17 is offered with storage capacities of 256 GB and 512 GB. Apple replaced the older “Plus” model from previous years with a lighter, thinner variant called , but the standard iPhone 17 remains the entry point for those looking for maximum value at the base price.

What changed with iPhone 17 — Should you wait or upgrade now?

iPhone 17 brings a number of upgrades compared to previous models: A larger 6.3-inch display with thinner bezels and smooth adaptive refresh rate up to 120 Hz, improved scratch resistance with new Ceramic Shield coating, and very high peak brightness suitable for outdoor use.

On the imaging side, the iPhone 17 introduces a new front camera system called “Center Stage”: a square front sensor that supports wider field of view and more stable video calls, plus dual-capture video (front and rear cameras simultaneously). On the rear, all cameras are upgraded to 48 MP Fusion sensors, giving sharper photos, better low-light performance, and higher resolution ultra-wide and telephoto capabilities.

Under the hood, the iPhone 17 runs on the new A19 chip which brings a significant performance boost — more powerful CPU and GPU compared with older models — plus better energy efficiency, longer battery life and advanced features when paired with iOS 26.

How to get iPhone 17 in the U.S. — Pre-order tips and availability

If you want to secure an iPhone 17 early, pre-ordering is your best bet. In the U.S., pre-orders started on September 12 at 5 a.m. Pacific Time. Orders made at that time were eligible for shipping and delivery beginning September 19.

When ordering, consider storage options (256 GB or 512 GB) and — if available — regional availability of colors and accessories. Also, take into account trade-in offers or carrier deals available at or near launch, as Apple and many U.S. carriers often provide discounts or incentives around new iPhone releases.

What this means for buyers in 2025 and beyond

Thanks to Apple's regular yearly cycle, iPhone releases tend to happen every September, with pre-orders and store availability following immediately after. iPhone 17 continues this tradition, making late September 2025 the moment when worldwide markets (including the U.S.) gained access to Apple's newest flagship.

For U.S. buyers, this release schedule offers a good balance: early pre-order ensures you get the phone quickly after launch, while the standard \$799 base price keeps the upgrade accessible compared to older price hikes rumored before release.

If you're outside the U.S. — for example in Europe — remember that local availability and launching schedules may differ. But with a U.S. release date of September 19, 2025, iPhone 17 has already entered the global rollout phase, making it likely you'll see it in other countries shortly after.

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Conclusion

The iPhone 17 is already on the market in the United States. Apple officially launched it on September 9, 2025, started U.S. pre-orders on September 12, and made it available in stores and via delivery on September 19. With a starting price of \$799 for the base model and substantial upgrades in display, cameras and performance, iPhone 17 is a strong choice for those looking to upgrade. If you plan to get one — now is the time to act, as supplies may tighten before the holiday season.