

iPhone 17 Pro Max — release date, pre-order and availability guide

The new is officially out — here's when Apple launched it, when you could pre-order it and when it actually hit shops worldwide. If you're considering buying it or want to know when it became available, this article gives you the full, up-to-date picture.

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Announcement, pre-orders and official release date

Apple unveiled the iPhone 17 Pro Max on **September 9, 2025**, during its annual iPhone launch event. On that day, along with its sibling model, Apple revealed the new design, hardware upgrades, and its flagship positioning for the 2025 generation.

Pre-orders opened shortly after the announcement — starting **Friday, September 12, 2025** (in many countries at 5:00 a.m. Pacific Time).

The first wave of deliveries and in-store availability began on **Friday, September 19, 2025**. That date marks the official “release date” when customers started receiving the device and retailers began to stock it.

Availability timeline across regions

For many of the launch countries — including the U.S., European markets, parts of Asia and the Middle East — pre-orders on September 12 were followed by release on September 19.

In some additional countries and regions, the rollout was slightly delayed. For these regions, availability started on **Friday, September 26, 2025**.

Thus, for most people worldwide, iPhone 17 Pro Max became accessible by the end of September 2025. If you live in a region where the second wave applied, you might have received it a few days later.

Why the September release is typical for iPhone flagships

Apple has long followed a rhythm with its iPhone releases: announcement in early-to-mid September, pre-orders soon after, and retail availability within about a week — the same pattern repeated in 2025.

This schedule gives Apple time to gauge demand, manage logistics, and handle global distribution efficiently. For buyers it means anticipation, but also the pressure to order early if you want popular colors or storage options before they run out.

Practical advice for potential buyers in late 2025

If you haven't ordered the iPhone 17 Pro Max yet, it's still widely available — but be aware of a few things:

- Because pre-orders sold out quickly for certain finishes/storage configurations, demand remains high. If you want a rare color or maximum storage (e.g. 2 TB), it may take longer.
- Check regional availability and shipping dates carefully — depending on your country, stock could arrive a few days or even weeks after launch.
- Compare local pricing (in currencies and taxes relevant to you), as launch-day price shown in Apple's U.S. press release may differ.

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Summary: when did iPhone 17 Pro Max officially hit the market

To sum up: the iPhone 17 Pro Max was announced on September 9, 2025; pre-orders opened on September 12; and official sales — deliveries and store availability — started on September 19 for the first wave of countries, with further availability in other regions commencing around September 26. By late September 2025, iPhone 17 Pro Max had become globally available for purchase.

If you're writing content about buying guides or availability by region, or comparing iPhone models — this release schedule is the official backbone for 2025's flagship launch. Buyers around the world now have access to Apple's most powerful iPhone to date.