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Δ Apple Intelligence is available in beta. Some features may not be available in all regions or languages. For feature and language availability and system requirements, see support.apple.com/121115.

ΔΔ Testing conducted by Apple in July 2025 using AirPods Pro 3 paired with iPhone 16 with prerelease AirPods firmware and iOS 26. Noise reduction was tested in accordance with IEC 60268-24. Comparison made against the best-selling wireless in-ear headphones commercially available at the time of testing. Performance depends on device settings, environment, and many other factors.

* Financing available to qualified customers, subject to credit approval and credit limit, and requires you to select Citizens One Apple iPhone Payments or Apple Card Monthly Installments (ACMI) as your payment type at checkout at Apple. In order to buy an iPhone with ACMI, you must select one of the following carriers (but you cannot use a prepaid carrier plan): AT&T, Boost Mobile, T-Mobile, or Verizon. An iPhone purchased with ACMI is always unlocked, so you can switch carriers at any time, subject to your carrier's terms. Taxes and shipping on items purchased using ACMI are subject to your card's variable APR, not the ACMI 0% APR. ACMI is not available for purchases made at special storefronts or when using such special discounts in-store at Apple, except ACMI is available at the Education storefront and with the Education discount. The last month's payment for each product will be the product's purchase price, less all other payments at the monthly payment amount. ACMI is subject to change at any time for any reason, including but not limited to installment term lengths and eligible products. See the Apple Card Customer Agreement for more information about ACMI. Additional Citizens One Apple iPhone Payments terms are here.

◊ Apple Card Monthly Installments (ACMI) is a 0% APR payment option that is only available if you select it at checkout in the U.S. for eligible products purchased at Apple Store locations, apple.com, the Apple Store app, or by calling 1-800-MY-APPLE, and is subject to credit approval and credit limit. See here for more information about eligible products. Existing customers: See your Customer Agreement for your variable APR. As of November 1, 2025, the variable APR on new Apple Card accounts ranges from 17.74% to 27.99%. You must elect to use ACMI at checkout. If you buy an ACMI-eligible product with a one-time payment on Apple Card at checkout, that purchase is subject to your Apple Card's variable APR, not the ACMI 0% APR. Taxes and shipping on items purchased using ACMI are subject to your Apple Card's variable APR, not the ACMI 0% APR. In order to buy an iPhone with ACMI, you must select one of the following carriers (prepaid carrier plans are not supported): AT&T, Boost Mobile, T-Mobile, or Verizon. An iPhone purchased with ACMI is always unlocked, so you can switch carriers at any time, subject to your carrier's terms. ACMI is not available for purchases made at the following special storefronts or when using these discounts in-store at Apple: Apple Employee Purchase Plan; participating corporate Employee Purchase Programs; Apple at Work for small businesses; Government and Veterans and Military Purchase Programs; or on refurbished devices. The last month's payment for each product will be the product's purchase price, less all other payments at the monthly payment amount. ACMI is subject to change at any time for any reason, including but not limited to installment term lengths and eligible products. See the Apple Card Customer Agreement for more information about ACMI.

To access and use all Apple Card features and products available only to Apple Card users, you must add Apple Card to Wallet on an iPhone or iPad that supports and has the latest version of iOS or iPadOS. Apple Card is subject to credit approval, available only for qualifying applicants in the United States, and issued by Goldman Sachs Bank USA, Salt Lake City Branch.

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† Financing available to qualified customers, subject to credit approval and credit limit, and requires you to select Apple Card Monthly Installments (ACMI) as your payment type at checkout at Apple. Financing terms vary by product. Taxes and shipping on items purchased using ACMI are subject to your card's variable APR, not the ACMI 0% APR. ACMI is not available for purchases made at special storefronts or when using such special discounts in-store at Apple, except ACMI is available at the Education storefront and with the Education discount. The last month's payment for each product will be the product's purchase price, less all other payments at the monthly payment amount. ACMI is subject to change at any time for any reason, including but not limited to installment term lengths and eligible products. See the Apple Card Customer Agreement for more information about ACMI.

⁺ New subscribers only. $10.99/month after trial. Offer is available for new Apple Music subscribers with a new eligible device for a limited time only. Offer redemption for eligible audio devices requires connecting or pairing to an Apple device running the latest iOS or iPadOS. Offer redemption for Apple Watch requires connecting or pairing to an iPhone running the latest iOS. Offer good for three months after eligible device activation. Only one offer per Apple Account, regardless of the number of eligible devices you purchase. Plan automatically renews until cancelled. Restrictions and other terms apply.

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1. Special pricing available to qualified customers. To learn more about how to start qualifying toward special pricing, talk to an Apple Specialist in a store or give us a call at 1-800-MY-APPLE.

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3. Trade-in values will vary based on the condition, year, and configuration of your eligible trade-in device. Not all devices are eligible for credit. You must be at least the age of majority to be eligible to trade in for credit or for an Apple Gift Card. Trade-in value may be applied toward qualifying new device purchase, or added to an Apple Gift Card. Actual value awarded is based on receipt of a qualifying device matching the description provided when estimate was made. Sales tax may be assessed on full value of a new device purchase. In-store trade-in requires presentation of a valid photo ID (local law may require saving this information). Offer may not be available in all stores, and may vary between in-store and online trade-in. Some stores may have additional requirements. Apple or its trade-in partners reserve the right to refuse, cancel, or limit quantity of any trade-in transaction for any reason. More details are available from Apple's trade-in partner for trade-in and recycling of eligible devices. Restrictions and limitations may apply.

4. **AT&T iPhone Air Special Deal:** Monthly price (if shown) reflects net monthly payment, after application of AT&T bill credit applied over 36 months. Buy an iPhone Air 256 GB and get $531 in bill credits applied over 36 months. Buy an iPhone Air 512 GB and get $551 in bill credits applied over 36 months. Buy an iPhone Air 1 TB and get $571 in bill credits applied over 36 months. If you are trading in a device with this deal, credits will be comprised of (i) Apple instant trade-in credit at checkout and (ii) AT&T monthly bill credits applied over 36 months. Requires upgrade of an existing line (or activation of a new line) and purchase on qualifying 36-month 0% APR installment plan, subject to carrier credit qualification. $0 down for well-qualified customers only, or down payment may be required and depends on a variety of factors. Tax on full retail price due at sale. Requires activation on eligible AT&T unlimited plan. AT&T may temporarily slow data speeds if the network is busy. If you cancel eligible wireless service, credits will stop and you will owe the remaining device balance. Activation/Upgrade Fee: $35. Bill credits are applied as a monthly credit over the 36-month installment plan. Credits start within 3 bills. Will receive catch-up credits once credits start. Wireless line must be on an installment agreement, active, and in good standing for 30 days to qualify. Installment agreement starts when device is shipped. To get all credits, device must remain on agreement for entire term and you must keep eligible service on device for entire installment term. Limited-time offer; subject to change. Limits: one credit per line. May not be combinable with other offers, discounts, or credits. Purchase, financing, other limits, and restrictions apply. Activation required.

AT&T iPhone 17 Special Deal: Monthly price (if shown) reflects net monthly payment, after application of AT&T trade-in credit applied over 36 months with purchase of an iPhone 17 Pro, iPhone 17 Pro Max, or iPhone 17 and trade-in of eligible smartphone. Receive credit with purchase of an iPhone 17 Pro or iPhone 17 Pro Max of either $1100, $700 or $350 (based upon the model and condition of your trade-in smartphone). Receive credit with purchase of an iPhone 17 of either $700 or $350 (based upon the model and condition of your trade-in smartphone). Max bill credits will not exceed the cost of the device. Requires upgrade of an existing line or activation of a new line and purchase of a new iPhone 17 Pro, iPhone 17 Pro Max, or iPhone 17, on qualifying 36 month 0% APR installment plan, subject to carrier credit qualification. Customers purchasing this offer through Apple cannot add the Next Up Anytime option. $0 down for well qualified customers only, or down payment may be required and depends on a variety of factors. Tax on full retail price due at sale. Requires activation on eligible AT&T unlimited plan. AT&T may temporarily slow data speeds if the network is busy. If you cancel eligible wireless service, credits will stop and you will owe the remaining device balance. Activation/Upgrade Fee: $35. Trade in device may not be on existing installment plan. Bill credits are applied as a monthly credit over the 36 month installment plan. Credits start within 3 bills. Will receive catchup credits once credits start. Wireless line must be on an installment agreement, active, and in good standing for 30 days to qualify. Installment agreement starts when device is shipped. To get all credits, device must remain on agreement for entire term and you must keep eligible service on device for entire installment term. Limited time offer; subject to change. Limits: one trade-in per qualifying purchase and one credit per line. May not be combinable with other offers, discounts, or credits. Purchase, financing, other limits, and restrictions apply. Price for iPhone 17 includes $30 AT&T connectivity discount. Activation required.

AT&T iPhone 16 Special Deal: Monthly price (if shown) reflects net monthly payment, after application of AT&T bill credit applied over 36 months. Buy an iPhone 16 128 GB and get $441 in bill credits applied over 36 months. If you are trading in a device with this deal, credits will be comprised of (i) Apple instant trade-in credit at checkout and (ii) AT&T monthly bill credits applied over 36 months. Requires upgrade of an existing line (or activation of a new line) and purchase on qualifying 36-month 0% APR installment plan, subject to carrier credit qualification. $0 down for well-qualified customers only, or down payment may be required and depends on a variety of factors. Tax on full retail price due at sale. Requires activation on eligible AT&T unlimited plan. AT&T may temporarily slow data speeds if the network is busy. If you cancel eligible wireless service, credits will stop and you will owe the remaining device balance. Activation/Upgrade Fee: $35. Bill credits are applied as a monthly credit over the 36-month installment plan. Credits start within 3 bills. Will receive catch-up credits once credits start. Wireless line must be on an installment agreement, active, and in good standing for 30 days to qualify. Installment agreement starts when device is shipped. To get all credits, device must remain on agreement for entire term and you must keep eligible service on device for entire installment term. Limited-time offer; subject to change. Limits: one credit per line. May not be combinable with other offers, discounts, or credits. Purchase, financing, other limits, and restrictions apply. Activation required.

AT&T iPhone 16e Special Deal: Monthly price (if shown) reflects net monthly payment, after application of AT&T bill credit applied over 36 months. Buy an iPhone 16e 128 GB and get $383 in bill credits applied over 36 months. Buy an iPhone 16e 256 GB and get $303 in bill credits applied over 36 months. Buy an iPhone 16e 512 GB and get $323 in bill credits applied over 36 months. If you are trading in a device with this deal, credits will be comprised of (i) Apple instant trade-in credit at checkout and (ii) AT&T monthly bill credits applied over 36 months. Requires upgrade of an existing line (or activation of a new line) and purchase on qualifying 36-month 0% APR installment plan, subject to carrier credit qualification. $0 down for well-qualified customers only, or down payment may be required and depends on a variety of factors. Tax on full retail price due at sale. Requires activation on eligible AT&T unlimited plan. AT&T may temporarily slow data speeds if the network is busy. If you cancel eligible wireless service, credits will stop and you will owe the remaining device balance. Activation/Upgrade Fee: $35. Bill credits are applied as a monthly credit over the 36-month installment plan. Credits start within 3 bills. Will receive catch-up credits once credits start. Wireless line must be on an installment agreement, active, and in good standing for 30 days to qualify. Installment agreement starts when device is shipped. To get all credits, device must remain on agreement for entire term and you must keep eligible service on device for entire installment term. Limited-time offer; subject to change. Limits: one credit per line. May not be combinable with other offers, discounts, or credits. Purchase, financing, other limits, and restrictions apply. Activation required.

Boost Mobile iPhone 17 and iPhone Air Special Deal: Buy an iPhone 17 Pro, iPhone 17 Pro Max, iPhone Air, or iPhone 17 and get $830 in bill credits (not to exceed the c
the iPhone) applied over 36 months. No trade-in required. If you are trading in a device with this deal, trade-in value will be applied as additional bill credits over 36 mor
Monthly price (if shown) reflects net monthly payment, after application of $830 in bill credit (not to exceed the cost of the iPhone purchased) and trade-in credit (if applicable)
applied over 36 months respectively. Requires activation of a new line, Boost Mobile Infinite Access plan and purchase on qualifying 36-month 0% APR installment plan, subject

to carrier credit qualification. Tax on full retail price due at sale. If you cancel eligible wireless service, credits will stop and you will owe the remaining device balance. Bill credits are applied as a monthly credit over the 36-month installment plan. Trade-in credits start within 3 bills. Installment agreement starts when device is shipped. To get all credits, device must remain on agreement for entire term and you must keep eligible service on device for entire installment term. Limited-time offer; subject to change. Limits: one credit per line. May not be combined with other offers, discounts, or credits. Purchase, financing, other limits, and restrictions apply. Price for iPhone 17 includes $30 Boost Mobile connectivity discount. Activation required.

T-Mobile iPhone 17 and iPhone Air Special Deal: Monthly price (if shown) reflects net monthly payment, after application of T-Mobile trade-in credit applied over 24 months with purchase of an iPhone 17 Pro, iPhone 17 Pro Max, iPhone 17, or iPhone Air and trade-in of eligible smartphone.

Existing customers: Receive credit with purchase of an iPhone 17 Pro, iPhone 17 Pro Max, iPhone 17, or iPhone Air (based upon the model and condition of your trade-in smartphone) of $1100, $800 or $550 for customers on an Experience Beyond or Go5G Next plan (excluding all 55, Military, First Responder plans) ($100+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $900, $600 or $300 for customers on an Experience Beyond or Go5G Next 55, Military, or First Responder plan ($85+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $800 or $400 for customers on an Experience More or Go5G Plus plan (excluding all 55, Military, First Responder plans) ($85+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $600 or $300 for customers on an Experience More or Go5G Plus 55, Military, or First Responder plan ($70+/mo. plan after AutoPay discount and plus taxes & fees if applicable); or $300 or $150 for customers on a Go5G, Magenta, Magenta MAX, or Essentials plan ($60+/mo. plan after AutoPay discount and plus taxes & fees if applicable). Must be an existing T-Mobile customer.

Add-a-Line customers: Receive credit with purchase of an iPhone 17 Pro, iPhone 17 Pro Max, iPhone 17, or iPhone Air (based upon the model and condition of your trade-in smartphone) of $1100, $800 or $550 for customers on an Experience Beyond or Go5G Next plan (excluding all 55, Military, First Responder plans) ($100+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $900, $600 or $300 for customers on an Experience Beyond or Go5G Next 55, Military, or First Responder plan ($85+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $800 or $400 for customers on an Experience More or Go5G Plus plan (excluding all 55, Military, First Responder plans) ($85+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $600 or $300 for customers on an Experience More or Go5G Plus 55, Military, or First Responder plan ($70+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $800 or $400 for customers on a Go5G, Magenta, Magenta MAX, or Essentials plan (excluding all 55, Military, First Responder plans) ($60+/mo. plan after AutoPay discount and plus taxes & fees if applicable); or $600 or $300 for customers on a Go5G, Magenta, Magenta MAX, or Essentials 55, Military, or First Responder plan ($45+/mo. plan after AutoPay discount and plus taxes & fees if applicable). Must be a T-Mobile customer adding a new line to an existing T-Mobile account.

New customers: Receive credit with purchase of an iPhone 17 Pro, iPhone 17 Pro Max, iPhone 17, or iPhone Air (based upon the model and condition of your trade-in smartphone) of $1100, $800 or $550 for customers on an Experience Beyond plan (excluding all 55, Military, First Responder plans) ($100+/mo. plan after AutoPay discount if applicable; plus taxes & fees); $900, $600 or $300 for customers on an Experience Beyond 55, Military, or First Responder plan ($85+/mo. plan after AutoPay discount if applicable; plus taxes & fees); $800 or $400 for customers on an Experience More plan (excluding all 55, Military, First Responder plans) ($85+/mo. plan after AutoPay discount if applicable; plus taxes & fees); $600 or $300 for customers on an Experience More 55, Military, or First Responder plan ($70+/mo. plan after AutoPay discount if applicable; plus taxes & fees); $800 or $400 for customers on an Essentials plan (excluding all 55, Military, First Responder plans) ($60+/mo. plan after AutoPay discount if applicable; plus taxes & fees); or $600 or $300 for customers on a Essentials 55, Military, or First Responder plan ($45+/mo. plan after AutoPay discount if applicable; plus taxes & fees). Must be a new T-Mobile customer.

Max bill credits will not exceed the cost of the device. Credit comprised of (i) Apple instant trade-in credit at checkout and (ii) T-Mobile monthly bill credits applied over 24 months. Allow 2 bill cycles from valid submission and validation of trade-in. Tax on pre-credit price due at sale. Limited-time; subject to change. Qualifying credit, data plan, and trade-in (e.g., iPhone 16 Pro Max) in good condition required. Max 4 promotions on any iPhone per account. May not be combinable with some offers, discounts, or promotions. Activation required. **Contact T-Mobile before cancelling entire account to continue remaining bill credits, or credits stop & balance on required finance agreement is due. Bill credits end if you pay off early.**

T-Mobile iPhone 17 and iPhone Air No Trade-in Required Deal: T-Mobile port-in bill credit applied over 24 months with purchase of an iPhone 17 Pro Max, iPhone 17 Pro, iPhone Air, or iPhone 17. Max bill credits will not exceed the cost of the device. Line with promo must be active and in good standing to receive credits; allow 2 bill cycles. Tax on pre-credit price due at sale. Limited-time; subject to change. Qualifying credit, service, and port-in (AT&T, Verizon, Claro, UScellular, Xfinity, Spectrum, and Liberty PR only) required. Max 4 promotions on any iPhone per account. May not be combinable with some offers, discounts, or promotions. Activation required. **Contact T-Mobile before cancelling entire account to continue remaining bill credits, or credits stop & balance on required finance agreement is due. Bill credits end if you pay off early.**

Add-a-line Customers: Buy an iPhone 17, iPhone 17 Pro, iPhone 17 Pro Max, or iPhone Air and get up to $800 in bill credits applied over 24 months for customers on an Experience Beyond or Go5G Next plan (excluding all 55, Military, First Responder plans) ($100+/mo. plan after AutoPay discount and plus taxes & fees if applicable); or up to $600 for customers on an Experience Beyond or Go5G Next 55, Military, or First Responder plan ($85+/mo. plan after AutoPay discount and plus taxes & fees if applicable). No trade-in required. Must be a T-Mobile customer adding a new line to an existing T-Mobile account.

New Customers: Buy an iPhone 17, iPhone 17 Pro, iPhone 17 Pro Max, or iPhone Air and get up to $800 in bill credits applied over 24 months for customers on an Experience Beyond plan (excluding all 55, Military, First Responder plans) ($100+/mo. plan after AutoPay discount if applicable; plus taxes & fees); or up to $600 for customers on an Experience Beyond 55, Military, or First Responder plan ($85+/mo. plan after AutoPay discount if applicable; plus taxes & fees). No trade-in required. Must be a new T-Mobile customer.

T-Mobile iPhone 16 Special Deal: Monthly price (if shown) reflects net monthly payment, after application of T-Mobile trade-in credit applied over 24 months with purchase of an iPhone 16 or iPhone 16 Plus and trade-in of eligible smartphone.

Existing customers: Receive credit with purchase of an iPhone 16 or iPhone 16 Plus (based upon the model and condition of your trade-in smartphone) of $899, $800 or $550 for customers on an Experience Beyond or Go5G Next plan (excluding all 55, Military, First Responder plans) ($100+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $899, $600 or $300 for customers on an Experience Beyond or Go5G Next 55, Military, or First Responder plan ($85+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $800 or $400 for customers on an Experience More or Go5G Plus plan (excluding all 55, Military, First Responder plans) ($85+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $600 or $300 for customers on an Experience More or Go5G Plus 55, Military, or First Responder plan ($70+/mo. plan after AutoPay discount and plus taxes & fees if applicable); or $300 or $150 for customers on a Go5G, Magenta, Magenta MAX, or Essentials plan ($60+/mo. plan after AutoPay discount and plus taxes & fees if applicable). Must be an existing T-Mobile customer.

Add-a-Line customers: Receive credit with purchase of an iPhone 16 or iPhone 16 Plus (based upon the model and condition of your trade-in smartphone) of $899, $800 or $550 for customers on an Experience Beyond or Go5G Next plan (excluding all 55, Military, First Responder plans) ($100+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $899, $600 or $300 for customers on an Experience Beyond or Go5G Next 55, Military, or First Responder plan ($85+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $800 or $400 for customers on an Experience More or Go5G Plus plan (excluding all 55, Military, First Responder plans) ($85+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $600 or $300 for customers on an Experience More or Go5G Plus 55, Military, or First Responder plan ($70+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $800 or $400 for customers on a Go5G, Magenta, Magenta MAX, or Essentials plan (excluding all 55, Military, First Responder plans) ($60+/mo. plan after AutoPay discount and plus taxes & fees if applicable); or $600 or $300 for customers on a Go5G, Magenta, Magenta MAX, or Essentials 55, Military, or First Responder plan ($45+/mo. plan after AutoPay discount and plus taxes & fees if applicable). Must be a T-Mobile customer adding a new line to an existing T-Mobile account.

New customers: Receive credit with purchase of an iPhone 16 or iPhone 16 Plus (based upon the model and condition of your trade-in smartphone) of $899, $800 or $550 for customers on an Experience Beyond plan (excluding all 55, Military, First Responder plans) ($100+/mo. plan after AutoPay discount if applicable; plus taxes & fees); $899, $600 or $300 for customers on an Experience Beyond 55, Military, or First Responder plan ($85+/mo. plan after AutoPay discount if applicable; plus taxes & fees); $800 or $400 for customers on an Experience More plan (excluding all 55, Military, First Responder plans) ($85+/mo. plan after AutoPay discount if applicable; plus taxes & fees); $600 or $300 for customers on an Experience More 55, Military, or First Responder plan ($70+/mo. plan after AutoPay discount if applicable; plus taxes & fees); $800 or $400 for customers on a Essentials plan (excluding all 55, Military, First Responder plans) ($60+/mo. plan after AutoPay discount if applicable; plus taxes & fees); or $600 or $300 for customers on a Essentials 55, Military, or First Responder plan ($45+/mo. plan after AutoPay discount if applicable; plus taxes & fees). Must be a new T-Mobile customer.

Max bill credits will not exceed the cost of the device. Credit comprised of (i) Apple instant trade-in credit at checkout and (ii) T-Mobile monthly bill credits applied over months. Allow 2 bill cycles from valid submission and validation of trade-in. Tax on pre-credit price due at sale. Limited-time; subject to change. Qualifying credit, data plan, and

trade-in (e.g., iPhone 16 Pro Max) in good condition; Max 4 promotions on any iPhone per account. May not be combinable with some offers, discounts, or promotions. Activation required. **Contact T-Mobile before cancelling entire account to continue remaining bill credits, or credits stop & balance on required finance agreement is due. Bill credits end if you pay off early.**

T-Mobile iPhone 16 and iPhone 16 Plus No Trade-in Required Deal: T-Mobile port-in bill credit applied over 24 months with purchase of an iPhone 16 or iPhone 16 Plus. Max bill credits will not exceed the cost of the device. Line with promo must be active and in good standing to receive credits; allow 2 bill cycles. Tax on pre-credit price due at sale. Limited-time; subject to change. Qualifying credit, service, and port-in (AT&T, Verizon, Claro, UScellular, Xfinity, Spectrum, and Liberty PR only) required. Max 4 promotions on any iPhone per account. May not be combinable with some offers, discounts, or promotions. Activation required. Price for iPhone 16 and iPhone 16 Plus includes $30 T-Mobile connectivity discount. **Contact T-Mobile before cancelling entire account to continue remaining bill credits, or credits stop & balance on required finance agreement is due. Bill credits end if you pay off early.**

Add-a-line Customers: Buy an iPhone 16 or iPhone 16 Plus and get up to $600 in bill credits applied over 24 months for customers on an Experience Beyond, Experience More, Essentials, Go5G Next, Go5G Plus, Go5G, Magenta, or Magenta MAX plan ($45+/mo. plan after AutoPay discount and plus taxes & fees if applicable). No trade-in required. Must be a T-Mobile customer adding a new line to an existing T-Mobile account.

New Customers: Buy an iPhone 16 or iPhone 16 Plus and get up to $600 in bill credits applied over 24 months for customers on an Experience Beyond, Experience More, or Essentials plan ($45+/mo. plan after AutoPay discount if applicable; plus taxes & fees). No trade-in required. Must be a new T-Mobile customer.

T-Mobile iPhone 16e Special Deal: Monthly price (if shown) reflects net monthly payment, after application of T-Mobile trade-in credit applied over 24 months with purchase of an iPhone 16e and trade-in of eligible smartphone.

Existing customers: Receive credit with purchase of an iPhone 16e (based upon the model and condition of your trade-in smartphone) of $899, $800 or $550 for customers on an Experience Beyond or Go5G Next plan (excluding all 55, Military, First Responder plans) ($100+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $899, $600 or $300 for customers on an Experience Beyond or Go5G Next 55, Military, or First Responder plan ($85+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $800 or $400 for customers on an Experience More or Go5G Plus plan (excluding all 55, Military, First Responder plans) ($85+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $600 or $300 for customers on an Experience More or Go5G Plus 55, Military, or First Responder plan ($70+/mo. plan after AutoPay discount and plus taxes & fees if applicable); or $300 or $150 for customers on a Go5G, Magenta, Magenta MAX, or Essentials plan ($60+/mo. plan after AutoPay discount and plus taxes & fees if applicable). Must be an existing T-Mobile customer.

Add-a-Line customers: Receive credit with purchase of an iPhone 16e (based upon the model and condition of your trade-in smartphone) of $899, $800 or $550 for customers on an Experience Beyond or Go5G Next plan (excluding all 55, Military, First Responder plans) ($100+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $899, $600 or $300 for customers on an Experience Beyond or Go5G Next 55, Military, or First Responder plan ($85+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $800 or $400 for customers on an Experience More or Go5G Plus plan (excluding all 55, Military, First Responder plans) ($85+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $600 or $300 for customers on an Experience More or Go5G Plus 55, Military, or First Responder plan ($70+/mo. plan after AutoPay discount and plus taxes & fees if applicable); $800 or $400 for customers on a Go5G, Magenta, Magenta MAX, or Essentials plan (excluding all 55, Military, First Responder plans) ($60+/mo. plan after AutoPay discount and plus taxes & fees if applicable); or $600 or $300 for customers on a Go5G, Magenta, Magenta MAX, or Essentials 55, Military, or First Responder plan ($45+/mo. plan after AutoPay discount and plus taxes & fees if applicable). Must be a T-Mobile customer adding a new line to an existing T-Mobile account.

New customers: Receive credit with purchase of an iPhone 16e (based upon the model and condition of your trade-in smartphone) of $899, $800, or $550 for customers on an Experience Beyond plan (excluding all 55, Military, First Responder plans) ($100+/mo. plan after AutoPay discount if applicable; plus taxes & fees); $899, $600 or $300 for customers on an Experience Beyond 55, Military, or First Responder plan ($85+/mo. plan after AutoPay discount if applicable; plus taxes & fees); $800 or $400 for customers on an Experience More plan (excluding all 55, Military, First Responder plans) ($85+/mo. plan after AutoPay discount if applicable; plus taxes & fees); $600 or $300 for customers on an Experience More 55, Military, or First Responder plan ($70+/mo. plan after AutoPay discount if applicable; plus taxes & fees); $800 or $400 for customers on a Essentials plan (excluding all 55, Military, First Responder plans) ($60+/mo. plan after AutoPay discount if applicable; plus taxes & fees); or $600 or $300 for customers on a Essentials 55, Military, or First Responder plan ($45+/mo. plan after AutoPay discount if applicable; plus taxes & fees). Must be a new T-Mobile customer.

Max bill credits will not exceed the cost of the device. Credit comprised of (i) Apple instant trade-in credit at checkout and (ii) T-Mobile monthly bill credits applied over 24 months. Allow 2 bill cycles from valid submission and validation of trade-in. Tax on pre-credit price due at sale. Limited-time; subject to change. Qualifying credit, data plan, and trade-in (e.g., iPhone 16 Pro Max) in good condition; Max 4 promotions on any iPhone per account. May not be combinable with some offers, discounts, or promotions. Activation required. **Contact T-Mobile before cancelling entire account to continue remaining bill credits, or credits stop & balance on required finance agreement is due. Bill credits end if you pay off early.**

T-Mobile iPhone 16e No Trade-in Required Deal: T-Mobile port-in bill credit applied over 24 months with purchase of an iPhone 16e. Max bill credits will not exceed the cost of the device. Line with promo must be active and in good standing to receive credits; allow 2 bill cycles. Tax on pre-credit price due at sale. Limited-time; subject to change. Qualifying credit, service, and port-in (AT&T, Verizon, Claro, UScellular, Xfinity, Spectrum, and Liberty PR only) required. Max 4 promotions on any iPhone per account. May not be combinable with some offers, discounts, or promotions. Activation required. **Contact T-Mobile before cancelling entire account to continue remaining bill credits, or credits stop & balance on required finance agreement is due. Bill credits end if you pay off early.**

Add-a-line Customers: Buy an iPhone 16e and get up to $600 in bill credits applied over 24 months for customers on an Experience Beyond, Experience More, Essentials, Go5G Next, Go5G Plus, Go5G, Magenta, or Magenta MAX plan ($45+/mo. plan after AutoPay discount and plus taxes & fees if applicable). No trade-in required. Must be a T-Mobile customer adding a new line to an existing T-Mobile account.

New Customers: Buy an iPhone 16e and get up to $600 in bill credits applied over 24 months for customers on an Experience Beyond, Experience More, or Essentials plan ($45+/mo. plan after AutoPay discount if applicable; plus taxes & fees). No trade-in required. Must be a new T-Mobile customer.

Verizon iPhone 17 and iPhone Air Special Deal: Monthly price (if shown) reflects net monthly payment, after application of Verizon trade-in credit applied over 36 months with purchase of an iPhone 17 Pro, iPhone 17 Pro Max, iPhone 17, or iPhone Air.

Existing customers: Customers on an Unlimited Ultimate plan (min. $90/mo w/Auto Pay (+taxes/fees) for 36 mos) receive: $1100, $830, or $300 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone 17 Pro or iPhone 17 Pro Max; $1000, $830, or $300 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone Air; or $830 or $300 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone 17. Customers on an Unlimited Plus plan (min. $80/mo w/Auto Pay (+taxes/fees) for 36 mos) receive $830, $600 or $300 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone 17 Pro, iPhone 17 Pro Max, iPhone Air, or iPhone 17. Customers on an Unlimited Welcome plan (min. $65/mo w/Auto Pay (+taxes/fees) for 36 mos) receive $360 or $300 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone 17 Pro, iPhone 17 Pro Max, iPhone Air, or iPhone 17. Must be an existing Verizon mobile customer.

New or Add-a-Line customers: Customers on an Unlimited Ultimate plan (min. $90/mo w/Auto Pay (+taxes/fees) for 36 mos) receive: $1100, $830, or $300 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone 17 Pro or iPhone 17 Pro Max; $1000, $830, or $300 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone Air; or $830 or $300 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone 17. Customers on an Unlimited Plus plan (min. $80/mo w/Auto Pay (+taxes/fees) for 36 mos) receive $830, $600 or $300 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone 17 Pro, iPhone 17 Pro Max, iPhone Air, or iPhone 17. Customers on an Unlimited Welcome plan (min. $65/mo w/Auto Pay (+taxes/fees) for 36 mos) receive $360 or $300 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone 17 Pro, iPhone 17 Pro Max, iPhone Air, or iPhone 17. Must be a new Verizon mobile customer or adding a new line to an existing Verizon mobile account.

Max bill credits will not exceed the cost of the device. Credit comprised of (i) Apple instant trade-in credit at checkout and (ii) Verizon monthly bill credits applied over 36 months. Customer must remain in the Verizon Device Payment Program for 36 months to receive the full benefit of the Verizon bill credits. Bill credits may take 1-2 bill cycles to appear. If it takes two cycles for bill credits to appear, you'll see the credit for the first cycle on your second bill in addition to that month's credit. Requires purchase and activation of a new iPhone 17 Pro, iPhone 17 Pro Max, iPhone 17, or iPhone Air with the Verizon Device Payment Program at 0% APR for 36 months, subject to Verizon cr qualification, and iPhone availability and limits. Taxes and shipping not included in monthly price. Sales tax may be assessed on full value of new iPhone. Requires eligib unlimited Verizon mobile plan. Requires trade-in of eligible device. Must be at least 18 to trade-in. Apple or its trade-in partners reserve the right to refuse or limit any tr transaction for any reason. In-store trade-in requires presentation of a valid, government-issued photo ID (local law may require saving this information). In-store promotion

availability subject to local law; speak to a Specialist to learn more. Limited-time offer; subject to change. Additional terms from Apple, Verizon, and Apple's trade-in partners may apply. Price for iPhone 17 includes $30 Verizon connectivity discount.

Verizon iPhone 17 and iPhone Air No Trade-in Required Deal: Verizon bill credit applied over 36 months. Customers on an Unlimited Ultimate plan (min. $90/mo w/Auto Pay (+taxes/fees) for 36 mos), Unlimited Plus plan (min. $80/mo w/Auto Pay (+taxes/fees) for 36 mos) or Unlimited Welcome plan (min. $65/mo w/Auto Pay (+taxes/fees) for 36 mos) receive: $1020, $1020, or $840 credit (respectively) with purchase of an iPhone 17 Pro Max; $1100 credit with purchase of an iPhone 17 Pro; $1000 credit with purchase of an iPhone Air; or $830 credit with purchase of an iPhone 17. Must be a new Verizon customer or port-in a new line to an existing Verizon account. If you are trading in a device with this deal, credits will be comprised of (i) Apple instant trade-in credit at checkout and (ii) Verizon monthly bill credits applied over 36 months. Max bill credits will not exceed the cost of the device. Credit comprised of Verizon monthly bill credits applied over 36 months. Customer must remain in the Verizon Device Payment Program for 36 months to receive the full benefit of the Verizon bill credits. Bill credits may take 1-2 bill cycles to appear. If it takes two cycles for bill credits to appear, you'll see the credit for the first cycle on your second bill in addition to that month's credit. Requires purchase and activation of a new iPhone 17 Pro, iPhone 17 Pro Max, iPhone Air, or iPhone 17 with the Verizon Device Payment Program at 0% APR for 36 months, subject to carrier credit qualification, and iPhone availability and limits. Taxes and shipping not included in monthly price. Sales tax may be assessed on full value of new iPhone. Requires eligible unlimited service plan. In-store promotion availability subject to local law; speak to a Specialist to learn more. Limited-time offer; subject to change. Additional terms from Apple and Verizon may apply. Price for iPhone 17 includes $30 Verizon connectivity discount. Activation required.

Verizon iPhone 16e Special Deal: Monthly price (if shown) reflects net monthly payment, after application of Verizon trade-in credit applied over 36 months with purchase of an iPhone 16e.

Existing customers: Customers on an Unlimited Ultimate plan (min. $90/mo w/Auto Pay (+taxes/fees) for 36 mos) receive $600 or $300 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone 16e. Customers on an Unlimited Plus plan (min. $80/mo w/Auto Pay (+taxes/fees) for 36 mos) receive $600 or $300 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone 16e. Customers on an Unlimited Welcome plan (min. $65/mo w/Auto Pay (+taxes/fees) for 36 mos) receive $360 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone 16e. Must be an existing Verizon mobile customer.

New or Add-a-Line customers: Customers on an Unlimited Ultimate plan (min. $90/mo w/Auto Pay (+taxes/fees) for 36 mos) receive $600 or $300 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone 16e. Customers on an Unlimited Plus plan (min. $80/mo w/Auto Pay (+taxes/fees) for 36 mos) receive $600 or $300 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone 16e. Customers on an Unlimited Welcome plan (min. $65/mo w/Auto Pay (+taxes/fees) for 36 mos) receive $360 credit (based upon the model of your trade-in smartphone) with purchase of an iPhone 16e. Must be a new Verizon mobile customer or adding a new line to an existing Verizon mobile account.

Max bill credits will not exceed the cost of the device. Credit comprised of (i) Apple instant trade-in credit at checkout and (ii) Verizon monthly bill credits applied over 36 months. Customer must remain in the Verizon Device Payment Program for 36 months to receive the full benefit of the Verizon bill credits. Bill credits may take 1-2 bill cycles to appear. If it takes two cycles for bill credits to appear, you'll see the credit for the first cycle on your second bill in addition to that month's credit. Requires purchase and activation of a new iPhone 16e with the Verizon Device Payment Program at 0% APR for 36 months, subject to Verizon credit qualification, and iPhone availability and limits. Taxes and shipping not included in monthly price. Sales tax may be assessed on full value of new iPhone. Requires eligible unlimited Verizon mobile plan. Requires trade-in of eligible device. Must be at least 18 to trade-in. Apple or its trade-in partners reserve the right to refuse or limit any trade-in transaction for any reason. In-store trade-in requires presentation of a valid, government-issued photo ID (local law may require saving this information). In-store promotion availability subject to local law; speak to a Specialist to learn more. Limited-time offer; subject to change. Additional terms from Apple, Verizon, and Apple's trade-in partners may apply.

Verizon iPhone 16, iPhone 16 Plus and iPhone 16e No Trade-in Required Deal: Monthly price (if shown) reflects net monthly payment, after application of Verizon bill credit applied over 36 months. Customers on an Unlimited Ultimate plan (min. $90/mo w/Auto Pay (+taxes/fees) for 36 mos), Unlimited Plus plan (min. $80/mo w/Auto Pay (+taxes/fees) for 36 mos) or Unlimited Welcome plan (min. $65/mo w/Auto Pay (+taxes/fees) for 36 mos) receive: $730 credit (respectively) with purchase of an iPhone 16; $830 credit with purchase of an iPhone 16 Plus; or $600 credit with purchase of an iPhone 16e. Must be a new Verizon customer or adding a new line to an existing Verizon account. If you are trading in a device with this deal, credits will be comprised of (i) Apple instant trade-in credit at checkout and (ii) Verizon monthly bill credits applied over 36 months. Max bill credits will not exceed the cost of the device. Credit comprised of Verizon monthly bill credits applied over 36 months. Customer must remain in the Verizon Device Payment Program for 36 months to receive the full benefit of the Verizon bill credits. Bill credits may take 1-2 bill cycles to appear. If it takes two cycles for bill credits to appear, you'll see the credit for the first cycle on your second bill in addition to that month's credit. Requires purchase and activation of a new iPhone 16, iPhone 16 Plus, or iPhone 16e with the Verizon Device Payment Program at 0% APR for 36 months, subject to carrier credit qualification, and iPhone availability and limits.Taxes and shipping not included in monthly price. Sales tax may be assessed on full value of new iPhone. Requires eligible unlimited service plan. In-store promotion availability subject to local law; speak to a Specialist to learn more. Limited-time offer; subject to change. Additional terms from Apple and Verizon may apply. Price for iPhone 16 and iPhone 16 Plus includes $30 Verizon connectivity discount. Activation required.

5. iPhone purchases that are carrier-financed with T-Mobile or Verizon are not eligible and subject to standard return policy.

Apple Pay is a service provided by Apple Payments Services LLC, a subsidiary of Apple Inc. Neither Apple Inc. nor Apple Payments Services LLC is a bank. Any card used in Apple Pay is offered by the card issuer.

We approximate your location from your internet IP address by matching it to a geographic region or from the location entered during your previous visit to Apple.

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