



BRONCO
2-Door & 4-Door Reveal
Publish Date: July 13, 2020



HOT SHEET

Reservations Open! Customers can reserve their Bronco on [Ford.com](https://ford.com) today!

If you would like to read the full press release for the Bronco reveal, please visit media.ford.com.

More information will be released **throughout** 2020 as it becomes available.

All-New 2021 Bronco Two-Door and First-Ever Four-Door Models: Built Wild SUVs with Thrilling 4x4 Capability, Ready for Fun

- **Built Wild™:** Ford Bronco returns as the flagship of a new all-4x4 family of rugged SUVs, with a classic two-door and a first-ever four-door; both are engineered with Built Wild Extreme Durability Testing, Capability and Innovative Design for segment-leading 4x4 capability, long-term off-road performance and dependability
 - The mission of the all-new 2021 Bronco is to deliver maximum 4x4 go-anywhere, anytime capability and confidence.
 - Bronco incorporates off-road mapping and drive technologies to give novice adventurers as much fun as hard-core off-road experts, while its Built Wild durability makes for lasting performance in the harshest of conditions for generations to come.
- **Thrilling:** Bronco features powerful EcoBoost® engines with segment-exclusive 7-speed manual transmission and available 35-inch tires; Bronco excels with available best-in-class 94.75:1 crawl ratio, ground clearance, suspension travel and water fording capabilities, plus breakover and departure angles
 - All-new Bronco architecture for two- and four-door models is based on a fully boxed, high-strength steel chassis that delivers available best-in-class suspension travel – 17 percent more both front and rear over the closest competitor to thrive in rugged environments.
 - To deliver thrilling high-speed off-roading and overall driving performance, every Bronco comes with an independent front suspension for improved control, confidence and comfort. At the rear, a rugged solid axle design featuring coil springs with five locating links delivers both strength and off-road control. Long-travel position-sensitive Bilstein dampers with end-stop control valves at every corner are available for added off-road durability and reduced harshness.
 - An available segment-exclusive semi-active hydraulic stabilizer bar disconnect design provides maximum articulation and increased ramp angle index for off-camber terrain. This innovative system bests competitors by disconnecting during articulation; it can reconnect under all conditions to improve steering and stability at higher speeds.
 - Segment-first 35-inch off-road tires direct from the factory are available on every trim level of two- and four-door Bronco, while available segment-first beadlock-capable wheels allow customers to elevate off-road capability, regardless of price point.
- **Ready for Fun:** Bronco two-door and four-door models can get you to the trails fast with quick-release stowable roof panels and doors on select versions; available cutting-edge off-road drive technologies and segment-exclusive digital trail mapping allow owners to easily plan, record and share their experiences via an all-in-one app
 - Both Bronco two- and four-door models make the open air experience quick, easy and fun with removable roof panels on all hard top models. A cloth soft top, standard on four-door models, provides easy access to the open air and a unique tilt-up function for quick access to the rear cargo area.
 - Every Bronco comes with class-exclusive frameless doors that make them easier to remove than what competitors offer. On four-door Bronco models, all four doors can be stored onboard with protective door bags.
- **Infinitely Customizable:** Bronco launches with more than 200 factory-backed aftermarket accessories for more capability, personalization and style, and with a base MSRP of \$29,995; 2021 Bronco two- and four-door SUVs can be reserved at ford.com starting today for \$100



BRONCO
2-Door & 4-Door Reveal
Publish Date: July 13, 2020

FAQs

P. 1 of 3

How much will it cost to reserve a Bronco? Reservations will cost \$100.

Is the \$100 refundable? Yes, automatically with reservation cancellation.

Will reservations be fulfilled in the order placed? Reservations will be fulfilled in approximately the same order received, based on final ordering and production of similarly configured Broncos. All reservations will be completed before production of stock units begins.

Can customers “game” the reservations by ordering more than one? Customers will be limited to no more than two reservations per ford.com customer account.

When will customers be able to finalize their reservations? Reservations open on July 14th and will be finalized when customers complete the process with your dealer; that’s expected to be July for Bronco Sport and December for Bronco.

Can customers update their dealer selection for their reservation? Customers can reach out to Ford Customer Support for assistance should they need to change Dealers.

Tell me about the all-new Bronco models. The all-new Bronco two-door and first-ever four-door models are the flagships of the all-4x4 Bronco brand family of vehicles, ready to deliver thrilling experiences with heritage-inspired style, smart off-road technology that provides the goes-over-any type of terrain (G.O.A.T.) confidence to tackle tough terrain, plus ingenious human-centered design insights to elevate all-levels of outdoor enthusiasts adventures.

What are the trim series for Bronco two and four-door models? Bronco will be available in seven series at launch. These include Base, Big Bend, Black Diamond, Outer Banks, Wildtrak, Badlands and a First Edition. There will also be an available Sasquatch package on all series for owners who want even more Bronco capability.

What comes with the Sasquatch package? This package includes 35-inch-diameter mud terrain tires on 17-inch black high-gloss alloy beadlock-capable wheels, electronic transfer case, electronic-locking front and rear axles with 4.7:1 final drive ratio, high-clearance suspension that adds up to 1.2 inches of extra lift (1.0-inch front, 1.2-inch rear) and larger fender flares, and heavy-duty position-sensitive Bilstein shock absorbers. Sasquatch, which comes standard on Wildtrak and First Edition, can also be specified for every other Bronco model.

What ground clearance is improved by adding the Sasquatch package? With up to 1.2 inches of increased lift, plus larger 35-inch diameter tires, the Sasquatch equipped Bronco two-door improved 3.2 inches to 11.6 inches of ground clearance (up from 8.4 inches) and on four-door models, 11.5 inches of ground clearance (up from 8.3 inches).

Which design cues does the all-new Bronco take from the first-gen Bronco? The all-new Bronco pulls a number of design cues from the first-gen Bronco, including iconic proportions and character lines, round LED headlamps, encapsulated grille, offset cluster, and swing gate with full-size tire. In fact, our design team digitally scanned a first-gen Bronco to stay faithful to its iconic proportions and looks.

How much will Bronco cost? Bronco will have a starting MSRP of \$29,995 (including destination and delivery). Customers can reserve one today for \$100 at ford.com.

Which architecture is the Bronco two- and four-door based on? The all-new Bronco two- and four-door models feature a Bronco-variant of Ford’s new second-generation global midsize truck architecture. This even more rugged and off-road capable architecture is similar to the Ford Ranger and built alongside the midsize truck at Ford’s Michigan Assembly Plant.

When does Bronco go on sale? Bronco will start arriving in dealerships next spring.

What is Built Wild Extreme Testing? As a notch beyond the Built Ford Tough truck cycle, Bronco engineers add additional series of testing in the high California desert of Johnson Valley, utilizing several trails, including the King of the Hammers brutal off-road competition terrain to help make Bronco better, stronger and ready to outperform for years to come.

Which engine options will Bronco have? Bronco will be available with a standard 2.3-liter EcoBoost engine and available 2.7-liter EcoBoost.

Which transmission options will Bronco have? Bronco will be available with a SelectShift 10-speed automatic transmission and a segment-first 7-speed (6+1) manual transmission features a unique class-leading crawler-gear ratio of 95:1 to help travel over challenging off-road terrain at low speeds.



BRONCO
2-Door & 4-Door Reveal
Publish Date: July 13, 2020

FAQs

P. 2 of 3

Is the manual transmission available on the 2.7-liter EcoBoost? Will it come later? No. We have specifically designed the Bronco seven-speed manual application for the 2.3-liter EcoBoost engine.

Is the manual transmission available on both two- and four-door models? Yes.

Is the 2.3-liter EcoBoost the standard one or the Mustang's High Performance Package unit? The Bronco has its own version of the standard 2.3-liter EcoBoost engine. While sharing parts at the engine's core, the engine has been developed and equipped to deliver on the Built Wild Extreme Testing cycles that ensure confidence in grueling off-road conditions.

How much horsepower and torque will each engine have? The 2.7-liter EcoBoost V6 produces a projected 310 horsepower and 400 lb.-ft. of torque and a 2.3-liter EcoBoost four-cylinder produces a projected 270 horsepower and 310 lb.-ft. of torque.

What are the final drive ratio options for Bronco? Bronco is available with four different final drive ratios: 3.73:1, 4.27:1, 4.46:1 and 4.7:1.

Which type of front axle does Bronco use? Bronco comes with an independent front suspension (IFS).

Why did Ford go with an independent front suspension? Bronco is the future of off-road, and to deliver the best combination of off-road capability and comfort, an independent front suspension (IFS) is the best solution. Additionally, an available disconnecting front stabilizer bar provides additional wheel travel over challenging terrain.

What about the rear suspension? The all-new Bronco has a five-link solid axle rear suspension optimized off-road performance across a wide variety of terrains.

Is Bronco meant for more high-speed driving and not rock crawling? Bronco is meant for all types of off-road driving, including rock crawling and high-speed off-roading. It's engineered to excel especially at higher-speed off-roading – such as over 5 mph.

Which wheels and tires will Bronco be offered with? Bronco will be available with segment-first 35-inch off-road tires from the factory on every trim series, plus available beadlock-capable wheels allow every customer to elevate off-road capability regardless of price point to access key off road features.

Does Bronco come with a stabilizer bar disconnect? Yes, Bronco offers an available stabilizer bar (Sta-Bar) disconnect system with a class-exclusive hydraulic design that allows the bar to disconnect under load as well as deliver the maximum articulation and increased ramp angle index for off-camber terrain.

You say Bronco delivers class-leading off-road capabilities. What is the ground clearance? Approach angle? Departure angle? Breakover angle? Bronco has a max ground clearance of 11.6-inches, a max approach angle of up to 43.2-degrees, a max breakover angle of up to 29.0-degrees, and a max departure angle of up to 37.2-degrees.

What is Bronco's water fording capability? Bronco has up to 33.5-inches of water fording capability thanks to its high air intake placement.

What brand of shock absorbers does the Sasquatch package have? Bronco two- and four-door models offer heavy-duty long-travel position-sensitive Bilstein dampers with end-stop control valves at every corner are available for added off-road durability and reduced harshness.

How much suspension travel does Bronco have? Bronco two- and four-door models offer up to 9.4 inches of suspension travel in the front, and 9.7 inches in the rear. Suspension travel varies between suspensions and tire size.

What's Bronco's max towing rating? Bronco can tow up to 3,500 pounds.

What is Bronco's max roof load rating? Bronco two- and four-door's hard-top roof rail system can support up to 110 pounds of gear when driving. For those who will overland, the vehicle can support up to 450 pounds parked.

What is Bronco's max payload? Bronco two door can carry up to 1,170 pounds. The four-door model can carry up to 1,370 pounds.

Which exterior body panels are removable on Bronco? The doors and roof are removable, each within minutes. On four-door models, there is dedicated on-board storage for all four doors.

Why are the doors only on the four-door stowable on board? Given the two-door model's longer doors for easier entry and exit, the doors can't be stored in the cargo area without folding the rear seats like the four-door. [Doors should be stored vertically to avoid damage.]



BRONCO
2-Door & 4-Door Reveal
Publish Date: July 13, 2020

FAQs

P. 3 of 3

Do the mirrors need to be reattached to the vehicle when the doors are removed? No, the sideview mirrors are mounted to the body, further improving door removal and install compared to competitors. This design also ensures on-road compliance, allowing driving with doors off and maintaining side and rear visibility.

Does the Bronco two-door and four-door have a removable roof? Yes, Bronco four-door has four removable sections to give all passengers the open-air experience. The Bronco two-door's hardtop has three removable sections standard, with four removable sections included with the modular roof option. The modular roof option also includes removable rear quarter glass.

Are there both hard and soft-top options? Yes, Bronco four-door models will have both roof options, while the Bronco two-door model will come with a standard hard top.

What is G.O.A.T. Mode Trail Management? G.O.A.T. Mode Trail Management is the system of selectable drive modes that help Bronco drivers navigate any type of driving condition. Up to seven modes are available, including Normal, Eco, Sport, Slippery and Sand, with Baja, Mud/Ruts and Rock-Crawl for off-road driving.

Which technologies does Bronco offer? Bronco offers a segment-leading available 12-inch touchscreen with next-generation SYNC 4 communications and entertainment system is available and enables connected services and class-exclusive FordPass Performance App with Off-road Navigation for advanced trail navigation and features, plus sharable mapping, images and breadcrumb waypoints. An available class-exclusive 360-degree camera with off-road views is like having a virtual spotter to watch the terrain and contact at every wheel. Bronco will also have Over-the-Air Update capabilities.

Which safety features does Bronco offer? Bronco safety features include a modern high-strength steel roll cage with integrated side curtain airbags in the upper structure and seats helps protect passengers from side impacts and complements driver and front passenger airbags. Class-exclusive standard rear seat (Outboard Positions) seat belt pre-tensioner. Advanced active safety and driver-assist technologies along with ABS/traction control systems are built into every Bronco to meet or exceed global crash safety requirements and build driver confidence.

What is the Trails App? How many trails will be available? Can I download trails? The system is a game changer and will be powered by class-exclusive trail content from FunTreks, Trails Offroad and NeoTreks. We'll share more information on Bronco's advanced trail navigation and topographic/trail maps closer to launch.

What is Trail Turn Assist? To improve maneuverability off-pavement, Bronco can brake the rear driver or passenger side rear wheel to pivot the vehicle and tighten its turning radiuses through torque vectoring.

What is Trail Control? For more precision off-road, and the ability to stay off-throttle during bumpy maneuvers, this technology provides an off-road cruise control for consistent, low-speed trail driving.

What is Trail One-Pedal Driving? For acceleration/braking control, Bronco can leverage the accelerator solely for more precise and confident slow-mode rock crawling.

Does Bronco have front and rear locking differentials? Yes. Both of Bronco two- and four-door models' 4x4 systems are available with front and rear e-lockers for improved traction over rough terrain.

How many auxiliary switches will Bronco have for aftermarket items? Bronco has six auxiliary switches for easy connection of off-road and interior accessories.

What are Bronco's fuel economy numbers? We share closer to launch, after we've received EPA certification.

Can you wash out the interior of Bronco? Yes, Bronco offers washable rubber floors with up to six passive and four active drains and available marine-grade vinyl seating surfaces that resist mildew.

Which accessories is Bronco launching with? Bronco is launching with more than 200 factory-backed aftermarket accessories for more capability, personalization and style.