



BRONCO



Bronco Sport Reveal
Publish Date: July 13, 2020

HOT SHEET

Reservations Open! Customers can reserve their Bronco Sport on Ford.com today!

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

All-New Ford Bronco Sport Rugged Small SUV Equipped for Trails with Standard 4x4 and Build Wild Capability and Confidence

- **The Bronco of small SUVs:** All-new Ford Bronco Sport expands the rugged Bronco family of 4x4-only vehicles, giving more outdoor adventurers Bronco off-road capability, durability and technology.
 - With unmistakable Bronco styling and unrelenting Bronco capability, the smaller sibling of Bronco two-door and first-ever four-door SUVs joins the family with its own idea of fun. As with all Broncos, 4x4 is standard, and this rugged SUV is engineered to handle whatever weekend adventure its owner has in mind.
- **Built Wild™:** With standard 4x4 across the lineup, Bronco Sport lives up to its G.O.A.T. (goes over any type of terrain) heritage with Built Wild Extreme Durability Testing, Capability and Innovative Design to deliver unsurpassed ground clearance, made-for-the-trails approach and departure angles, water fording, obstacle protection and segment-first trail technologies
 - Like the larger Bronco, the all-new Bronco Sport delivers the 4x4 off-road capability that made the original Bronco a legend. With off-road performance at its core, Bronco Sport provides solid footing on sand, snow, mud, rocks and more.
 - All models feature an independent front and rear suspension engineered and performance-tested in demanding environments across North America. The suspension is optimized to help drivers confidently maintain vehicle composure while aggressively taking on rugged terrain
 - Off-road capability is further reinforced by four steel bash plates, plus available frame-mounted front tow hooks that can individually withstand static loads up to 100 percent of the gross vehicle weight. Badlands and First Edition can wade through up to 23.6 inches of water.
- **Thrilling:** Bronco Sport SUV enables exciting, high-speed off-road driving thanks to its Bronco-specific variant architecture, Bronco design DNA, available 2.0-liter EcoBoost® engine targeting segment-best horsepower and torque, and advanced 4x4 system with class-exclusive twin-clutch rear-drive unit with a differential lock feature
 - The Badlands and First Edition series are powered by a 2.0-liter EcoBoost® engine that produces a targeted best-in-class 245 horsepower and 275 lb.-ft. of torque for high-speed off-road performance*. Base, Big Bend and Outer Banks series feature the proven 1.5-liter EcoBoost engine with a targeted 181 horsepower and 190 lb.-ft. of torque*.
- **Ready for Fun:** Class-exclusive features designed for life on the trails include safari-style roof enabling class-leading headroom and a cargo area high enough to hold two 27.5-inch-wheel mountain bikes; more than 100 factory-backed and aftermarket accessories are available to transport gear such as kayaks, surfboards, skis and camping equipment
 - Human-centered design led to special Bronco Sport features such as class-exclusive liftgate LED floodlamps – because out in the wild, there are no streetlamps – MOLLE straps to carry extra gear, zippered seatback pockets for additional stowage, and even a built-in bottle opener in the cargo area.
 - The cargo area has enough height to accommodate two standing 27.5-inch-wheel mountain bikes with the available Yakima dealer-installed interior bike rack accessory.
 - Bronco Sport will launch with more than 100 factory-backed and aftermarket accessories for maximum personalization
 - Bronco Sport can quickly help with basecamp setup thanks to an innovative slide-out working table, part of the available five-way configurable Cargo Management System, plus a class-exclusive 400-watt inverter and liftgate floodlamps that illuminate up to 129 square feet for when the adventure ends after sundown.



BRONCO



Bronco Sport Reveal
Publish Date: July 13, 2020

FAQS
P. 1 of 3

How much will it cost to reserve a Bronco Sport? 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 13 and will be finalized when customers complete the process with your dealer; that’s expected to be July 14th 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 Sport. As the Bronco of small SUVs, the first-ever all-new Ford Bronco Sport delivers unmistakable 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.

How much will Bronco Sport cost? Bronco Sport starts at \$28,155 including destination and delivery.

Who is the Bronco Sport customer? The Bronco Sport customer is for challenge seekers who love to drive to the end of a trail and take a mountain bike, skis or hike from there.

Why invest in a “lighter-duty” Bronco for the family? The rugged small SUV segment is one of the fastest-growing segments in the industry, so adding the Bronco Sport to the family was a natural fit.

When does Bronco Sport go on sale? Bronco Sport starts arriving in dealerships late this year.

Is Bronco Sport really that capable off-road? Yes, thanks to its architecture and standard 4x4 on every model, Bronco Sport will deliver class-leading off-road capabilities, including higher speed off-road capabilities that set all Bronco brand models apart.

How many Bronco Sports do you anticipate selling? We’ll build to meet customer demand.

What are the trim levels of Bronco Sport? Bronco Sport will have five trim series to best meet outdoor enthusiasts’ specific needs: Base, Big Bend, Outer Banks and Badlands and First Edition.

Which accessories is Bronco Sport launching with? Bronco is launching with 100 factory-backed aftermarket accessories for more capability, personalization and style.

Which engine options will Bronco Sport have? Bronco Sport will be available with a 1.5-liter EcoBoost engine or a 2.0-liter EcoBoost engine.

How much horsepower and torque will each engine have? Its 1.5-liter three-cylinder engine produces an expected 180 horsepower and 170 lb.-ft. of torque, and a 2.0-liter four-cylinder engine produces an expected 245 horsepower and 275 lb.-ft. of torque.

Which transmission options will Bronco Sport have? Bronco Sport will come with an 8-speed automatic transmission.

Why not offer a manual transmission for Bronco Sport? Given the low market demand for a manual in this segment, the Bronco team was focused on making the 8-speed automatic transmission deliver the performance and efficiency the Bronco Sport customer is looking for.

What are the final drive ratio options for Bronco Sport? Bronco Sport is available with a 3.80:1 final drive ratio with both the 1.5-liter and 2.0-liter EcoBoost engines.

What is unique about the Bronco Sport First Edition? Bronco Sport First Edition is a Badlands trim with unique content, including unique wheels and interior options.

What is the Bronco Sport’s ground clearance? Approach angle? Departure angle? Breakover angle? Bronco Sport has a ground clearance of up to 8.8 inches, a departure angle of up to 33 degrees, an approach angle of up to 30.4 degrees, and a breakover angle of up to 20.5 degrees.

What is Bronco Sport’s water fording capability? Bronco Sport has up to 23.6 inches of water fording capability.



BRONCO



Bronco Sport Reveal
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FAQS
P. 2 of 3

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 driver's navigate any type of driving condition. Modes includes Normal, Eco, Sport, Slippery and Sand, with Baja, Mud/Ruts and Rock-Crawl for off-road driving.

What is unique about the 4x4 system in Bronco Sport? The twin mechanical rear-drive unit is a class-exclusive twin-clutch rear-drive unit with a locking rear differential that can divert up to 100 percent of rear axle torque to either wheel. When the clutches are fully engaged, the system functions like a truck-based four-wheel drive.

Is the twin mechanical RDU the same system from the Focus RS? No. The 4x4 twin mechanical rear-drive unit system in Bronco Sport uses similar torque-vectoring technology as the Focus RS but is engineered for off-road use.

Does Bronco Sport have a locking differential? Yes, Bronco Sport has a locking rear differential for better off-road capability.

What cooling systems does Bronco Sport include? Bronco Sport Badlands has an upgraded cooling system with transmission and rear-drive coolers that keep the system at optimal temperature during grueling off-road use.

Which technology features does Bronco Sport include? Bronco Sport features SYNC® 3 with an 8-inch capacitive touchscreen, and compatibility with Apple CarPlay™ and Android Auto™. Other available features such as Ford+Alexa and SiriusXM™ satellite. The Ford Co-Pilot360™ suite of advanced driver-assist technologies is standard across the Bronco Sport lineup. Ford Co-Pilot360 Assist+ is available.

What does Ford Co-Pilot360 and 360+ include? Co-Pilot360 includes Pre-Collision Assist with Automatic Emergency Braking, which includes Pedestrian Detection, Forward Collision Warning, Dynamic Brake Support, plus Blind Spot Information System with Cross-Traffic Alert and Lane-Keeping System. Co-Pilot360+ includes Adaptive Cruise Control with Stop-and-Go and Lane Centering, Evasive Steering Assist, and voice activated touchscreen navigation. Available Ford Co-Pilot360 Assist 2.0 adds Intelligent Adaptive Cruise Control with Stop-and-Go, Lane-Centering and Speed Sign Recognition.

How was Bronco Sport designed for off-road? Bronco Sport's design includes made-for-the-trails departure, approach and break-over angles. An available front off-road camera serves as a spotter and provides better visibility of the terrain ahead, displaying the video on the center stack-mounted touchscreen.

Is Bronco Sport and Escape with big tires? Which architecture is it built on? Bronco Sport is a unique vehicle with Bronco DNA. It uses a highly modified, Bronco-specific version of Ford's small vehicle architecture that's been optimized to deliver the capability a small rugged SUV demands.

How much suspension travel does Bronco Sport have? Bronco Sport models offer up to 7.44 inches of suspension travel in the front, and 8.11 inches in the rear.

What's Bronco Sport's max towing rating? With available towing package, Bronco Sport can tow up to 2,200 pounds with its Class II Trailer Tow package.

What is Bronco Sport's max roof load rating? Bronco Sport can support up to 150 pounds of gear when driving. For those who will overland, the vehicle can support an overhead tent for two adults.

What is Bronco Sport's max payload? Bronco Sport is projected to have a max payload of up to 1,000 pounds.

What are Bronco Sport's fuel economy numbers? We will have more to say closer to launch, when official EPA fuel economy certification has been completed.

Does Bronco Sport have removable body panels like Bronco – including doors? No, Bronco Sport does not have removable body panels.

Did Bronco Sport go through the Built Wild Extreme Durability Testing the two- and four-door models endured? Yes. Built Wild Extreme Durability Testing was used for Bronco Sport. The testing and development program utilizes grueling terrain and climates to ensure all Broncos can handle the harshest adventures, living up to the Bronco name.

Which tires does Bronco Sport offer? Bronco Sport comes with 27.5-inch Pirelli all-terrain tires standard. Available are 29-inch Falken Wildpeak all-terrain tires with deeper tread to improve off-road traction.

Can you wash out the interior of Bronco Sport? Bronco Sport features washable rubber floors with integrated passive and active drains and marine-grade vinyl seating surfaces that resist mildew. An available washable storage bin is located below the second-row seats.



BRONCO



Bronco Sport Reveal
Publish Date: July 13, 2020

FAQS
P. 3 of 3

Which kind of suspension does Bronco Sport have? Bronco Sport has an independent front and rear suspension that has been engineering and performance tested across demanding environments across America to ensure confident high-speed off-road driving.

How much interior space does Bronco Sport have? Bronco Sport offers best-in-class interior space and better first- and second-row headroom than another vehicle in segment. Plus, it makes for a larger cargo area with height enough to accommodate two 27.5-inch-wheel mountain bikes standing in the available first-ever Yakima after-market interior bike rack.

What are some examples of “adventure-ready technology” in Bronco Sport? Some examples include flip-glass rear window, low-load floor cargo area, overlanding-ready roof rack with capacity to make roof-top tent camping easy, and front fender peaks that allow the driver to see the corners of Bronco Sport easily while behind the wheel.