



[BRONCO RIDES AGAIN]

Way back in 1966, Ford introduced its original SUV and cut a trail to the great outdoors that would be followed by generations of Americans. And now, Bronco is coming back, strapped with thrilling power and go-anywhere capability, uniquely equipped to carry true adventure seekers deep into the wild and untamed places their souls long to be.



[STANDARD 4x4]

The only domestic brand of SUVs with 4x4 standard across the board. Built Wild for thrilling off-road experiences and confident enough to take you deep into the extremes of outdoor adventure. The Bronco Brand will include 3 all-new rugged models: the all-new Bronco 2-door; the first-ever Bronco 4-door; and an all-new, small but tough SUV called the Bronco Sport.



[JOIN THE HERD]

Bronco Nation is your one-stop virtual destination for all things Bronco. A dynamic portal – built by enthusiasts for enthusiasts – into a passionate and knowledgeable community that celebrates both the rich Bronco heritage and its exciting future. Exclusive news, community forums, events, interactive maps, how-to content and archives are just a few of the features that will invite and encourage members to get the most out of their next adventure. Find out more at thebronconation.com.



[TRUE BRONCO EXPERIENCE]

The Bronco Brand comes to life at the Off-Roaddeo. An off-roading and outdoor adventure playground – built for all skill levels – with experiences that will build confidence, inspiring Bronco owners to continue to treat themselves to getting out to the wild for years to come. This exclusive experience will invite owners to choose from one of four epic locations, immerse them in the Bronco lifestyle, provide incredible drive experiences, and create unforgettable memories while celebrating community, adventure and the great outdoors. Visit www.broncooffroadeo.com for more.



[PROVEN TOUGHNESS]

Born from the legendary F-Series Built Ford Tough® testing principles, Bronco's world-class engineers developed the Bronco Built Wild Extreme Durability test. Through thousands of lab testing hours and real-world extreme challenges in the harshest terrains and climates, like Johnson Valley, CA – home to King of the Hammers off-road racing – the mud bogs of Georgia and cold weather of Delta Junction, AK, the team set out to ensure every Bronco delivers class-leading levels of 4x4 off-road performance capability, suspension and trail technologies.



[BRONCO SPORT]

Meet the latest in a legacy that can't be broken. Engineered to bring you and your crew closer to the wild, each of the 5 available models comes standard with 4x4, a Terrain Management System™ off-road capability and innovative cargo solutions. Bronco Sport was built for the pioneers of adventure – because someone has to go first.



[2-DOOR & 4-DOOR BRONCO]

Ford Bronco returns as the halo of the Built Wild family of all-new 4x4 vehicles with 2 model variants: a heritage-true 2-door, plus a first-ever 4-door. Embrace the thrill of the open-air experience with available quick-release roof and doors that pop off easily. These models also feature a rugged body-on-frame architecture; powerful EcoBoost® engines that are quick on the trails; available segment-first 35" off-road tires; available front and rear locking differentials and an available stabilizer bar disconnect.



[ADVENTUROUS POWER]

Race-cultivated EcoBoost engines and transmission technologies are engineered to give Bronco a combination of fuel efficiency, power output and gearing to take on the wild. Best-in-class* projected gasoline-powered horsepower and torque is available with the 2.7L EcoBoost V6 engine, which is projected to produce 310 hp² and 400 lb.-ft. of torque.² Or best-in-class projected standard 4-cylinder torque with the 2.3L EcoBoost turbocharged engine delivering a projected 270 hp² and 310 lb.-ft. of torque.²

Bronco Family Exterior Colors:³ Cactus Gray Carbonized Gray* Alto Blue MetallicTinted Clearcoat⁴ Cyber Orange Metallic Tri-coat⁴ Kodiak Brown*

BASE

The authentic Bronco experience that packs the essentials to get you into the wild.

- 1.5L EcoBoost with Auto Start-Stop Technology
- 7.8" ground clearance
- Safari style roof

BIG BEND™

A step above the essentials, with added features to make getting outdoors easier.

- Rubberized cargo floor
- SecuriCode™ invisible keypad
- Zipper map pockets with MOLLE strap system

OUTER BANKS™

Refined interior and exterior finishes with standard Bronco Sport capability.

- Shadow Black roof
- 18" Ebony Black-painted machined-face aluminum wheels
- Leather-trimmed seats

BADLANDS™

Pinnacle of off-road performance, equipped for rugged terrain and off-road excitement.

- 2.0L EcoBoost with Auto Start-Stop Technology
- Advanced 4x4 with twin-clutch rear drive unit
- Rear differential lock feature and metal bash plates



Oxford White Area 51 Rapid Red MetallicTinted Clearcoat⁴ Shadow Black* Iconic Silver*

BASE

Only the absolute essentials included and ripe for customization.

- Standard 4x4
- Rear locking differential
- Available 35" tires with Sasquatch Package

BIG BEND™

Creature comforts along with your standard Bronco features.

- Leather-wrapped steering wheel
- Available heated front seats
- Aluminum wheels

BLACK DIAMOND™

Next-level outdoor adventures complete with washout interior.

- Rear locking differential
- Modular front and steel rear bumpers
- Heavy-duty bash plates

OUTER BANKS™

The trim that puts off-road style and tech front and center.

- 18" bright machined black high gloss-painted aluminum alloy wheels
- LED headlamps and taillamps
- Available B&O Sound System

BADLANDS™

The most capable Bronco available. For those who crave the extreme.

- Front and rear locking differential
- Front stabilizer bar disconnect
- 33" all-terrain or available 33" or 35" mud-terrain tires

WILDTRAK™

Made for high-speed off-roading.

- 2.7L twin-turbocharged EcoBoost V6 engine
- 10-speed automatic transmission
- Black-painted hard top

RESERVATIONS ARE OPEN. Explore the standard equipment offerings below, then see your dealer or visit ford.com to place yours today.



BRONCO	BASE	BIG BEND™	BLACK DIAMOND™	OUTER BANKS™	BADLANDS™	WILDTRAK™
2.3L EcoBoost engine	2.3L EcoBoost engine	2.3L EcoBoost engine	2.3L EcoBoost engine	2.3L EcoBoost engine	2.3L EcoBoost engine	2.7L EcoBoost engine
7-speed manual transmission with crawler gear	7-speed manual transmission with crawler gear	7-speed manual transmission with crawler gear	10-speed SelectShift® automatic transmission with Trail Control™	7-speed manual transmission with crawler gear	7-speed manual transmission with crawler gear	10-speed SelectShift automatic transmission with Trail Control
4x4 with Part Time Selectable Engagement	4x4 with Part Time Selectable Engagement	4x4 with Part Time Selectable Engagement	4x4 with Part Time Selectable Engagement	Advanced 4x4 with Automatic On Demand Engagement	Advanced 4x4 with Automatic On Demand Engagement	Advanced 4x4 with Automatic On Demand Engagement
Terrain Management System with 5 G.O.A.T. Modes™	Terrain Management System with 5 G.O.A.T. Modes	Terrain Management System with 7 G.O.A.T. Modes including Rock Crawl	Terrain Management System with 6 G.O.A.T. Modes	Terrain Management System with 7 G.O.A.T. Modes including Rock Crawl and Baja	Terrain Management System with 7 G.O.A.T. Modes including Rock Crawl and Baja	Terrain Management System with 7 G.O.A.T. Modes including Baja
16" Silver-painted steel wheels	17" Carbonized Gray-painted aluminum wheels	17" black-painted steel wheels	18" bright machined black high gloss-painted aluminum alloy wheels	17" Carbonized Gray-painted machined-face aluminum wheels	17" Carbonized Gray-painted machined-face aluminum wheels	17" black-painted aluminum beadlock capable wheels
30" P255/70R16 all-season tires	32" P255/70R17 all-terrain tires	32" P255/70R17 all-terrain tires	32" P255/70R18 all-terrain tires	33" LT285/70R17 all-terrain tires	33" LT285/70R17 all-terrain tires	35" LT315/70R17 BSW mud-terrain tires
Trail sights with fender tie-down hooks	LED fog lamps	Heavy-duty modular front bumper, powder-coated steel rear	Signature LED headlamps and taillamps	Unique Badlands suspension with front stabilizer bar disconnect	Heavy-duty modular front bumper, powder-coated steel rear	High-clearance suspension with positive-sensitive Bilstein™ shock absorbers
2 front tow hooks, 1 rear	Carbonized Gray grille	Rock rails and heavy-duty bash plates	Body-color exterior door handles, mirror caps and fender flares	Heavy-duty modular front bumper, powder-coated steel rear	Auxiliary switches in overhead console	Electronic-locking front and rear axles
SYNC® 4 with 8" touchscreen	Privacy glass	Auxiliary switches in overhead console	Powder-coated tube steps	Rubberized flooring with drain plugs	Rubberized flooring with drain plugs	High-clearance fender flares
Cloth seats	Leather-wrapped steering wheel and gear shift knob	Rubberized flooring with drain plugs	Cloth seats with heated front row	Marine grade vinyl seats	Marine grade vinyl seats	WILDTRAK hood graphic
	Cloth seats	Marine grade vinyl seats				Cloth seats with heated front row

BRONCO SPORT

BASE	BIG BEND™	OUTER BANKS™	BADLANDS™
1.5L EcoBoost engine	1.5L EcoBoost engine	1.5L EcoBoost engine	2.0L EcoBoost engine
8-speed automatic transmission 4x4	8-speed automatic transmission 4x4	8-speed automatic transmission 4x4	8-speed automatic transmission with paddle shifters
Terrain Management System with 5 G.O.A.T. Modes	Terrain Management System with 5 G.O.A.T. Modes	Terrain Management System with 5 G.O.A.T. Modes	Advanced 4x4 with twin-clutch rear drive unit and off-road suspension
17" Sparkle Silver-painted aluminum wheels	17" Carbonized Gray-painted high-gloss aluminum wheels	18" Ebony Black-painted machined-face aluminum wheels	Terrain Management System with 7 G.O.A.T. Modes including Mud/Ruts and Rock Crawl
225/65R17 102H all-season tires	225/65R17 102H all-season tires	225/65R18 all-season tires	17" Carbonized Gray-painted aluminum wheels
LED headlamps and taillamps	SecuriCode invisible keypad	LED headlamps with signature lamps	225/65R17 all-terrain tires
Liftgate flood lights	Electronic automatic temperature control	Reverse Sensing System	Trail Control for off-road
SYNC 3 with 8" touchscreen	Rubberized cargo floor and rear seat back protector	110V/150W AC power outlet	Metal bash plates
4.2" screen in instrument cluster	Front seat back zipper pockets with MOLLE strap system	6.5" screen in instrument cluster	110V/400W AC power outlet
Cloth seats	Easy-clean cloth seats	Leather-trimmed seats	Front 180-Degree Camera with Split View and Washer
6-way manual driver's seat	6-way manual driver's seat	8-way power driver's seat and heated front row	Easy-clean cloth seats
			8-way power driver's seat, heated front row, and rear passenger-side under-seat storage

<< FIRST EDITION >>	BRONCO	BRONCO SPORT
	Content from Bronco Badlands, plus: First Edition hood and bodyside graphics 360-Degree Camera SYNC 4 with 12" touchscreen B&O Sound System with 10 speakers including subwoofer Leather-trimmed seats with heated front row	Content from Bronco Sport Badlands, plus: Shadow Black hood and door decals Class II Trailer Tow Package Power moonroof B&O Sound System with 10 speakers Navy Pier leather-trimmed seats with heated front row and 8-way power driver's seat

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¹Class is Medium Traditional Utilities. ²Horsepower and torque ratings based on premium fuel per SAE J1349® standard. Your results may vary. ³Not all colors are available on all models. Restrictions may apply. See your dealer for details. *Metallic. *Additional charge. *Late availability.

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