



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
- 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
- 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
- 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

DEARBORN, Mich., July 13, 2020 – Ford today unveils the 2021 Bronco – including a classic two-door and first-ever four-door – the flagship of an all-new family of rugged off-road vehicles.

The all-4x4 [Bronco brand](#) is Built Wild™ and ready to deliver thrilling experiences with its heritage-inspired style, engineering and smart off-road technology, plus innovative features to help outdoor enthusiasts create adventures in the most remote corners of the world.

“We created the Bronco family to elevate every aspect of off-road adventure and equipped them with class-leading chassis hardware and exclusive technologies to raise the bar in the rugged 4x4 segment and take people further into the wild,” said Jim Farley, Ford chief operating officer. “They’re built with the toughness of an F-Series truck and performance spirit of Mustang – and come wrapped in one of the most stunning and functional off-road designs that’s true to the original Bronco design DNA.”

The all-new Bronco re-enters the scene with an all-4x4 lineup with production beginning in early 2021 and first models arriving in Ford dealerships next spring. Bronco owners can choose from an extensive lineup of more than 200 factory-backed accessories for maximum personalization, enabling dealers to provide outfitting-on-demand for each customer’s individual adventure needs.

Built Wild 4x4 confidence

Just like the first-generation Bronco, nicknamed G.O.A.T., 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.

“Bronco’s advanced four-wheel-drive technology is at the core of its off-road capabilities, and at the heart of it all is Bronco’s exclusive Terrain Management System™ with G.O.A.T. Modes™ that is designed to help drivers better navigate any type of terrain,” said Mark Grueber, Bronco consumer marketing manager.

Up to seven driver-selectable modes are offered including Normal, Eco, Sport, Slippery and Sand, with Baja, Mud/Ruts and Rock Crawl for off-road driving.

Two 4x4 systems are offered on all Bronco models, a base setup and advanced 4x4. The base system utilizes a two-speed electronic shift-on-the-fly transfer case, while the optional advanced system features a two-speed electromechanical transfer case that adds an auto mode for on-demand engagement to select between 2H and 4H. Power is distributed to a Dana™ 44 AdvanTEK® solid rear axle and Dana AdvanTEK independent front differential unit – both with available Spicer® Performa-Trak™ electronic locking differentials for improved traction over rough terrain.

Available segment-first Trail Toolbox gives Bronco owners a suite of exclusive technologies to elevate their off-road experience. This includes Trail Control™ – cruise control for low-speed trail driving, while Trail Turn Assist tightens off-road turning radiuses through torque vectoring, and the innovative Trail One-Pedal Drive acceleration/braking control makes for more precise and confident slow-mode rock crawling.

Segment-leading levels of off-road capability are possible thanks to Bronco’s available best-in-class 11.6-inch ground clearance, maximum 29-degree breakover angle and 37.2-degree departure angle, plus best-in-class water fording capability of up to 33.5 inches. Off-road capability is further reinforced by exposed tow hooks in the front and rear and available heavy-duty modular steel bumpers with integrated Ford Performance accessory winch mount.

Bronco’s strategically placed steel shields protect critical hardware. Higher-capability models get an available front bash plate, plus shields for the engine, transmission, transfer case and fuel tank. For those taking on the roughest rocky terrain, Bronco’s available side rock rails are strong enough to support the weight of each side of the vehicle.

“Bronco two- and four-door models leverage the company’s Built Ford Tough durability and performance testing and take it even further off-road with Built Wild Extreme Durability Testing in the harshest possible environments, including the brutal trails of the King of the Hammers off-road competition,” said Dave Pericak, director, Ford enterprise product line management, Icons.

Thrilling performance borne of Bronco DNA

Thanks to Bronco’s legendary Baja racing DNA, each model brings forth a thrilling off-road experience and delivers it with modern, heritage-inspired style. It all began in a Ford design studio with a life-size digital scan of a first-generation model that served to influence the proportions and design of the all-new Bronco for maximum off-road capability and performance.

“Similar to the first-generation model, Bronco’s square proportions, short overhangs and wide stance are optimized for off-road adventure,” said Paul Wraith, Bronco chief designer. “The side profile features a flat, no-nonsense surface with clear-cut edges and robustly flared fenders. Large, open wheel wells are a modular design with a quick-release attachment for simple customization.”

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.

“Race-bred EcoBoost® engines and our segment-first 7-speed manual and available 10-speed automatic transmissions give the all-new Bronco the optimal combination of power, torque and gear ranges to perform in a wide variety of terrains and uses,” said Pericak.

Best-in-class projected gasoline-powered horsepower and torque is available with the 2.7-liter EcoBoost V6 engine, which is projected to produce 310 horsepower and 400 lb.-ft. of torque, while the 2.3-liter EcoBoost is targeted to deliver best-in-class four-cylinder torque of 310 lb.-ft. with an expected 270 horsepower.

For maximum low-speed rock-climbing capability, a segment-first 7-speed (6+1) manual transmission paired with the available advanced 4x4 system with automatic on-demand engagement generates a class-leading available crawler-gear ratio of 94.75:1. An available segment-first SelectShift® 10-speed automatic transmission makes for easier driving on- and off-road, while offering a maximum 67.8:1 crawl ratio with the available advanced 4x4 transfer case.

Ready to head effortlessly into the wild

Both Bronco two- and four-door models make the open-air experience quick, easy and fun. Two-door models come with a standard three-section roof system – left and right front sections and a rear section – molded-in color and an available premium painted modular top with four sections that adds a removable panel over the rear seats and cargo area. Four-door models have four removable roof sections – left and right front panels, a full-width center panel and a rear section. Roof panels on all models can be removed by one person by unlocking the latches from the interior. First-row panels stow away onboard on two-door models.

All modular hardtops have rear quarter windows that are removable in three easy steps – snap, push and lift away in a fraction of the time it takes for competitors – without removing the roof panels. By locating the sportbar behind the second row, both Bronco two- and four-door models offer the largest overall open-top view in its class to take in the sunshine or to gaze at the stars at night.

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. For customers who don't want to choose between a soft or hardtop, the four-door model can be optioned with both.

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. Exclusive cowl-mounted mirrors maintain sideview visibility when the doors are removed. Trail sights on the front fenders also serve as tie-downs, reminiscent of the first-generation Bronco, have a 150-pound capacity for securing longer items like canoes.

High-tech interior designed for the outdoors

Inside, all Bronco models are purpose-built and ready for action. The instrument panel is inspired by the first-generation model, with gauges and controls clearly visible and intuitive. Colors and materials are inspired by natural palettes and outdoor gear. With off-road functionality paramount, materials are tough and rugged.

A multifunction color LCD instrument panel is front and center with the transmission shifter/selector and G.O.A.T. Modes controller in the center console. Available grab handles are integrated into the modular instrument panel and center console, while available MOLLE hooks are mounted in the seatbacks. Attachment points are built into the instrument panel to mount a bring-your-own-device rack, with 12-volt power connections to easily mount cameras, navigation units, phones or other devices.

Further setting Bronco ahead of the off-road competition is an available segment-exclusive 12-inch SYNC® 4 system with over-the-air updates and seamless integration to the FordPass Performance app with off-road navigation – a Bronco class-exclusive feature that allows owners to easily plan, navigate and share their off-road adventures. The SYNC system also displays the available 360-degree camera system with class-exclusive off-road spotter views to provide additional visibility in technical pursuits such as rock crawling.

Bronco's advanced topographic trail maps and more than 1,000 curated trail maps are powered by class-exclusive trail content from NeoTreks' AccuTerra® Maps, Trails Offroad trail guides and FunTreks trail guides.

"The trail mapping system available on Bronco is truly a game-changer in the off-road community," said Grueber. "It works online or off on either of the navigation-capable 8- or 12-inch SYNC systems, allowing users to select one of hundreds of available curated trail maps to map out and then track, capture and share their adventures with others."

To make post-adventure cleanups simple, fast and painless, select Bronco models come with washable rubberized floors with integrated drains and marine-grade vinyl seating surfaces that resist mildew. Instrument panel surfaces are wipeable, with seamless silicone rubber on the dash-mounted hero switches, while rubber touchpoints protect against dirt and water. Six

available upfitter switches mounted overhead are silicone-sealed to protect against the elements and to make customization easy, with pre-wired leads to key accessory points.

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. Available Ford Co-Pilot360™ driver-assist technologies plus standard AdvanceTrac® with Roll Stability Control™ and Trailer Sway Control help instill driver confidence.

Equipment series redefine customization

An all-new experiential-based equipment series provides unique flexibility to align capability with the adventure interests of each customer. Seven unique Bronco series are offered, with matched color and trim combinations. When combined with four content packages, numerous available options, 11 color choices and more than 200 dealer-installable accessories, personalizing an all-new Bronco SUV has never been easier.

Series range from a base Bronco, a no-frills SUV for those who want to customize their own, to Big Bend™, Black Diamond™ and Outer Banks™ with a variety of options and colors, topping out with Wildtrak™ and Badlands™ for more extreme off-road adventuring. A limited-production First Edition™ will be offered at launch.

Reservations begin today

As with the five generations before it, the all-new 2021 Bronco two-door and four-door models will be built at Michigan Assembly Plant in Wayne, Michigan. More detailed information, including vehicle specs, accessories and full pricing and options, will be provided closer to launch. MSRP for the base two-door Bronco is \$29,995, including \$1,495 destination and delivery. Reservations for Bronco two- and four-door models can be made for \$100 beginning at 8 p.m. EDT today at ford.com.

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