



HOT SHEET



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Bronco Brand Reveal Hot Sheet

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STAY IN THE KNOW – Enroll in “Vehicle & Product Information” text messages through FMC Dealer. Job aid can be found [here](#). If you would like to read the full press release on today’s announcement, please visit media.ford.com. More information will be released on **July 13th** when we reveal the Bronco Family.

Bronco Returns: Ford’s All-New Outdoor Brand Features ‘Built Wild’ 4x4 Adventure Vehicles, Community and Off-Road Schools

- Ford is introducing a new outdoor brand with an all-4x4 family featuring Bronco two-door, first-ever Bronco four-door and smaller Bronco Sport model – all engineered with Built Wild Extreme Durability Testing, Capability and Innovative Design principles for segment-leading levels of 4x4 capability, plus long-term off-road performance and dependability
- The Bronco team is creating its new Off-Rodeo outdoor adventure playgrounds in four U.S. locations starting next year; owners and enthusiasts can test the new Bronco lineup in challenging terrain and experience authenticity in the wild
- Bronco lifestyle is unleashed through Bronco Nation, an independent online community that enables owners and enthusiasts to share and discover off-roading adventures including trails, vintage Bronco vehicle information and event calendars; new apparel available, too
- Ford will unveil the all-new Bronco two- and four-door models, plus Bronco Sport at 8:00 p.m. EDT on July 13 when customers can reserve a new Bronco with a \$100 refundable deposit
- Bronco brand momentum continues July 13, with the world premieres and reservations opening for the all-new Bronco two- and four-door models, plus Bronco Sport at 8:00 p.m. EDT

Built Wild: Bronco’s new Built Wild brand positioning comes to life in [this short film](#) that offers glimpses of the all-new 2021 Bronco two-door, four-door and Bronco Sport models in the wild. For the Bronco brand and its all-new Bronco two-door, four door and Sport models to be superior off-road vehicles, all three vehicles deliver on the brand’s three Built Wild principles:

- **Built Wild Extreme Durability Testing** – These elevated Bronco torture tests ensure toughness across thousands of lab, proving ground and real-world extreme challenges in the toughest and harshest climates
- **Built Wild Capability** – Confidence to go over any-type of terrain (G.O.A.T.), provided by standard 4x4 and an exclusive terrain management system, plus unique Bronco-variant architectures with class-leading levels of capability and suspension technology
- **Built Wild Innovative Design** – Broncos are the future of off-roading and deliver off-road ingenuity, new design innovations coupled with heritage-inspired DNA, plus new-levels of personalization that can flatter the novice and challenge the expert adventure seeker

Off-Rodeo: Ford will launch four Bronco off-roading and outdoor adventure playgrounds built for all skill levels, with experiences designed to build confidence and inspire Bronco owners to get out in the wild for years to come. They start opening next year.

Bronco Nation: Also connecting current and future Bronco owners as well as off-road fans and outdoor enthusiasts, Bronco Nation (www.thebronconation.com) – an independent online community that elevates the excitement of owning an all-new Bronco or Bronco Sport. Bronco Nation enables owners and fans to be part of a passionate and knowledgeable off-road, adventure-driven community.



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When are you going to reveal the all-new Bronco and when do reservations open? Monday, July 13 at 8:00 p.m. ET – for the Bronco lineup. We’re making sure it’s worth the wait.

Is the Bronco reveal going to be online or in person? It will be digital and ready to reach millions of people; we look forward to sharing additional details soon. Tune-in to ESPN, ABC and National Geographic on July 13th at 8 PM EST to watch.

You originally said Bronco would debut in spring 2020. July is summer. Is Bronco production behind schedule, too? We’re showing the Bronco family on July 13 and will start to deliver some Bronco models to dealerships late this year. The inability to work in the assembly plants during the shutdown due to COVID-19 meant we had to update launch timing; those delays were commensurate with the shutdown period.

When does each vehicle go on sale? Bronco Sport starts arriving in dealers by the end of 2020, followed by Bronco two-door and four-door models in Spring 2021.

Why not launch them at the same time? Or launch the larger Broncos first? It’s down to manufacturing timing; we expect customers will be excited by both.

How much will it cost to reserve a Bronco? Pricing for each model? Reservations will cost \$100 for each model. We’ll start sharing more details about Bronco pricing soon.

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. Reservations can be moved between dealerships.

When will customers be able to finalize their reservations? Reservations open on July 13. The selected dealer will reach out to customers to complete the configuration and place the order, expected to be July for Bronco Sport and December for Bronco.

What do you mean by Bronco brand? Bronco is Ford’s outdoor brand developed for adventurers with an innovative, 4x4-only vehicle lineup, Bronco community engagement and club, “Off-Road” customer experience centers, plus a full-line of customization, personalization and apparel from the factory and partners.

Why Bronco, why now? Building on Ford’s strength in SUVs, seeing the most SUVs ever purchased in 2019, and a growing surge in consumers wanting to get back to nature, there couldn’t be a better time to bring America’s first and original “sports utility vehicle” back to market. Just look at Bronco as the top trending automotive topic in Google analytics.

What is new Bronco’s main competition? We’re already the number one cross-shopped brand with Jeep. Bronco is an iconic and beloved franchise and July 13, we’re excited to show you the all-new lineup and why it’s a better choice for customers who love rugged SUVs.

Why do you think Bronco is trending and is so popular among off-road enthusiasts and Americans interested in new vehicles right now? After we shelved the Bronco in 1996, a funny thing happened. Love for Bronco only grew. Bronco clubs proliferated around the country. Classic Broncos became the one of the most highly sought after and collectible vehicles on the U.S. market. The resto-mod crowd at SEMA, our dealers, off-road enthusiasts and Ford employees think of Bronco as more than a vehicle. It’s an idea – one that connects us to our love of the outdoors and getting into the wild.

When did the original Bronco debut? Bronco debuted on August 11, 1965, as a 1966 model year vehicle.

How many generations of Bronco are there? The all-new Bronco is the sixth generation of Bronco since the vehicle’s release in 1966. Check out this article from [Frontline Magazine](#) to learn more about the first five generations of Bronco.



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Why did Bronco end in 1996? Popularity of old school, two-door, truck-based SUVs waned in the 1990s. Consumer tastes in the 1990s shifted, and Ford took advantage of the growing four-door SUV markets with all-new vehicles like Ford Explorer (America's best-selling SUV for more than the past quarter-century) and full-size Ford Expedition.

What can you tell me about the Bronco concept from 2004? The response to the 2004 Bronco Concept helped validate demand for the return of a modern Bronco, but the stars didn't align before the Great Recession of 2008 and our product investment and manufacturing footprint.

What is Bronco R? Bronco R is our purpose-built desert-racing Bronco prototype by Ford Performance, celebrating Bronco's historic Baja 1000 win in 1969.

What will all Bronco models have in common? Every Bronco is Built Wild, delivering a thrilling and confident off-road experience that uniquely draws from 55 years of design and racing heritage plus ingenious adventurer-centered design insights and Bronco-variant architectures to create modern and fun-to-drive off-road vehicles.

What is the difference between Bronco and Bronco Sport? Bronco is a body-on-frame vehicle, while Bronco Sport is a unibody vehicle. Both come with 4x4 standard and are intended for off-road use.

Will all Bronco vehicles have 4x4? Yes, all Broncos will have 4x4, making Bronco the only domestic family of SUVs with standard 4x4.

What makes up Bronco's Built Wild promise? Built Wild is our brand promise for every Bronco model to deliver on our three key pillars: Built Wild Extreme Durability Testing, Built Wild Capability and Built Wild Innovative Design.

What is Built Wild Extreme Durability Testing pillar about? Toughness. Our Built Wild Extreme Durability Testing torture tests across thousands of lab, proving ground and real-world extreme challenges in the harshest climates.

What is Built Wild Capability pillar about? It speaks to the legendary 4x4 confidence to Go Over Any type of Terrain (G.O.A.T.) provided by unique Bronco-variant architectures with class-leading levels of capability, suspension and trail technologies.

What is the Built Wild Innovative Design pillar about? Broncos are the future of off-roading, and Built Wild Innovative Design delivers off-road ingenuity, design innovations coupled with heritage inspired DNA, plus new-levels of personalization that can be easily achieved by a novice – all for a truly next-level adventure experience.

What does G.O.A.T. stand for? Goes Over Any-type of Terrain.

Where did G.O.A.T. come from? The original Bronco, a 4x4 project nicknamed G.O.A.T. by Donald Frey, lead for both Mustang and Bronco, was ahead of its time, delivering "go anywhere roadability" and knowhow of Ford's purpose-built 4x4 GP military vehicles built during WWII.

I've read claims Bronco two- and four-door models will offer an available manual transmission and 35-inch off-road tires? What about hybrid models of Bronco and/or Bronco Sport? We aren't talking product specs until July 13. What we can tell you today is that the all-new Bronco will satisfy the needs of outdoor enthusiasts who want a no-compromise midsize 4x4 SUV to get them back into the wild.

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.

Which architecture is Bronco Sport 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.

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



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Will Bronco Sport come with special accessories, too? What kind and from which partners? Bronco Sport is launching with more than 100 factory-backed accessories.

What is Bronco Nation? And who is it for? Bronco Nation is the first and only nationally recognized and certified independent Bronco community. It's for current and future Bronco owners as well as outdoor and off-road enthusiasts to celebrate and share their passion for Bronco.

What is the formal relationship between Bronco Nation and Bronco Brand / Ford Motor Company? Bronco Nation is independent and certified national Bronco Club through Ford Motor Company and Ford's Club Connect program.

What is Ford's Club Connect program? Ford's Club Connect program is the official registration program for independent enthusiasts clubs to be certified and recognized by the company. Club Connect's primary goal is to get all of the Ford clubs registered, and help enthusiasts and fans connected to their favorite or local club's events, gatherings and social accounts. (Note: Ford's Club Connect program has 326 registered clubs. Mustang clubs account for 239 of the count, while Bronco currently has three.)

Is Ford funding Bronco Nation? No. Bronco Nation is a separate independent club entity that is not managed, funded or owned by Ford.

If Ford isn't funding Bronco Nation, why are you providing them exclusive content? As Ford recognizes Bronco Nation as the only certified national Bronco Club, providing product and lifestyle content is a great way to connect with current and future Bronco owners and enthusiasts.

But if Bronco Nation is independent, why are you touting as part of the greater Bronco Brand? Part of the excitement of owning an all-new Bronco family model is the opportunity to be part of a passionate and knowledgeable off-road and adventure-driven community. Bronco Brand is highlighting the efforts of the first and only nationally recognized and certified Bronco community – Bronco Nation.

What is the Off-Roaddeo? Bronco Off-Roaddeo is a collection of permanent, purpose-built facilities that will offer a mix of year-round and seasonal experiences for off-road enthusiasts and Bronco owners in four epic locations across the country.

Where will they be open? Throughout the U.S.; we'll share more details down the road.

When do Off-Roaddeo locations open? Starting next year.

Can non-Bronco owners tap into Off-Roaddeo experiences? Yes.

Will Bronco have its own dealer network (like Hummer)? No, Bronco will be sold at all Ford dealerships.

Which brands will Bronco partner with for accessories and gear? We will have more to say about brand partners at a later date.

Which kinds of new apparel and gear is on sale? There are all sorts of items available, including various apparel options, gifts, novelties and collectibles. We're continuing to build the collection – including new gear coming this month.

Where do I buy it? You can buy Bronco gear at our Amazon store: [Amazon.com/fordbronco](https://www.amazon.com/fordbronco).

Where will Bronco models be built? Bronco two-door and four-door models will be built at Ford's Michigan Assembly Plant in Wayne, Mich. – the only plant where Bronco has ever been built. Bronco Sport will be built at Ford's Hermosillo Assembly Plant in Hermosillo, Mexico.