

## FAQs

### PRODUCTION TIMING, ALLOCATION & NEW INVESTMENT

- **If 2021 model year Broncos arrive this summer, when does 2022 model year production start?**  
Production for the 2022 model year Bronco two-door and four-door will begin in late fourth quarter, with vehicles arriving at dealers in the first quarter of 2022.
- **Will customers who have confidently placed their order, now be pushed into 2022 model year?**  
As 2021 model year is only seven months and with overwhelming demand for Broncos – many customers orders were always going to be built in the 2022 model year, which was announced last summer. Customer delivery is based on the configuration of the Bronco they have chosen, their selected dealer and their reservation timestamp. We will notify all customers an estimated delivery window in late-May.
- **You say that you are investing millions to help production, does this include improvements to the supply-base capacity.**  
Yes, the investment does include supply-base improvements to eliminate bottlenecks for the unprecedented Bronco two-door and four-door demand.
- **What does price protection for 22MY mean?**  
For any customers with a Bronco reservation or order as of March 19, 2021 we will maintain MSRP of a comparably equipped 2022MY Bronco if their order is not scheduled in 2021MY

### MODULAR HARD TOP, DUAL-TOP ROOFS, AND HEADLINER

- **Why is Ford making the change to a complimentary Sound Deadening Headliner?**  
Ford is making this change in response to customer feedback. In order to give the customer more value with their Bronco, the sound deadening headliner will be offered throughout the Bronco lineup and will provide an improved interior with reduced cabin noise.
- **Will customers still be able to easily remove the roof panels with the headliner? Does it add much weight?**  
Yes, the roof panels will be easily removable by the same method as hardtops that are not equipped with the sound deadening headliner. The weight increase is minimal, at five pounds.
- **Can customers still rinse out my Bronco with the sound deadening material?**  
Yes, the headliner does not impact that ability to spray out the floor of the wash-out interior. However, we do not recommend spraying the headliner and because of this we are making the sound deadening headliner a no charge option on 2021MY Bronco hardtops ordered with marine grade vinyl seats.
- **Will adding this feature have any impact on when customers receive their Bronco? Will it take any longer?**  
No, adding the headliner will have no impact on when vehicles will be delivered.
- **Will those that ordered the sound deadening headliner option now receive a credit?**  
Yes, orders which included the sound deadening headliner will be reduced by \$495 MSRP.
- **If a customer did not add the Sound Deadening Headliner, will their hardtop order automatically update to include the Sound Deadening Headliner at no cost?**  
Cloth & Leather Interior Orders: Yes, the order will automatically receive a headliner and receive no pricing change  
Marine Grade Vinyl Interior Orders: No. We encourage you to talk with your dealership if you wish to have it added at no charge
- **If a customer previously added the Sound Deadening Headliner, will their order automatically reduce by \$495?**  
Yes. Orders already including the Sound Deadening Headliner will automatically be reduced by \$495. No action is required on the customer or dealership side to reflect
- **Ford previously announced the Sound Deadening Headliner was not compatible with certain options due to the Gross Vehicle Weight Rating (GVWR). How does this announcement impact the GVWR?**  
Upon finalization of vehicle testing, Ford determined that the Sound Deadening Headliner did not cause the vehicle to surpass max GVWR.
- **If a Bronco two-door or four-door First Edition customer does not want the molded-in-color (MIC) roof, what happens to their 2021 order?**  
Given that the Bronco First Edition series is only a 2021 model year, these customers can choose another series

by April 8, or keep the First Edition with MIC hardtop. If the customer elects to keep the MIC hardtop, then we are hoping to help make up for this with an additional 200,000 FordPass Rewards Points (\$1000 value), when the customer takes delivery of their Bronco. Furthermore, we are providing complimentary sound deadening headliners on all Bronco two-door and four-door models now when ordered with a molded-in-color hard top roof. Since this is a standard option on First Edition series, we'll be reducing the MSRP by \$495.

- **Can a customer order a 2021 Bronco with soft top now, and then purchase a modular hard top at a later date?**  
No. Bronco four-door models with soft top are not equipped with the necessary connections to support the rear windshield wiper assembly.

- **If a customer would like to wait for a 2022MY Bronco to ensure they receive a Black Painted Modular Hard Top or Dual Top, does their order need to be updated?**

All orders that currently wish to receive the Black Painted Modular Hard Top or Dual Roofs should contact your dealership to make the desired change to wait for 2022MY. Notate "22MY Wait" in the WBDO comments section.

- **If a non-First Edition customer currently has the black painted modular hardtop or dual top roof selected, what are their options?**

As the black painted modular hardtop and dual-top roof options will not be available until 2022 model year, these customers have three choices: Customers who currently have the black painted modular hardtop or dual top roof selected will have the following options (MSRP price will be adjusted accordingly) and will have until April 8 to work with their dealer to update/modify their order:

1. Order the carbonized gray molded-in-color hard top roof
2. Order the black soft top roof (Excludes Bronco two-door models and WildTrak series)
3. Wait for black painted modular hardtop or dual top roof option for 2022 model year

To thank customers who have placed an order for the black painted modular roof or dual tops for their patience, Ford is offering 200,000 FordPass Rewards points (\$1000 value) for any customer that takes delivery of a 2021MY Bronco

- **Can a customer who wants a different Bronco two- or four-door series change? What happens to their place in line?**

Customers can change their order up until it is scheduled. The customer's timestamp will remain with their reservation and order. We are working on a process to convert / "rollover" 2021 model year orders to 2022 model year and will have more to share on this at a later date.

- **What factory roof options are available for 21MY Broncos?**

2-Door: Carbonized Gray Molded-in-Color Roof

4-Door: Black Soft Top, Carbonized Gray Molded-in-Color (MIC) Roof

2 and 4 Door First Edition & Wildtrak: Carbonized Gray Molded-in-Color (MIC) Roof

There will also be several roof options available at Job 1 through the Ford Accessory channel

- **Will other roof options be available for 22MY?**

Yes. The black painted modular hard top roof (MOD) will be available along with the previously announced White Painted Top. Dual Tops will also be available.

- **Where can I find more information about the roof options for the Bronco?**

Please visit the below site outlining out 2021 Bronco Roof options.

<https://media.ford.com/content/fordmedia/fna/us/en/multimedia/album/2021/2021-ford-bronco-roof-options.html>

- **When will the Ford Accessory Catalog be available for the complete accessory lineup?**

The catalog will be available in April

- **Can the rear windows be removed from the MIC roof top?**

No. That is a feature unique to the Black Painted Modular Top.

- **What can the Off-Road voucher be used for?**

The voucher can be used for Bronco owners attending the Off Roadeo on Bronco Off-Road merchandise, guest fees, or adventure add-ons

- **How do customers redeem FordPass Rewards Points?**

FordPass Rewards Points will be added at time of delivery to use toward maintenance, service, accessories and much more at their local Ford Dealer. We will share more regarding FordPass Rewards and its benefits as you get closer to taking delivery of your Ford Bronco.

- **What should customers do if they are confused?**

If you have any questions, please contact your Ford Dealer or the Bronco Customer Care Team in Ford's Marketing Program Headquarters at 800-334-4375.

#### **DEALER PROCESSES**

- **How will the production update for 2021MY affect my dealership's allocation?**

The allocation formula remains unchanged.

- **If I am unable to make contact with all of my customers who ordered the Marine Grade Vinyl interior prior to April 8<sup>th</sup>, what will happen to their order?**

Orders with the MGVI interior that are not updated by April 8<sup>th</sup> will remain with the option the customer initially selected. Reminder: Orders can be amended until they have a scheduled date.

- **I am receiving compatibility issues in WBDO when I add in the Sound Deadening Headliner, are there any builds where the Sound Deadening Headliner cannot be added?**

The Sound Deadening Headliner is now available across the entire 2021 Model Year Bronco hard top model lineup regardless of selected options. For issues with WBDO, please contact [orderone@ford.com](mailto:orderone@ford.com)

- **Do these changes have an impact on the Bronco Mannequin FCTP Program timing?**

No, FCTP deliveries remain on plan for summer deliveries.

- **For customers now wanting to wait for 22MY Broncos, how do I update their priority code to 99?**

Regional teams have the capability to update priority codes back to 99.