



The iconic Ford Bronco is making its long-awaited comeback and it is ready for action. Debuting in Spring 2021, this gorgeous sport utility vehicle will be hitting the dirt roads and highways of the United States with a modern heritage-inspired style, smart engineering, and top-of-the-line off-road technology. Behind the wheel of the part-time selectable engagement 4x4 Bronco thrilling adventures in the great outdoors await - and this time, they're all the more accessible and fun.

With a tough and rugged Built Wild™ durability and technological prowess, Bronco is a fusion of retro form and modern function, giving novice adventurers and experts alike smooth and long-lasting performance to experience wild places anytime, anywhere.

“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, in a press release.

The SUV, reminiscent of the classic Bronco models from the 1960s and 70s, comes in a two and four-door configuration with a high-strength steel structure and suspension travel that allows for an exciting open-air experience. The two-door model features a standard three-section roof system with a quick release stowable roof panel, while the four-door has four removable sections. The vehicle offers hard and soft top options and provides an 11.6-inch ground clearance, a 29-degree break-over angle, a 37.2-degree departure angle, and a water fording capability of up to 33.5 inches. The front and rear come with exposed tow hooks and heavy-duty steel bumpers, along with the optional winch mount.

Personalize your vehicle with more than 200 accessories and 11 colors inspired by nature. For rocky terrain rambles, go for a

higher-capability model with a reinforced front bash plate and shields for the engine, fuel tank, transmission, and transfer case.

Inside the sophisticated interior, the instrument panel - inspired by the first-generation model - provides instinctual gauges and controls coupled with a 12-inch SYNC® 4 system multifunction color LCD with wireless updates and integration with the FordPass Performance app for off-road navigation. The SYNC system allows drivers to easily plan, navigate, and share adventures; it displays 360-degree off-road views for additional visibility during activities like rock crawling.

Drivers can choose from the eight G.O.A.T. Modes™: Normal, Eco, Sport, Sand, and Slippery for standard driving, and Baja, Mud/Ruts, and Rock Crawl for off-road-

ing. The Trail Toolbox gives off-roaders additional utilities for a smoother experience. Trail Control lets you cruise on low-speed trail driving, Trail Turn Assist reduces the off-road turning radius through torque vectoring, and the Trail One-Pedal Drive (with the braking/acceleration found in most electric cars) makes for more precise slow-mode rock crawling. Bronco’s trail mapping system works on and offline, providing topographic trail and curated map content from NeoTrek’s AccuTerra® Maps, Trails Offroad trail guides and FunTrek’s trail guides, to make off-roading as seamless as possible.

The base price is MSRP of \$29,995 so what are you waiting for? Make your off-roading dreams come true with the all new durable and impressive 2021 Ford Bronco.



## Vehicle Specs for Two- and Four-Door Models

- Top Speed:** 130 mph
- Maximum Power:** 270 to 310 horsepower
- Transmission:** 7-speed manual, 10-speed automatic
- Length:** 173.7-189.4 in
- Width:** 86.2 in
- Height:** 71.9-73.0 in
- Wheelbase:** 100.4-116.1 in
- Storage:** Two-Door- 23.6 cubic feet; Four-door- 35.6 cubic feet of cargo space.
- Trim Levels:** Six-- Big Bend™, Black Diamond™, Outer Banks™, Wildtrak™, Badlands™ and a limited-production First Edition™.



Words by  
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# The All-New Ford Bronco: America’s Original SUV Makes a Wild Comeback

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