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BRONCO RETURNS: FORD'S ALL-NEW OUTDOOR BRAND FEATURES 'BUILT WILD' 4X4 ADVENTURE VEHICLES, COMMUNITY, OFF-ROAD SCHOOLS

JUL 6, 2020 | DEARBORN, MICH.



Ford And Disney Gear Up To Reveal All-New Ford Bronco Family, Across ABC, ESPN, National Geographic And Hulu

- Ford is introducing a new outdoor brand with its all-4x4 family of Bronco two-door, first-ever Bronco four-door and smaller Bronco Sport models – all engineered with Built Wild™ Extreme Durability Testing, Capability and Innovative Design principles for segment-leading levels of off-road performance and dependability
- The Bronco team is creating its new Off-Roadeo outdoor adventure playgrounds in four U.S. locations starting next year; owners and enthusiasts can test out 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 its all-new Bronco two- and four-door models, plus Bronco Sport at 8 p.m. EDT July 13 when customers can reserve one with a \$100 refundable deposit

DEARBORN, Mich., July 6, 2020 – Bronco is back! Ford is introducing an all-new Bronco outdoor brand of Built Wild™ SUVs, a unique adventure community for owner and enthusiast engagement and four off-road driving schools across the United States.

The all-new Bronco family includes a Bronco two-door, first-ever Bronco four-door model and all-new rugged, small SUV, Bronco Sport – the only domestic brand of SUVs with standard 4x4. Ford is revealing the all-new models at 8 p.m. EDT July 13 across Disney network channels National Geographic, ESPN and ABC – as the Bronco reservation system opens.

Every Bronco model is engineered to deliver thrilling and confident off-road experiences that build on the DNA of the original 1966 Bronco and its racing heritage, with ingenious new updatable technologies and adventure-ready attributes created for today's outdoor enthusiasts.

"Bronco gave rise to the fun and versatile off-road SUV in 1966, becoming the first enjoyable sport utility vehicle for those who wanted to live, work and play outdoors," said Jim Farley, Ford chief operating officer. "Like the original, the all-new Bronco family is engineered to take you to epic places, with capability to deliver confidence on any type of terrain."

Built Wild

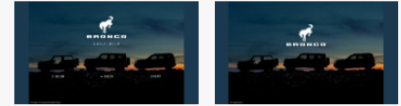
Bronco's Built Wild brand positioning comes to life in a short film that offers glimpses of the all-new 2021 Bronco two-door, Bronco four-door and Bronco Sport models out in the wild.

For the Bronco brand and its all-new Bronco two-door, four door and Sport models to be superior 4x4 vehicles, the Bronco family delivers on these Built Wild principles for ultimate off-road performance:

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

Ford's off-road SUV expertise traces back to World War II, when the automaker was part of a government competition to build rugged carry-all utilities for GIs in the battlefield. Ford's entry was called the GP, with the company building more than 270,000 of these "general purpose" vehicles for Allied forces. GIs returning home bought Army surplus GPs for work and play, but they were too small and uncomfortable for civilian life, according to Ford research from the early 1960s, so Ford developed a more

Bronco Family



Bronco Family

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Logos



Bronco Logo White

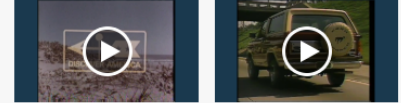
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Bronco Logo White

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Video

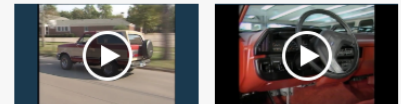


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were too small and uncomfortable for civilians, according to Ford research from the early 1900s, so Ford developed a more refined, spacious, yet durable off-road vehicle to meet this need – Bronco.

The original Bronco was nicknamed G.O.A.T. by Donald Frey, the Ford president who championed both Mustang and Bronco nameplates and challenged engineering teams to deliver “go anywhere roadability.” An agile, sports-oriented off-road 4x4, Ford dubbed the original 1966 Bronco “a completely new line of sports-utility vehicles” at its reveal Aug. 11, 1965 – the first reference to “SUVs” from an American manufacturer.

Early Broncos had a rugged body-on-frame design with short front and rear overhangs, high ground clearance and a short wheelbase for maximum off-road capability. Bronco's toughness and agility at high speed enabled racers like Rod Hall and Larry Minor to capture an overall win at the grueling 1969 Baja 1000 – a victory no other production 4x4 has replicated in 50 years.

“Rugged vehicles are in our heritage and we see strong growth opportunities with this ever-more popular segment,” said Kumar Galhotra, Ford president, Americas and International Markets Group. “The Bronco brand meets that need by creating a family of truly capable off-roaders to take our customers further into the wild. We’ve leveraged our extensive off-road experience from vehicles like F-150 Raptor to ensure that every Bronco delivers the Built Wild toughness and durability our customers expect.”

Bronco holds a special place in popular culture and has been featured in more than 1,200 films and 200 songs. Since Ford ended production in 1996, Bronco SUVs have continued to grow in popularity with collectors and enthusiasts. With the January 2017 announcement of the return of Ford Bronco, valuations have skyrocketed, according to Barrett-Jackson Auction Company, with the average first-generation Bronco sale price nearly doubling from \$39,763 to \$74,820 in just more than three years. Hagerty valuation guide ranks 1966-77 Broncos as among the highest vehicle price increases of all collectible SUVs over the past three years – a 75.8 percent gain.

“Bronco delivers on the common theme desired by enthusiasts – authenticity,” said Mark Grueber, Ford U.S. consumer marketing manager. “Building Bronco as Ford's distinct outdoor brand includes a unique network of experiences, community and engagement that extends far beyond ownership of Bronco and Bronco Sport models.”

Bronco experiences

Bronco Off-Roaders are chief among such authentic experiences. These off-roading and outdoor adventure playgrounds – coming to four U.S. locations starting next year – are designed for all skill levels, with experiences that aim to build confidence and inspire Bronco owners to get out in the wild for years to come.

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

Ford is ramping up all-new Bronco merchandise, too. From Bronco gear to remote control cars, Ford-licensed Bronco merchandise is available at Amazon.com/fordbronco. Enthusiasts can shop for gifts, novelties, collectibles and apparel. A portion of Bronco merchandise proceeds will be donated to the Bronco brand's outdoor stewardship efforts.

Beyond that, the Bronco brand continues building its off-road racing legacy as Official Vehicle of King of the Hammers, ULTRA4 Series. Bronco also is the official SUV of SCORE International – one of many events key to proving out the vehicle's capability and connecting with Bronco brand influencers.

MORE: [Download historical releases and documents \(PDF zip\)](#)

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Bronco Movie List

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