



Iconic Ford Bronco Off-Roader Now Heading to European Customers in Strictly Limited Numbers

- Ford opens door to European customers for iconic Bronco 4x4 featuring extreme “Built Wild” off-road capability, rugged design and latest-generation tech to suit all conditions
- New Bronco features 335 PS 2.7-litre V6 EcoBoost engine, G.O.A.T. Modes Terrain Management System™ and High-Performance Off-Road Stability Suspension (HOSS) system for all-terrain agility and traction
- Model range features Bronco Outer Banks for hardcore go-anywhere ability, with Bronco Badlands for customers seeking the ultimate in off-road performance

COLOGNE, Germany – Ford has announced that the legendary, all-American Ford Bronco¹ 4x4 is available to order in selected European markets for the first time.

Bronco is offered to customers in the region in strictly limited numbers, and is available in hardcore Outer Banks and extreme off-road-capable Badlands variants,² both powered by a 2.7-litre Ford EcoBoost V6 engine producing 335 PS and 563 Nm of torque. Advanced driveline technologies truly earn the “G.O.A.T.” (Goes Over Any Type of Terrain) moniker – including sophisticated high- and low-range four-wheel drive transmissions, Trail Control™ and up to seven drive modes³.

Developed from the ground up for bold all-terrain adventuring, innovative and practical features include removeable doors⁴ with on-board storage, integrated mounting points for exploration accessories, and ultra-durable, easy-to-clean components and surfaces for when the going gets tough and muddy.

Channelling the unmistakeable, utilitarian interior and exterior design of the 1966 original, the new Bronco also takes inspiration from the rugged US market F-Series truck, and the performance spirit of the Ford Mustang, to create an SUV with a unique style, character and heritage.

A strictly limited number of First Edition Broncos will be available in Outer Banks or Badlands specification, each adding unique exterior details, an interior build number badge and a selection of key available accessories, including neoprene seat covers, door storage bags and soft mesh top depending on the model series.

“Bronco is a symbol of Ford’s spirit of adventure, and by blending the latest drivetrain technologies with inspired, intelligent design, the new Bronco takes that passion for exploration to the next level,” said Jon Williams, general manager, Ford Blue Europe. “After a 25-year absence, America welcomed the return of Bronco with more enthusiasm and fondness than we

For news releases, related materials, photos and video, visit www.fordmedia.eu or www.media.ford.com.

Follow www.linkedin.com/company/ford-in-europe, www.youtube.com/FordNewsEurope, www.instagram.com/FordNewsEurope, www.threads.net/@fordnewseurope and www.tiktok.com/@FordNewsEurope

could ever have imagined. Now we're excited to give European enthusiasts their first taste of the Bronco spirit."

A new adventure for Bronco in Europe

Inspired by the capability, fun and a sense of freedom offered by the original Bronco, the new Bronco design process began with a digital full-size scan of the first-generation model to ensure that the impactful proportions and iconic shape remained at its core. The short overhangs and bold, functional lines make it instantly recognisable as well as contributing to its outstanding off-road performance.

Distinguished by its full-width grille and iconic circular headlights, the new Bronco features squared-off body panels for a clear sight of the SUV's outer corners and easier placement in challenging off-road conditions. The front wings also feature trail sights – raised sections that indicate the edge of the bodywork and that can also be used as tie-down points, capable of supporting up to 68 kg ⁵ for transporting longer items such as surfboards or canoes.

A standard removable hardtop features a sound-dampening headliner and separates into four panels with, dedicated on-board storage bags for the front two panels. All four doors can also be removed completely ⁴ using a single tool in only eight minutes, for the ultimate in fresh-air freedom and even greater visibility in challenging off-road environments.

Frameless windows reduce the overall weight of the doors, making them light enough to be removed by owners of almost any stature. Dedicated storage bags available for Bronco Badlands allow the doors to be stored safely and securely on board, ready for refitting within minutes.

Further removable elements allow both for customisation and enhanced off-road performance. The front grille and bumper can be swapped for alternative versions, while the plastic wheel arch flares are designed to separate without damage in the event of an off-roading collision, and can be easily and quickly replaced.

Hidden around the Bronco are several design "Easter eggs" details that celebrate the vehicle's heritage – to be discovered by owners as they delve deeper into their vehicle and its features. Examples include hidden bucking Bronco logos, a graphic illustrating the original 1966 model range, a bottle opener built into the interior and GPS coordinates to locations used for testing during development.

"Reinventing the Bronco for today meant maintaining the authenticity of the original, right down to the stamping of the bolt heads," said Paul Wraith, Ford Bronco chief designer. "At the heart of everything we did was ensuring that the customer would enjoy a genuine Bronco experience that's as convenient day to day as it is on an adventure deep in the wilderness."

Built for toughness, ready for anything

Path-forging off-road capability earned the original Bronco the G.O.A.T moniker. True to its origins, outstanding performance in tough conditions is delivered by the new generation too.

Ford's twin-turbocharged, port and direct fuel injected 2.7-litre EcoBoost V6 petrol engine delivers 335 PS and 563 Nm of torque for effortless performance. A compacted graphite-iron cylinder block increases strength and stiffness compared to traditional iron castings without any increase in weight, while features such as an electronically actuated wastegate and a high-pressure exhaust gas recirculation system enhance power and fuel efficiency.

A 10-speed automatic transmission is standard, for smooth, torque-optimised driving on- and off-road. A maximum crawl ratio of up to 64.33:1 in low-range mode gives the Bronco the ability to travel at 6 km/h with the engine at 2,400 rpm, ensuring precise low-speed control and reducing the likelihood of stalling over difficult terrain.

Bronco Outer Banks is equipped with a two-speed electronic transfer case – allowing push-button shifting on the move between high- and low-range gearing.

Bronco Badlands adds a locking front differential and front anti-roll bar disconnect system to deliver maximum articulation over challenging terrain. In addition, a two-speed electromechanical transfer case with an automatic mode can switch seamlessly between two-wheel drive and four-wheel drive depending on the conditions, leaving the driver free to concentrate on the road ahead.

To deal with the most challenging driving conditions, Bronco is built on a boxed high-strength steel chassis with seven crossmembers, providing a tough core for confidence and safety as well as allowing up to 259 mm of suspension travel for spectacular off-road ability.

High-Performance Off-Road Stability Suspension (HOSS) comprises of independent wishbones with long-travel coil-over springs at the front, reducing unsprung weight by up to 20 per cent compared to solid axle designs, as well as offering superior ride quality and consistent contact with the surface. At the rear, a solid five-link rear axle with variable-rate long travel springs is standard, combined with heavy-duty dampers all round.

Bronco Badlands ups the ante with Bilstein high-specification, position-sensitive external reservoir dampers as standard. The extra fluid capacity provides additional cooling under severe conditions, while damping force automatically increases at the extremes of suspension travel, delivering precise control off-road and a smooth ride in normal driving.

Customers seeking the highest level of off-road performance can ensure critical components are protected with an available front bash plate alongside shielding for the engine, transmission, transfer case and fuel tank. Available side rock rails are strong enough to support the weight of the vehicle for extreme rock-crawling, exposed tow hooks front and rear are standard, and a high-strength boron steel roof bar is fitted with integrated side curtain airbags, as well as seat side airbags and front airbags for complete confidence when driving in extreme conditions.

Technology to support every adventure

Intelligent drive technologies are designed to make Bronco's capability accessible to novice adventurers as well as experienced off-road drivers. At the heart of the Bronco's go-anywhere ability is the Terrain Management System™ that makes it easy for drivers to select the mode they need to suit the conditions. Alongside on-road modes such as Normal, Eco, Sport and

Slippery, dedicated G.O.A.T. off-road modes include Mud/Ruts, Sand, plus Rock Crawl and the racing-inspired Baja mode for Bronco Badlands. Each mode optimises throttle, gearbox shift points and steering response to suit the conditions.

Bronco also offers a Trail Toolbox, a suite of sophisticated off-road technologies to support drivers and allow them to explore the vehicle's capabilities in confidence. Trail Control³ operates in a similar way to cruise control; the driver can select a speed up to 31 km/h and the vehicle will automatically manage acceleration and braking to maintain the selected speed while the driver concentrates on steering through difficult terrain.

Trail Turn Assist³ uses brake-based torque vectoring, reducing turning radius by up to 40 per cent by braking the inside wheel when off-roading in confined spaces, while Trail One-Pedal Drive³ allows the driver to accelerate and brake using only the accelerator pedal, making it easier to control speed accurately when driving in challenging conditions. Driver assistance technologies include AdvanceTrac™ with Roll Stability Control™ and Trailer Sway Control for driver confidence when towing.

Tough hardware, smart software

Matching the tough and purposeful exterior, the new Bronco's interior design is highly functional, packed with technology but also robust and designed to withstand use in tough environments. The instrument panel takes inspiration from the first-generation Bronco, with colours inspired by natural palettes and outdoor gear, and materials chosen for durability.

Grab handles are integrated into the instrument panel and centre console for passenger comfort over rough terrain. The centre console features a wireless charging pad that has been designed to keep a mobile phone in place even at extreme angles of lean. Instrument panel surfaces are wipeable and physical switches in the cabin are silicone-sealed and feature rubber touchpoints to ensure they are protected from the elements and are easy to clean.

Even though Bronco is built for the toughest conditions, there are no compromises in terms of comfort or convenience features. An 8-inch partial TFT instrument cluster is paired with a 12-inch LCD centre touchscreen featuring the latest-generation SYNC 4 communication and entertainment system,⁶ which benefits from Ford Power-Up wireless software updates for improved functionality over time.

Bronco also offers attachment points on top of the instrument panel for a device rack, allowing customers to attach their cameras or mobile phones with dedicated 12-volt and USB power connections.

Apple CarPlay and Android Auto⁷ compatibility is standard, alongside a B&O® Premium Sound System⁸ with 10 speakers including a subwoofer, with the available FordPass⁹ app offering powerful connectivity and seamless integration with the SYNC 4 system.

A standard 360-degree camera system with off-road spotter views is automatically activated when off-road drive modes are engaged, providing a view of the wheels not possible from the driver's seat and increasing visibility during technical challenges such as rock crawling.

Birth of an icon

The original Bronco was introduced to the US in 1966 and was born of the tough military vehicles built by Ford and the performance spirit of Mustang to deliver the best of both worlds – a rugged 4x4 truck with a fun, sporty attitude that helped to launch an all-new segment of adventurous off-road vehicles.

The first-generation Bronco proved its toughness and agility by winning the 1969 Baja 1000 off-road race, a feat that remained unmatched by another production 4x4 for more than 50 years. More than 200,000 examples of the first-generation Bronco were sold in the US, while more than one million Broncos were produced in total across five generations between 1966 and 1996.

#

¹ Ford Bronco homologated CO₂ emissions 326-338 g/km, homologated fuel efficiency 13.7-14.2 l/100 km.

The declared fuel/energy consumptions, CO₂ emissions are determined according to regulation (EU) 2018/858.

² Always consult the Owner's Manual before off-road driving, know your terrain and trail difficulty, and use appropriate safety gear.

³ Driver-assist features are supplemental and do not replace the driver's attention, judgement and need to control the vehicle. It does not replace safe driving. See Owner's Manual for details and limitations.

⁴ Removal of doors for off-road use only. See Bronco Owner's Manual for detailed information.

⁵ Cargo and load capacity limited by weight and weight distribution.

⁶ Don't drive while distracted or while using handheld devices. Use voice-operated systems when possible. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

⁷ Requires phone with active data service and compatible software. SYNC 4 does not control 3rd party products while in use. 3rd parties are solely responsible for their respective functionality.

⁸ BANG & OLUFSEN 2021 and B&O 2021. BANG & OLUFSEN™ and B&O™ are registered trademarks of Bang & Olufsen Group. Licensed by Harman Becker Automotive Systems Manufacturing Kft. All rights reserved.

⁹ FordPass Connect, the FordPass app and complimentary Connected Service are required for remote features (see FordPass terms for details). Connected Service and features depend on Vodafone or Vodafone partner mobile network availability. Evolving technology/mobile networks/vehicle capability may limit functionality and prevent operation of connected features. Connected Service excludes Wi-Fi hotspot.

About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for customers and deepen their loyalty. Ford develops

and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, along with connected services. The company does that through three customer-centered business segments: Ford Blue, engineering iconic gas-powered and hybrid vehicles; Ford Model e, inventing breakthrough electric vehicles along with embedded software that defines exceptional digital experiences for all customers; and Ford Pro, helping commercial customers transform and expand their businesses with vehicles and services tailored to their needs. Additionally, Ford provides financial services through Ford Motor Credit Company. Ford employs about 171,000 people worldwide. More information about the company and its products and services is available at corporate.ford.com.