



**BRONCO**



# BUILT WILD™



### [ STANDARD 4x4 ]

The only domestic brand of SUVs with 4x4 standard across the board. Built Wild for thrilling off-road experiences and confident enough to take you deep into the extremes of outdoor adventure. The Bronco Brand will include 3 all-new rugged models: the all-new Bronco 2-door, the first-ever Bronco 4-door, and an all-new, small but tough SUV called the Bronco Sport.



### [ TRUE BRONCO EXPERIENCE ]

The Bronco Brand comes to life at the Off-Roaddeo. An off-roading and outdoor adventure playground – built for all skill levels – with experiences that will build confidence, inspiring Bronco owners to continue to treat themselves to getting out to the wild for years to come. This exclusive experience will invite owners to choose from one of four epic locations, immerse them in the Bronco lifestyle, provide incredible drive experiences, and create unforgettable memories while celebrating community, adventure and the great outdoors. Visit [www.broncooffroadeo.com](http://www.broncooffroadeo.com) for more.



### [ BRONCO RIDES AGAIN ]

Way back in 1966, Ford introduced its original SUV and cut a trail to the great outdoors that would be followed by generations of Americans. And now, Bronco is coming back, strapped with thrilling power and go-anywhere capability, uniquely equipped to carry true adventure seekers deep into the wild and untamed places their souls long to be.



### [ JOIN THE HERD ]

Bronco Nation is your one-stop virtual destination for all things Bronco. A dynamic portal – built by enthusiasts for enthusiasts – into a passionate and knowledgeable community that celebrates both the rich Bronco heritage and its exciting future. Exclusive news, community forums, events, interactive maps, how-to content and archives are just a few of the features that will invite and encourage members to get the most out of their next adventure. Find out more at [thebronconation.com](http://thebronconation.com).



Preproduction models shown throughout. May be shown with Ford Licensed Accessories, available equipment, or available aftermarket accessories. Always consult the owner's manual before off-road driving, know your terrain and trail difficulty, and use appropriate safety gear. Always determine the water depth before attempting a crossing and proceed slowly. Refer to your owner's manual for detailed information regarding driving through water.

### [ PROVEN TOUGHNESS ]

Born from the legendary F-Series Built Ford Tough® testing principles, Bronco's world-class engineers developed the Bronco Built Wild Extreme Durability test. Through thousands of lab testing hours and real-world extreme challenges in the harshest terrains and climates, like Johnson Valley, CA – home to King of the Hammers off-road racing – the mud bogs of Georgia and cold weather of Delta Junction, AK, the team set out to ensure every Bronco delivers class-leading levels of 4x4 off-road performance capability, suspension and trail technologies.





[ BRONCO SPORT ]

Meet the latest in a legacy that can't be broken. Engineered to bring you and your crew closer to the wild, each of the 5 available models comes standard with 4x4, a Terrain Management System,<sup>1</sup> off-road capability and innovative cargo solutions. Bronco Sport was built for the pioneers of adventure – because someone has to go first.



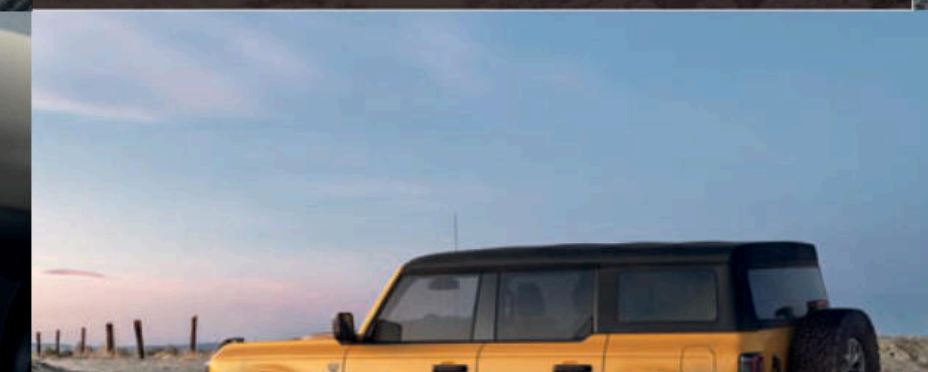
- Bronco Family Exterior Colors:<sup>2</sup> Cactus Gray
- Carbonized Gray<sup>1</sup>
- Alto Blue Metallic Tinted Clearcoat<sup>1</sup>
- Cyber Orange Metallic Tri-coat<sup>1</sup>
- Kodiak Brown<sup>1</sup>

BASE	BIG BEND™	OUTER BANKS™	BADLANDS™
The authentic Bronco experience that packs the essentials to get you into the wild.	A step above the essentials, with added features to make getting outdoors easier.	Rugged interior and exterior finishes with standard Bronco Sport capability.	Pinnacle of off-road performance, equipped for rugged terrain and off-road excitement.
<ul style="list-style-type: none"> <li>1.5L EcoBoost with Auto Start-Stop Technology</li> <li>7.8" ground clearance</li> <li>Safari style roof</li> </ul>	<ul style="list-style-type: none"> <li>Rubberized cargo floor</li> <li>SecuriCode™ invisible keypad</li> <li>Zipper map pockets with MOLLE strap system</li> </ul>	<ul style="list-style-type: none"> <li>Shadow Black roof</li> <li>18" Ebony Black-painted machined-face aluminum wheels</li> <li>Leather-trimmed seats</li> </ul>	<ul style="list-style-type: none"> <li>2.0L EcoBoost with Auto Start-Stop Technology</li> <li>Advanced 4x4 with twin-clutch rear drive unit</li> <li>Rear differential lock feature and metal bash plates</li> </ul>



[ 2-DOOR & 4-DOOR BRONCO ]

Ford Bronco returns as the halo of the Built Wild family of all-new 4x4 vehicles with 2 model variants: a heritage-true 2-door, plus a first-ever 4-door. Embrace the thrill of the open-air experience with available quick-release roof and doors that pop off easily. These models also feature a rugged body-on-frame architecture; powerful EcoBoost<sup>®</sup> engines that are quick on the trails; available segment-first 35" off-road tires; available front and rear locking differentials and an available stabilizer bar disconnect.



- Oxford White
- Area 51
- Rapid Red Metallic Tinted Clearcoat<sup>1</sup>
- Shadow Black<sup>1</sup>
- Iconic Silver<sup>1</sup>
- Velocity Blue<sup>1\*</sup>
- Race Red
- Antimatter Blue<sup>1</sup>

BASE	BIG BEND™	BLACK DIAMOND™	OUTER BANKS™	BADLANDS™	WILDTRAK™
Only the absolute essentials included and ripe for customization.	Next-level outdoor adventures complete with washout interior.	The trim that puts off-road style and tech front and center.	The most capable Bronco available. For those who crave the extreme.	Made for high-speed off-roading.	2.7L EcoBoost engine
<ul style="list-style-type: none"> <li>Standard 4x4</li> <li>Easy-to-remove doors and roof</li> <li>Available 35" tires with Sasquatch Package</li> </ul>	<ul style="list-style-type: none"> <li>Leather-wrapped steering wheel</li> <li>Easy-to-remove front seats</li> <li>Aluminum wheels</li> </ul>	<ul style="list-style-type: none"> <li>Rear locking differential</li> <li>Modular front and steel rear bumpers</li> <li>Heavy-duty bash plates</li> </ul>	<ul style="list-style-type: none"> <li>18" bright machined black high gloss-painted aluminum alloy wheels</li> <li>LED headlamps and taillamps</li> <li>Available B&amp;O Sound System</li> </ul>	<ul style="list-style-type: none"> <li>2.7L twin-turbocharged EcoBoost V6 engine</li> <li>10-speed automatic transmission</li> <li>Black-painted hard top</li> </ul>	<ul style="list-style-type: none"> <li>2.7L EcoBoost engine</li> <li>10-speed SelectShift automatic transmission with Trail Control</li> <li>Advanced 4x4 with Automatic On Demand Engagement</li> <li>Terrain Management System with 7 G.O.A.T. Modes including Baja and Baja</li> <li>17" Carbonized Gray-painted machined-face aluminum wheels</li> <li>35" LT315/70R17 BSW mud-terrain tires</li> <li>High-clearance suspension with positive-sensitive Bilstein™ shock absorbers</li> <li>Electronic-locking front and rear axles</li> <li>High-clearance fender flares</li> <li>WILDTRAK hood graphic</li> <li>Cloth seats with heated front row</li> </ul>



[ ADVENTUROUS POWER ]

Race-cultivated EcoBoost engines and transmission technologies are engineered to give Bronco a combination of fuel efficiency, power output and gearing to take on the wild. Best-in-class<sup>3</sup> projected gasoline-powered horsepower and torque is available with the 2.7L EcoBoost V6 engine, which is projected to produce 310 hp<sup>2</sup> and 400 lb.-ft. of torque.<sup>2</sup> Or best-in-class projected standard 4-cylinder torque with the 2.3L EcoBoost turbocharged engine delivering a projected 270 hp<sup>2</sup> and 310 lb.-ft. of torque.<sup>2</sup>



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BASE	BIG BEND™	BLACK DIAMOND™	OUTER BANKS™	BADLANDS™	WILDTRAK™
Only the absolute essentials included and ripe for customization.	Next-level outdoor adventures complete with washout interior.	The trim that puts off-road style and tech front and center.	The most capable Bronco available. For those who crave the extreme.	Made for high-speed off-roading.	2.7L EcoBoost engine
<ul style="list-style-type: none"> <li>Standard 4x4</li> <li>Easy-to-remove doors and roof</li> <li>Available 35" tires with Sasquatch Package</li> </ul>	<ul style="list-style-type: none"> <li>Leather-wrapped steering wheel</li> <li>Easy-to-remove front seats</li> <li>Aluminum wheels</li> </ul>	<ul style="list-style-type: none"> <li>Rear locking differential</li> <li>Modular front and steel rear bumpers</li> <li>Heavy-duty bash plates</li> </ul>	<ul style="list-style-type: none"> <li>18" bright machined black high gloss-painted aluminum alloy wheels</li> <li>LED headlamps and taillamps</li> <li>Available B&amp;O Sound System</li> </ul>	<ul style="list-style-type: none"> <li>2.7L twin-turbocharged EcoBoost V6 engine</li> <li>10-speed automatic transmission</li> <li>Black-painted hard top</li> </ul>	<ul style="list-style-type: none"> <li>2.7L EcoBoost engine</li> <li>10-speed SelectShift automatic transmission with Trail Control</li> <li>Advanced 4x4 with Automatic On Demand Engagement</li> <li>Terrain Management System with 7 G.O.A.T. Modes including Baja and Baja</li> <li>17" Carbonized Gray-painted machined-face aluminum wheels</li> <li>35" LT315/70R17 BSW mud-terrain tires</li> <li>High-clearance suspension with positive-sensitive Bilstein™ shock absorbers</li> <li>Electronic-locking front and rear axles</li> <li>High-clearance fender flares</li> <li>WILDTRAK hood graphic</li> <li>Cloth seats with heated front row</li> </ul>

RESERVATIONS ARE OPEN. Explore the standard equipment offerings below, then see your dealer or visit [ford.com](http://ford.com) to place yours today.



BRONCO	BIG BEND™	BLACK DIAMOND™	OUTER BANKS™	BADLANDS™	WILDTRAK™
<ul style="list-style-type: none"> <li>2.3L EcoBoost engine</li> <li>7-speed manual transmission with crawler gear</li> <li>4x4 with Part Time Selectable Engagement</li> <li>Terrain Management System with 5 G.O.A.T. Modes<sup>1</sup></li> <li>16" Silver-painted steel wheels</li> <li>30" P255/70R16 all-season tires</li> <li>Trail sights with fender tie-down hooks</li> <li>2 front tow hooks, 1 rear</li> <li>SYNC<sup>®</sup> 4 with 8" touchscreen</li> <li>Cloth seats</li> </ul>	<ul style="list-style-type: none"> <li>2.3L EcoBoost engine</li> <li>7-speed manual transmission with crawler gear</li> <li>4x4 with Part Time Selectable Engagement</li> <li>Terrain Management System with 6 G.O.A.T. Modes</li> <li>17" Carbonized Gray-painted aluminum wheels</li> <li>32" P255/75R17 all-terrain tires</li> <li>LED fog lamps</li> <li>Carbonized Gray grille</li> <li>Privacy glass</li> <li>Leather-wrapped steering wheel and gear shift knob</li> <li>Cloth seats</li> </ul>	<ul style="list-style-type: none"> <li>2.3L EcoBoost engine</li> <li>7-speed manual transmission with crawler gear</li> <li>4x4 with Part Time Selectable Engagement</li> <li>Terrain Management System with 7 G.O.A.T. Modes including Rock Crawl</li> <li>17" black-painted steel wheels</li> <li>32" LT265/70R17 all-terrain tires</li> <li>Heavy-duty modular front bumper, powder-coated steel rear</li> <li>Rock rails and heavy-duty bash plates</li> <li>Auxiliary switches in overhead console</li> <li>Rubberized flooring with drain plugs</li> <li>Marine grade vinyl seats</li> </ul>	<ul style="list-style-type: none"> <li>2.3L EcoBoost engine</li> <li>10-speed SelectShift<sup>®</sup> automatic transmission with Trail Control™</li> <li>4x4 with Part Time Selectable Engagement</li> <li>Terrain Management System with 6 G.O.A.T. Modes</li> <li>18" bright machined black high gloss-painted aluminum alloy wheels</li> <li>32" P255/70R18 all-terrain tires</li> <li>Signature LED headlamps and taillamps</li> <li>Body-color exterior door handles, mirror caps and fender flares</li> <li>Auxiliary switches in overhead console</li> <li>110V/150W AC power outlet</li> <li>Cloth seats with heated front row</li> </ul>	<ul style="list-style-type: none"> <li>2.3L EcoBoost engine</li> <li>7-speed manual transmission with crawler gear</li> <li>Advanced 4x4 with Automatic On Demand Engagement</li> <li>Terrain Management System with 7 G.O.A.T. Modes including Rock Crawl and Baja</li> <li>17" Carbonized Gray-painted machined-face aluminum wheels</li> <li>33" LT285/70R17 all-terrain tires</li> <li>Unique Badlands suspension with front stabilizer bar disconnect</li> <li>Heavy-duty modular front bumper, powder-coated steel rear</li> <li>Auxiliary switches in overhead console</li> <li>Rubberized flooring with drain plugs</li> <li>Marine grade vinyl seats</li> </ul>	<ul style="list-style-type: none"> <li>2.7L EcoBoost engine</li> <li>10-speed SelectShift automatic transmission with Trail Control</li> <li>Advanced 4x4 with Automatic On Demand Engagement</li> <li>Terrain Management System with 7 G.O.A.T. Modes including Baja and Baja</li> <li>17" black-painted aluminum beadlock capable wheels</li> <li>35" LT315/70R17 BSW mud-terrain tires</li> <li>High-clearance suspension with positive-sensitive Bilstein™ shock absorbers</li> <li>Electronic-locking front and rear axles</li> <li>High-clearance fender flares</li> <li>WILDTRAK hood graphic</li> <li>Cloth seats with heated front row</li> </ul>

BRONCO SPORT	BIG BEND™	OUTER BANKS™	BADLANDS™
<ul style="list-style-type: none"> <li>1.5L EcoBoost engine</li> <li>8-speed automatic transmission</li> <li>4x4</li> <li>Terrain Management System with 5 G.O.A.T. Modes</li> <li>17" Sparkle Silver-painted aluminum wheels</li> <li>225/65R17 102H all-season tires</li> <li>LED headlamps and taillamps</li> <li>Liftgate flood lights</li> <li>SYNC 3 with 8" touchscreen</li> <li>4.2" screen in instrument cluster</li> <li>Cloth seats</li> <li>6-way manual driver's seat</li> </ul>	<ul style="list-style-type: none"> <li>1.5L EcoBoost engine</li> <li>8-speed automatic transmission</li> <li>4x4</li> <li>Terrain Management System with 5 G.O.A.T. Modes</li> <li>17" Carbonized Gray-painted aluminum wheels</li> <li>225/65R17 102H all-season tires</li> <li>SecuriCode invisible keypad</li> <li>Electronic automatic temperature control</li> <li>Rubberized cargo floor and rear seat back protector</li> <li>Front seat back zipper pockets with MOLLE strap system</li> <li>Easy-clean cloth seats</li> <li>6-way manual driver's seat</li> </ul>	<ul style="list-style-type: none"> <li>1.5L EcoBoost engine</li> <li>8-speed automatic transmission</li> <li>4x4</li> <li>Terrain Management System with 5 G.O.A.T. Modes</li> <li>18" Ebony Black-painted machined-face aluminum wheels</li> <li>225/60R18 all-season tires</li> <li>LED headlamps with signature lamps</li> <li>Reverse Sensing System</li> <li>225/65R17 all-terrain tires</li> <li>110V/150W AC power outlet</li> <li>6.5" screen in instrument cluster</li> <li>Leather-trimmed seats</li> <li>8-way power driver's seat and heated front row</li> </ul>	<ul style="list-style-type: none"> <li>2.0L EcoBoost engine</li> <li>8-speed SelectShift automatic transmission with paddle shifters</li> <li>Advanced 4x4 with twin-clutch rear drive unit and off-road suspension</li> <li>Terrain Management System with 7 G.O.A.T. Modes including Mud/Ruts and Rock Crawl</li> <li>17" Carbonized Gray-painted aluminum wheels</li> <li>17" Carbonized Gray-painted all-terrain tires</li> <li>Trail Control for off-road</li> <li>Metal bash plates</li> <li>110V/400W AC power outlet</li> <li>Front 180-Degree Camera with Split View and Washer</li> <li>Easy-clean cloth seats</li> <li>8-way power driver's seat, heated front row, and rear passenger-side under-seat storage</li> </ul>

<< FIRST EDITION >>	BRONCO	BRONCO SPORT
	<ul style="list-style-type: none"> <li>Content from Bronco Badlands, plus:</li> <li>First Edition hood and bodyside graphics</li> <li>360-Degree Camera</li> <li>SYNC 4 with 12" touchscreen</li> <li>B&amp;O Sound System with 10 speakers including subwoofer</li> <li>Leather-trimmed seats with heated front row</li> </ul>	<ul style="list-style-type: none"> <li>Content from Bronco Sport Badlands, plus:</li> <li>Shadow Black hood and door decals</li> <li>Class II Trailer Tow Package</li> <li>Power moonroof</li> <li>B&amp;O Sound System with 10 speakers</li> <li>Navy Pier leather-trimmed seats with heated front row and 8-way power driver's seat</li> </ul>

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