

PREVIEW GUIDE

# 2021 BRONCO



Preproduction models shown throughout. Some images may contain aftermarket accessories.

# AN ICON RETURNS — THE ALL-NEW BRONCO IS BACK!

You waited and wondered as the anticipation grew. Now the rumours have become reality, and we can proudly announce: The all-new 2021 Ford Bronco is back!

The original adventure-seeking, trail-loving, sport utility icon returns as a two-door and first-ever four-door version. The 2021 Bronco features a heritage-inspired look and intuitively smart 4x4 technology designed to bring credible off-road capability to the masses.

You don't have to squint to see the terrain-conquering DNA of the first-generation Bronco. Bronco is Built Wild, designed for the outdoors and ready to take on the next adventure with 4x4 capability and an open-air experience for all passengers.

Combine that with over 200 factory-backed aftermarket accessories to outfit the vehicle on demand, and Bronco has the ability to redefine the off-road enthusiast landscape once again.

Meet the all-new 2021 Bronco. Coming spring of 2021.



# NEW BRONCO KEY MESSAGES

## OFF-ROAD CONFIDENCE

The mission of the all-new 2021 Bronco is to deliver maximum off-road capability, enabled by an advanced 4x4 system with automatic on-demand engagement. The original Bronco was code-named G.O.A.T. — short for “go over any terrain” — because that’s exactly what Bronco was created to do.

The all-new 2021 Bronco takes the DNA of the original and adds next-level confidence for the customer to head for the wild and take on trails with names like Wrecking Ball and Rubicon with help from these key features:



## KEY OFF-ROAD FEATURES

- 4x4 drivetrains that include a standard 2-speed, part-time 4x4 system or available advanced 4x4 system with automatic on-demand engagement
- Electronic-locking front and rear differentials
- Front stabilizer bar disconnect to help deliver maximum articulation
- Terrain Management System with G.O.A.T. Modes features up to seven selectable modes, including Mud/Ruts, Rock Crawl and Baja
- Trail Control operates as a cruise control system for low-speed, off-road driving in forward or reverse
- Trail One-Pedal Drive allows the driver to use only the accelerator pedal to speed up or slow down
- Trail Turn Assist helps manage tight spaces by reducing turning space by up to 40 per cent
- With a breakover angle of 29° and a departure angle of 37.2°<sup>(1)</sup>, Bronco is designed for extreme off-road capability
- Strategically placed heavy-duty steel skid plates and steel front bash plate protect critical hardware
- Side rock rails are designed to support 1.5 times the weight of the vehicle

(1) When equipped with Sasquatch package.

## READY FOR ACTION

Customers will have some serious choices to make when picking an all-new 2021 Bronco to go adventuring. Two doors or four doors? Hard top, soft top or no top? Doors on or doors off? No matter the decision, every all-new Bronco harnesses the bloodline of the first generation to deliver an off-road experience that thrills even the expert off-roader. The foundation for this excitement includes:



## FEATURES THAT EXCITE

- Modern, heritage-inspired styling with clean bodysides, and an off-road-ready stance and distinctive round headlamps
- Rugged body-on-frame construction
- High-strength steel safety cage with integrated side-curtain airbags in the upper structure and seats
- A cutting-edge independent front and live-axle rear suspension configuration with high-travel internal bypass shock absorbers designed to deliver best-in-class<sup>(1)</sup> wheel travel for excellent high-speed off-road capability
- Beadlock-capable wheels with 35" diameter off-road tires contribute to available best-in-class<sup>(1)</sup> max. ground clearance of 11.6"
- Bronco offers best-in-class<sup>(1)</sup> water fording capability with 33.5" max. fording depth with the available 35" off-road tires Choice between two race-proven engines:
  - 2.3L EcoBoost® I-4 with 270 horsepower and 310 lb.-ft. of torque<sup>(2)</sup>
  - 2.7L EcoBoost V6 with 310 horsepower and 400 lb.-ft. of torque<sup>(2)</sup>
- A 7-speed manual transmission with crawler gear ratio is standard with the 2.3L I-4. A 10 Speed automatic is available on the 2.3L I-4 and standard on the 2.7L V6
- Winch-capable heavy-duty modular front bumper

## DESIGNED FOR THE OUTDOORS

The engineering and design teams took a purposeful approach when creating the all-new Bronco, building the functionality around the driver's needs with customizable features inside and out.

The fruit of their labour can be seen in the functional ingenuity and how the heart of the first-generation model inspired the details. Some of the key elements that make Bronco ready for fun and adventure include:



## OUTDOOR-READY FEATURES

### On the Outside

- A choice of two-door and four-door models with an open-air experience for every seating position
- Choice of moulded-in-colour hardtop or premium-painted hardtop, each removable in sections
- Both hardtops are designed to add factory-installed crossbars that can carry a variety of gear<sup>(3)</sup> for getaways
- Removable doors that are frameless to reduce weight and can be stored on board<sup>(1)</sup>
- Exterior sideview mirrors mounted to the cowl — not the doors — for visibility when the doors are on or off the vehicle
- Front fender-mounted tie-down handles to help secure cargo

### On the Inside

- Six easy-to-reach upfitter switches
- Washable floor surfaces with integrated drains, marine-grade seating surfaces to resist mould and mildew, and silicone-sealed switches help make cleanup after the fun easier
- An available 12" centre-stack colour LCD touchscreen with the capability to split the screen display for simultaneous viewing of different system functions
- Intuitive storage found throughout, including available MOLLE straps on the front seatbacks

### Technology

- 360-Degree Camera with off-road views brings a virtual spotter along for every adventure
- SYNC® 4 with Bronco Trail Maps helps keep the adventure on the right path with sharable mapping and bread-crumbs waypoints
- Available Ford Co-Pilot 360™ Technology

(1) Four-door models only.

## MODEL LINEUP COVERS ANY CUSTOMER

Bronco offers both capability and flexibility with six distinct trim levels to help each owner customize their Bronco according to their needs.

**Base:** Standard 4x4 mobility, easy-to-remove roof and doors, 2.3L EcoBoost® I-4 engine and 7-speed manual transmission.

**Big Bend:** Off-road capability with more comfort and convenience. Includes 32" all-terrain tires, available heated seats, remote start and 110-volt AC power outlet.

**Black Diamond:** Next-level off-roading with Dana electronic locking rear differential, side rock rails and heavy-duty skid plates.

**Outer Banks:** Adds style and functionality with 18" Black-painted aluminum wheels, signature LED headlights, powder-coated tube steps and 10-speed automatic transmission.

**Badlands:** Adds front stabilizer bar disconnect, choice of 33" mud tires or 35" all-terrain tires, choice of durable vinyl or leather-trimmed seating

**Wildtrak:** Ultimate Bronco desert runner is off-road equipped with the Sasquatch Package, 2.7L EcoBoost V6, Bilstein® position-sensitive shocks, front and rear locking differentials and 35" tires.



## SASQUATCH PACKAGE

- Free-standing option on all series
- 17" high gloss Black-painted aluminum wheels
- 35" mud-terrain tires
- Electro-mechanical transfer case (EMTC)
- Front and rear electronic-locking differentials
- 4.7:1 axle ratio
- High-clearance suspension
- Large fender flares
- Bilstein heavy-duty, position-sensitive shock absorbers



## ACCESSORIES WILL BE HUGE

Off-roaders are all about freedom and independence — doing it their way. That is why customization is a huge part of off-road culture. Ford plans to offer a wide range of accessories geared to every type of off-roading — desert running, rock crawling, dunes, two-tracks or no-tracks. For the 2021 Bronco, a full line of over 200 factory-backed aftermarket Ford Accessories will allow for maximum personalization and outfitting-on-demand at the dealership.

Stay tuned for more information on accessories. They will be important to the Bronco and your dealership.





## ALL THINGS BRONCO |

With the highly anticipated, all-new 2021 Bronco returning, you will be hearing from the brand's true die-hard fans. Because it is important to understand what stirs such passion, you'll want to check out the Bronco Overview section for insight into all things Bronco, like Bronco legacy and racing heritage.

Keep coming back to Portfolio because we'll regularly update the Off-Road Basics section with key off-road terms to help you talk the talk with Bronco customers.



## OFF-ROAD BASICS

Dirt. Mud. Rocks. Sand. Dunes. Puddles. Most drivers would try to steer around these elements. Off-roaders drive through them — cheerfully. Ford designed the all-new Bronco for the latter crowd, those who believe their vehicle is a lifestyle choice. Bronco is ready for the customer with an adventurous spirit. Among four-wheeling enthusiasts, the off-road experience means something different in each part of the world. Some off-road basics below may be helpful.

### What's Your Turf?

Depending on where they live, a Bronco customer may off-road the vehicle through trees in wooded areas, over dunes, across rock piles or along an open stretch of desert terrain. Here's a brief look at various types of terrain off-roading enthusiasts pursue:

### High-speed desert running

Deserts may provide a variety of features, including open sand, hilly “whoops” and rippled “washboard” surfaces.



### Low-speed rock climbing

Scaling boulders requires low-speed manoeuvring, a certain level of driving skill and a suspension that is rugged but also provides the articulation needed to get the vehicle over irregular surfaces.

### Wooded trails

These venues could feature mud, ruts, rocks — or all three. Weaving through tree-lined trails often requires a skilled driver who doesn't mind going home with a few scrapes or scratches from branches or trail debris.

### Dunes

Sandy surfaces with lots of ups and downs, and lots of fun.



## OFF-ROAD SPEAK

Knowing how to “talk-the-talk” with the off-road enthusiast the all-new Bronco is going to attract is key. These are just a few terms you should know. Stay tuned as Portfolio will expand your off-road vocabulary.

### Approach angle (A)

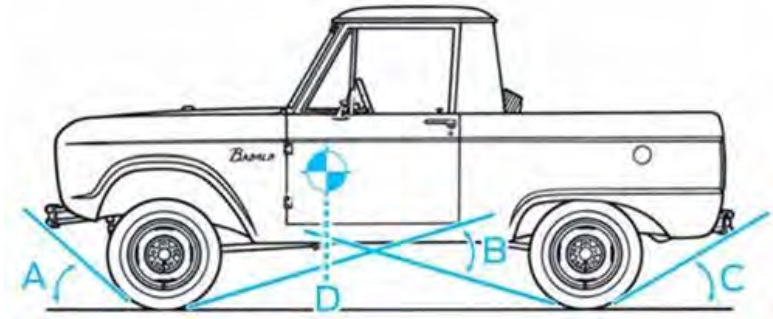
Defines the steepest angle a vehicle can climb or clear an obstacle without hitting the front of the vehicle.

### Breakover angle (B)

This would be considered the maximum angle needed to clear an obstacle between the axles without scraping the midsection of the vehicle. This might be best pictured as an imaginary angle between the tires leading up to the mid-underside of the vehicle.

### Departure angle (C)

The opposite of approach angle, this is the steepest angle needed for the vehicle as it descends or drives over an obstacle.



### Centre of Gravity (D)

This is a “theoretical place” on a vehicle where it is perfectly balanced — front-to-rear and side-to-side. You might even see this term hyphenated “Cg” depending on how it’s being described. This is not a surprise, but off-road vehicles have a higher Cg than a low-profile, high-performance vehicle such as Mustang — which means a vehicle like F-150 Raptor is designed to climb over obstacles and Mustang is designed to hug a corner.

### Ground clearance

The measurement from the ground to the bottom edge of the lowest point of the chassis. This is often the front or rear differential.



## COMPONENTS

### Damper/Damping

Damper is an interchangeable word used for a shock absorber. A shock absorber is the suspension feature that works with the spring to provide damping from the bumps and dips the wheel and tire take on as they travel over the terrain.

### Lockers

Abbreviated term for a locking differential. An off-road vehicle could have a locking differential in the rear, in front or both. When traction gets sketchy, the axle locks so that at least one of the wheels can get a grip on the ground and move the vehicle.



### Skid plates

Even the toughest off-road vehicle needs extra underbody protection. Skid plates, or bash plates, are attached to the underside of the chassis to cover vital components and protect them from elements on the trail. Skid plates are usually made of steel or aluminum and can be designed to protect the front end, engine, transfer case, fuel tank and differential from taking a hit on the rough terrain.

### Travel

Refers to how far the shocks can extend before reaching their limit. This measurement is related to suspension travel or wheel travel. Long-travel is important for clearing obstacles or travelling at speed over the trail.

## LIFESTYLE

### Fording

Fording simply means crossing a shallow river or stream in a vehicle. You don't have to drive a Ford to go fording.

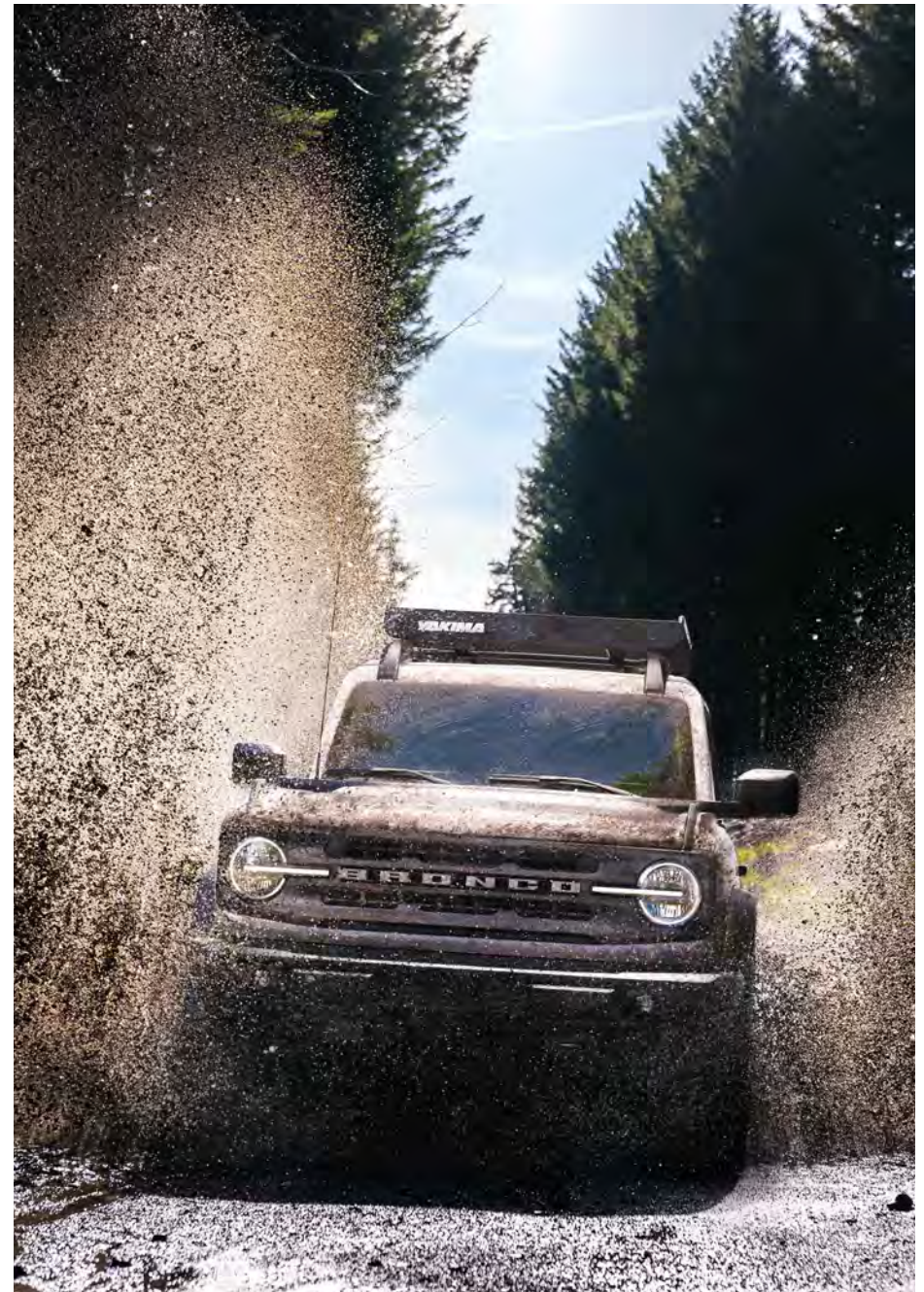
But in some cases, it helps. For example, the all-new Bronco, when properly equipped, can handle up to 33.5 inches of water fording and the 2020 Super Duty® Tremor has best-in-class water fording of 33 inches.<sup>(1)</sup>

### High-Centred

A vehicle is high-centred when the centre section is hung or stuck on an obstacle or the ground itself, leaving all four wheels off the ground or with little or no traction. Often, the driver has to improvise to extract the vehicle from being high-centred, which might include asking for help from a fellow off-roader.

### Overlanding

On an overland trip, it's the journey that matters — not the destination. Overlanding usually involves long stretches of light off-road terrain where there are no hotels to be found. Overlanders travel with all of their gear, often camping in the vehicle as they try to live off the land as much as possible.



## EQUIPMENT

### Fairlead

A ring-shaped guide attached to the vehicle or as part of the winch mount. A fairlead is used to guide the cable or rope in and out of the winch.

### Light bars

They're functional — and give owners the look of a serious off-roader who refuses to go home at sundown. Of course, light bars help illuminate the trail in front of the vehicle as daylight dims. A light bar can be mounted on the roof (over the windshield), on a sport bar (in pickups), across the front grille or along the front bumper. LED lights are a popular choice.



### Snatch Block

A winching device used to double-line or to change the winch's direction of pull. It usually consists of a hook, or some other method of attaching the device to an anchor, and a pulley for the winch cable. Used properly, a snatch hook multiplies the cable's pulling power.

### Snorkel

A cold-air intake usually on top of a long tube extending at an angle from the wheel well up the front windshield pillar. Air enters the snorkel through an opening at the top. Snorkels allow air to keep flowing into the engine compartment when driving through a stream, pond or puddle.



## MORE TERMS

### Articulation

The ability of one axle to move — left wheel up, right wheel down or vice versa — relative to the chassis or its fellow axle. It is a measure of the ease with which wheels can stay in contact with the ground — and thus retain traction — on very technical off-road terrain. More articulation is a good thing.

### Bridle

Essentially a form of tow rope, a bridle is a rope or cable attached at two points on a vehicle chassis at one end and a centre attachment at the other end.

### Dead Man

A fixed anchor point for winching, a dead man could be a tree or anything else strong enough to use as an anchor to pull against.

### Tree-Saver

A nylon strap designed to go around a tree to protect it while it's being used as an anchor point for winching. This is much better than wrapping the cable around the tree, which may ruin the cable and the tree.



(1) Class is Medium Traditional Utilities.

(2) Horsepower and torque ratings are projected. Your results may vary.

(3) Cargo and load capacity limited by weight and weight distribution.

NOTE: For availability of product features, please see Availability by Model and/or the Order Guide.