

CARGAZING

2023 FORD BRONCO

Bronco Adds Heritage Editions

Ford's Storied Off-Road SUV Pays Homage to Its Famous Past

PRESS RELEASE

Bronco brand is taking trail riders to their off-road roots with the introduction of the 2023 Bronco Heritage and Heritage Limited editions.

The special-edition models will be available across the Bronco family lineup, including Bronco two-door and Bronco four-door. Ford will build just 1,966 units of each Heritage Limited Edition model to commemorate the year the original Bronco debuted.

“Bronco captivated America in the mid-’60s with its rugged style and uncompromising off-road agility, a legacy that is still prevalent today,” said Mark Grueber, Bronco marketing manager. “With these new Heritage and Heritage Limited editions, we’re paying respect to Bronco’s roots with nods to some of the signature design cues from the first-generation vehicle, while continuing to build the Bronco Brand with more special editions that our customers want.”

STYLE

Bronco two- and four-door Heritage models are highlighted by a two-tone paint job that includes signature Oxford White accents including the modular hardtop roof. A unique Oxford White grille features Race Red “FORD” lettering, while 17-inch alu-



MANUFACTURER PHOTO

minum heritage wheels painted in Oxford White and a bodyside stripe dial up the throwback looks.

The 1960s era-inspired squared fenders with Sasquatch-width fender flares provide a visual callback and cover the nearly two-inch wider track. A powder-coated steel capable front bumper with built-in recovery points and integrated fog lamps is standard.

Heritage Limited models

add gloss black-painted 17-inch heritage wheels with classic “dog dish” centers, plus an Oxford White-painted lip for more retro flare.

Inside, Bronco Heritage Edition units feature plaid cloth seats and exclusive touches such as an Oxford White instrument panel, center console badging and exclusive front and rear floor liners.

Heritage Edition models come standard with Big

Bend® series equipment and features, including a 2.3-liter EcoBoost engine with 7-speed manual or available 10-speed SelectShift automatic transmission. The engine delivers up to 300 horsepower and 325 lb.-ft. torque. The Sasquatch Package with a High-Performance Off-Road Stability Suspension (H.O.S.S.) 2.0 system with long-travel Bilstein® position-sensitive dampers with

end-stop control valves and increased ride height is standard, as are 35-inch Goodyear® mud-terrain tires and Dana™ front and rear electronic locking axles with 4.7:1 final drive ratio.

HERITAGE LIMITED

Bronco Heritage Edition is available in five paint options, while Bronco Heritage Limited Edition is exclusively available at launch in Robin’s Egg Blue, which is a throw-

BY THE NUMBERS

Base Price: \$32,295
Wheelbase: 100.4 in.
Length: 173.7 in.
Width: 75.9 in.
Height: 71.9 in.
Engine: 2.3-liter EcoBoost (300 hp, 325 ft.-lbs)
Transmission: 10-speed automatic
EPA Mileage: 20 city, 21 highway

back color based on Arcadian Blue, available on the original Bronco in 1966.

The color Yellowstone Metallic, which is based on the 1971 Ford color Prairie Yellow, is planned for late 2023 model year availability. Peak Blue is planned for the 2024 model year.

Heritage Limited Edition models offer the increased capability of Badlands series equipment and features, including a 2.7-liter EcoBoost V6 engine with up to 330 horsepower and 415 lb.-ft. torque mated to the 10-speed SelectShift automatic transmission.

They are also differentiated with features that include metal “Bronco” script fender badging, leather-trimmed/vinyl plaid seats with white and Race Red accent stitching and unique Heritage Limited console badging.