

CARGAZING

2024 FORD BRONCO

Bronco Adds Code Orange

PRESS RELEASE

Continuing to give Bronco owners new choices, Ford is adding new options to the flagship Bronco Raptor for 2024, just in time for Bronco's 58th birthday. These new aesthetic options mean Bronco Raptor is more customizable than ever before.

The new Code Orange package applies the Raptor family's distinctive hue across the cabin and exterior of the Bronco Raptor. The body wears Code Orange-themed graphics on the rear fenders, while the tow hooks and beadlock rings on the 17-inch Dark Carbonized Gray wheels add Code Orange, as well. In the cabin, customers can pair Code Orange seatbelts with either a Black Onyx or Blue with Black Onyx upholstery.

"Bronco Raptor customers want to stand out with off-road performance and looks matching that capability," said Bronco Brand Manager Matt Winter. "This new Code Orange appearance package does just that."

NEW COLORS

Bronco Raptor owners can order their vehicle with body-painted fenders, fulfilling consumer demand for a more customizable exterior.

Joining the Code Orange package are two new colors.

Shelter Green recalls Ford's history building off-



The Ford Bronco is designed for off-road performance. A new Code Orange package, shown here, is available for 2024.

road vehicles for the U.S. Army during World War II.

Velocity Blue, previously offered on the Bronco and Bronco Sport, comes to the Raptor line for the first time.

Ford Performance and Method Race Wheels are introducing four new 17-inch wheel options to celebrate the Bronco's 58th birthday. Available in Oxford White, Matte Titanium Gray, Method Bronze, or Matte Black, the wheels are 8.5

inches wide and were co-developed and approved for the Ford Performance Parts Catalog. They're available for order now on the Ford Accessories website.

4X4 CONFIDENCE

Just like the first-generation Bronco, nicknamed G.O.A.T. (Goes Over Any Type of Terrain), the mission of the Bronco is to deliver maximum 4x4 capability and confidence. Bronco incorporates off-

road mapping and drive technologies to give novice adventurers as much fun as hardcore off-road experts, while its Built Wild durability is designed for lasting performance in the harshest of conditions.

Advanced four-wheel-drive technologies and chassis architecture are the core of the Bronco SUV off-road capabilities, and at the heart of it all is the Bronco exclusive Terrain Management System with G.O.A.T. Modes,

designed to help drivers better navigate any type of terrain. Up to seven driver-selectable modes are offered including Normal, Eco, Sport, Slippery and Sand, with Baja, Mud/Ruts and Rock Crawl for off-road driving.

Two 4x4 systems are offered – a base two-speed electronic shift-on-the-fly transfer case, and an optional advanced system that features a two-speed electro-mechanical transfer case

BY THE NUMBERS

Base price: \$39,130
Wheelbase: 100.4 in.
Length: 173.7 in.
Width: 86.2 in.
Height: 71.9 in.
Engine: 2.3-liter EcoBoost four cylinder, 275 hp, 315 lb.-ft. torque
Transmission: Ten-speed automatic
Estimated mileage: 20 city, 21 highway

with an auto mode for on-demand engagement to select between 2H and 4H. Power is distributed to a Dana 44 AdvanTEK solid rear axle and Dana AdvanTEK independent front differential unit – both with available Spicer Performa-Trak electronic locking differentials for improved traction over rough terrain in models equipped for higher capability.

Available Trail Toolbox gives Bronco owners a suite of off-road technologies to elevate their off-road experience. This includes available Trail Control, cruise control for low-speed trail driving, then adds class-exclusive available Trail Turn Assist to tighten off-road turning radii through torque vectoring, plus innovative available Trail One-Pedal Drive acceleration/braking control.