



BUILT WILD

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



1941

FORD WWII GP

Ford designed and built the famed quarter-ton 4x4 trucks during World War II. Commonly known as Ford "GP" General Purpose vehicles, more than 270,000 were built with the iconic vertical slotted grille designed by Ford.



1951

FORD M-151 MUTT

M-151 MUTT was the next generation of tough 4x4 military vehicles built by Ford; it served as a model for the "go-anywhere roadability" for Bronco.



1966

AN ALL-NEW SUV DEBUTS

The first-generation Bronco (1966-77) was revealed by Ford President Donald Frey on Aug. 11, 1965 as "a completely new line of sports-utility vehicles." The early designs were penned by McKinley Thompson Jr., one of the first African American designers in the industry.



1969

BRONCO WINS BAJA

Bronco further established its off-road chops as the first and only production 4x4 to achieve an overall win at the Baja 1000 – a victory no other automaker has replicated in 50 years and counting.



1973

BRONCO REVOLUTION

The first major changes for Bronco in seven years included the addition of power steering and automatic transmission options to broaden its appeal.



1978

SECOND-GENERATION BRONCO

Codenamed Shorthorn, the second-generation Bronco (1978-79) went high style and grew larger with an F-150 chassis, big-block Ford engine and air conditioning. In two years, 180,000 units were sold.



1983

BRONCO II

Bronco II, a cousin to Bronco, debuted as an efficient, family-friendly off-road vehicle that went on to become Ford Explorer – America's all-time best-selling SUV.*

*Based on IHS Markit, 1946-current U.S. total new cumulative registrations, for all vehicles identified as SUVs.



1991

SILVER ANNIVERSARY

Winding down the fourth-generation (1987-91), Ford celebrated 25 years of Bronco with a limited-production Silver Anniversary edition and added more technology to the lineup, including electronic fuel injection and rear anti-lock brakes.



1992

BRONCO GOES UPTOWN

The fifth-generation Bronco (1992-96) went further upscale with an Eddie Bauer trim package featuring color-keyed two-tone exterior and luxury-appointed interior.



1996

BRONCO SAYS GOODBYE

The final Bronco rolled off the line at Wayne Assembly Plant in suburban Detroit, as family-oriented SUVs and crossovers began to dominate the industry.



2004

BRONCO INSPIRATION

Bronco Concept opened the door to the possibility of a return of the Bronco nameplate.



2019

BACK IN THE SADDLE

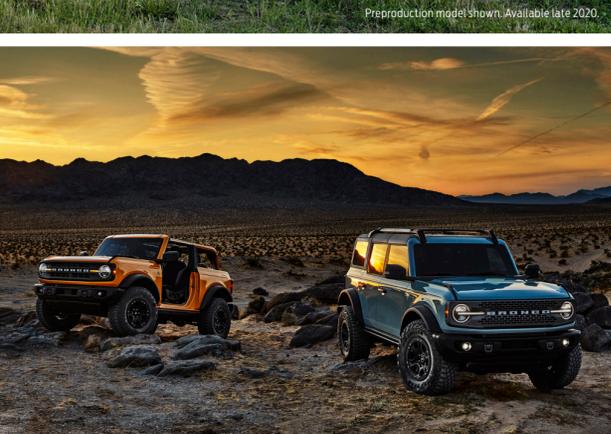
Bronco returned to celebrate the 50th anniversary of the legendary 1969 Baja 1000 victory with the Bronco R prototype based on the 2021 Bronco production chassis and powertrain.



2021

FIRST-EVER BRONCO SPORT

The first-ever 2021 Bronco Sport expands the Bronco brand to three distinct 4x4-only off-road vehicles.



2021 BRONCO TWO-DOOR, FOUR-DOOR MODELS

All-new 2021 Bronco two-door and first-ever Bronco four-door models debut, leveraging the DNA of the original model.

