2027 FORD BRONCO

Bronco Expands V6 Power

PRESS RELEASE

Ford is rolling out the 2027 Bronco lineup, and it is one of the biggest shake-ups the SUV has seen in recent years. A newly available engine, expanded performance options, updated seating materials, a more refined cabin and two new series, Bronco Filson and Bronco RTR, are among the ways the 2027 model year continues to evolve the Bronco brand.

Whether customers prioritize everyday refinement, trail capability or high-speed desert performance, Bronco now offers even more ways to build an SUV tailored to their adventure.



The 2027 Ford Bronco lineup adds the new Bronco Filson and Bronco RTR series and makes the 380-horsepower 3.0-liter EcoBoost V6 available on more models.

BY THE NUMBERS

Base price: TBA
Wheelbase: 100.4–116.1 in.
Length: 173.2–191.0 in.
Width: 75.9–85.7 in.
Height: 71.9–78.6 in.
Engine: 2.3L EcoBoost I-4, 300 hp, 325 lb-ft

ECOBOOST V6 POWER

For 2027, Bronco customers can get the proven 3.0-liter EcoBoost V6 across more of the lineup. The twin-turbocharged engine is available on the Outer Banks, Badlands and Heritage and standard on the Bronco Filson.

Producing 380 horsepower and 440 lb-ft of torque, the 3.0-liter EcoBoost gives customers the same engine architecture that helped establish the Bronco Raptor as the pinnacle of high-speed off-road performance.

RUGGED AND REFINED

Bronco's seating lineup is evolving along with customer preferences. Outer Banks models with the Lux Package now receive premium vinyl seating in place of the previously standard leather. The Badlands adds an upgraded marine-grade vinyl option, including the first power-adjustable marine-grade vinyl seat offered on Badlands. The new materials are designed to deliver the durability Bronco owners expect while improving comfort and appearance.

An available heated steering wheel joins Big Bend models equipped with the Mid Package, bringing a feature previously reserved for higher series to a more accessible point in the lineup.

BRONCO FILSON

The first-ever Bronco Filson is a rugged premium 4x4 that unites Bronco's Built Wild capability with the craftsmanship of outdoor outfitter Filson. It rides on 35-inch rugged-terrain tires, the largest of any premium 4x4 SUV, which help reduce road noise without sacrificing off-road grip.

Outside, the Filson wears a unique grille with distinct BRONCO lettering, heritage-painted wheel arches, painted mirror caps and exclusive tie-downs. Inside, perforated, quilted leather and durable woven fabric seat trim are inspired by Filson's outdoor gear. Series-specific colors include Field Green and Iron Sands Metallic. The Bronco Filson goes on sale in early 2027 with a targeted starting price in the mid-$70,000s.

BRONCO RTR

The Bronco RTR shifts the focus toward high-speed desert performance. Developed with RTR Vehicles, it comes standard with a unique wide-track HOSS 1.0 suspension that combines a suspension lift with 33-inch tires. The base Bronco RTR arrives ready for adventure straight from the factory with squared fenders, unique bead-lock-capable 17-inch wheels and signature LED lighting.

BUILT WILD HARDWARE

The Bronco is offered in two-door and four-door body styles, with seating for four or five. A 2.3-liter EcoBoost four-cylinder engine rated at 300 horsepower and 325 lb-ft of torque is the base engine and can be paired with a seven-speed manual or a 10-speed automatic transmission. G.O.A.T. Modes help drivers tailor the SUV to conditions such as sand, slippery surfaces and rock crawling.

PERSONALIZATION

New colors expand personalization for 2027. Neptune Blue joins the Bronco palette, replacing Velocity Blue. Whether tackling technical trails, exploring open desert or simply enjoying the daily drive, the 2027 Bronco lineup offers more ways than ever to create an SUV that is uniquely the owner's own while remaining unmistakably Bronco.

PRICING

Ford has announced a targeted starting price in the mid-$70,000s for the Bronco Filson. Pricing for the rest of the 2027 Bronco lineup was not included in Ford's announcement.