



BRONCO™
SPORT



2021

BRONCO SPORT IS

BUILT WILD™

Mount up and seek out untamed places¹ in the all-new 2021 Ford Bronco™ Sport. An heir to the storied Bronco name and an homage to its unmistakable style, this beast of a small SUV is made to go where you do. 4x4 is standard across all 4 trim levels: Base, Big Bend, Outer Banks and Badlands. The Terrain Management System™ with standard and available G.O.A.T. Modes™ (Goes Over Any Type of Terrain) can be found as well. So get ready. It's time to recapture the spirit of the off-road.

Base

Big Bend™

Outer Banks™

Badlands™



BADLANDS. Rapid Red Metallic Tinted Clearcoat.² Available and aftermarket equipment. Recreational equipment not included.

1. Always consult the owner's manual before off-road driving, know your terrain and trail difficulty, and use appropriate safety gear. **2.** Additional charge.

Vehicle imagery throughout this brochure may be computer-generated and may include available and aftermarket equipment. Recreational equipment not included. Cargo and load capacity limited by weight and weight distribution.

THERE ARE MANY WAYS OFF THE BEATEN
PATH



[1.5L ECOBOOST WITH AUTO START-STOP TECHNOLOGY]

Getting to the campsite or trailhead is easy with the adventure-ready engine and 4x4 system standard on the Bronco Sport Base, Big Bend and Outer Banks trims. Embrace the thrill of the 181 hp¹, 190 lb.-ft. of torque¹ and the 8-speed automatic transmission as you power your way across the rugged landscape.

BIG BEND. Alto Blue Metallic Tinted Clearcoat²
 Available equipment.



The first 3 trims of the Ford Bronco™ Sport each put their own spin on adventure-seeking. From stylish and signature design features to technology to comfort and convenience – find the one that's right for you.

BASE

The authentic Bronco experience that packs the essentials to get you into the outdoors.

- > 1.5L EcoBoost® with Auto Start-Stop Technology
- > 7.8" ground clearance
- > Safari Style Roof

BIG BEND™

A step above the essentials, with added features to make getting outdoors easier.

- > Rubberized cargo floor
- > SecuriCode™ invisible keypad
- > Zipper map pockets with MOLLE strap system

BASE. Oxford White. Available equipment.

¹. Horsepower and torque ratings based on premium fuel per SAE J1349® standard. Your results may vary. Horsepower and torque are independent attributes and may not be achieved simultaneously. ². Additional charge.

[GOES OVER ANY TYPE OF TERRAIN]

These 3 trims are giving your adventurous spirit new drive with 7.8" of ground clearance, and a suspension fine-tuned for high speeds on smooth trails and comfortable cruises over bumpy, rocky terrain. Five G.O.A.T. Modes, like Sand and Slippery, also come standard on the Base, Big Bend and Outer Banks trims to help you navigate over, or through, just about anything. Even water that's up to 17" deep!

G.O.A.T. Modes™

- NORMAL
- ECO
- SPORT
- SLIPPERY
- SAND

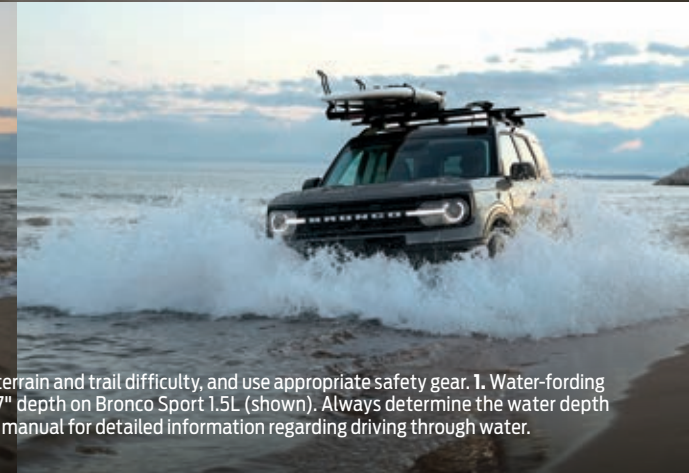
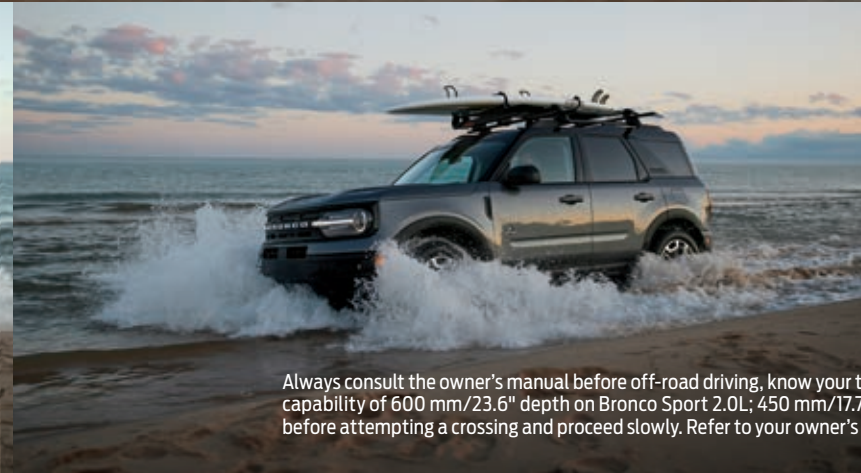


OUTER BANKS. Carbonized Gray Metallic. Available and aftermarket equipment. Recreational equipment not included.

OUTER BANKS™

Refined interior and exterior finishes with standard Bronco Sport performance.

- › Shadow Black roof
- › Leather-trimmed seats
- › 18" Ebony Black-painted machined-face aluminum wheels



Always consult the owner's manual before off-road driving, know your terrain and trail difficulty, and use appropriate safety gear. 1. Water-fording capability of 600 mm/23.6" depth on Bronco Sport 2.0L; 450 mm/17.7" depth on Bronco Sport 1.5L (shown). Always determine the water depth before attempting a crossing and proceed slowly. Refer to your owner's manual for detailed information regarding driving through water.

SEEK OUT THE WILDERNESS WITH **BADLANDS**



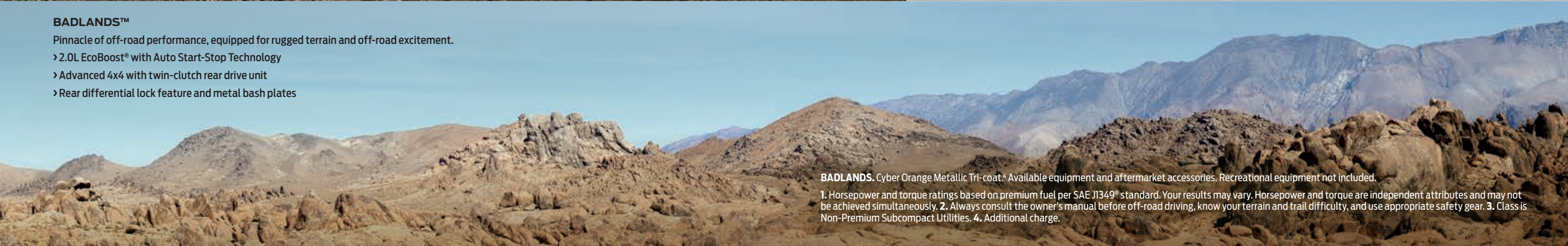
[2.0L ECOBOOST WITH TWIN-CLUTCH REAR DRIVE UNIT]

With 250 hp¹ and 277 lb.-ft. of torque¹ at your command, the Badlands model of the Ford Bronco™ Sport is a pinnacle of high-speed, off-road thrills.² A SelectShift® automatic transmission with paddle shifters is included. As is an Advanced 4x4, off-road suspension and a class-exclusive³ twin-clutch rear drive unit. A rear differential locking feature takes advantage of the twin-clutch hardware to allow greater off-road performance, similar to a traditional mechanical locker. This way you can follow the trails – wherever they lead you.

BADLANDS™

Pinnacle of off-road performance, equipped for rugged terrain and off-road excitement.

- › 2.0L EcoBoost® with Auto Start-Stop Technology
- › Advanced 4x4 with twin-clutch rear drive unit
- › Rear differential lock feature and metal bash plates



BADLANDS. Cyber Orange Metallic Tri-coat.⁴ Available equipment and aftermarket accessories. Recreational equipment not included.

1. Horsepower and torque ratings based on premium fuel per SAE J1349[®] standard. Your results may vary. Horsepower and torque are independent attributes and may not be achieved simultaneously. 2. Always consult the owner's manual before off-road driving, know your terrain and trail difficulty, and use appropriate safety gear. 3. Class is Non-Premium Subcompact Utilities. 4. Additional charge.

G.O.A.T. Modes™

- NORMAL
- ECO
- SPORT
- SLIPPERY
- SAND
- MUD/RUTS
- ROCK CRAWL



[OFF-ROAD CONFIDENCE]

No stranger to the great unknown, Badlands™ offers several innovative features for when you're in the middle of nowhere. Class-exclusive Trail Control™ is there to help you navigate more easily over rough terrain by managing the throttle and braking between individual wheels. And the class-exclusive front 180-Degree Camera¹ with Split View and Washer helps give you clear visibility of what lies ahead via your SYNC[®] 3 screen. The water-fording capability has even been upped to 23.6"². There's also a full-size spare at the ready in case your path takes an unexpected turn.



[TESTED AND PROVEN]

Bronco Sport was put through its paces on the same punishing high California desert as the famed King of the Hammers off-road competition. Badlands is the ultimate result of those experiences. With up to 8.8"³ of ground clearance³ and 2 additional G.O.A.T. Modes (Mud/Ruts and Rock Crawl), this model has proven it can tackle rugged terrain.



BADLANDS. Area 51. May be shown with Ford Licensed Accessories and available equipment, as well as aftermarket equipment.

¹. Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. It does not replace safe driving. See owner's manual for details and limitations. ². Water-fording capability of 600 mm/23.6" depth on Bronco Sport 2.0L; 450 mm/17.7" depth on Bronco Sport 1.5L. Always determine the water depth before attempting a crossing and proceed slowly. Refer to your owner's manual for detailed information regarding driving through water. ³. When equipped with available 235/65R17 All-Terrain Off-Road tires.



Get the most of the great outdoors with a command center geared toward adventurous travels. Analog speedo/tach and digital message centers provide crisp displays, while the rotary gear shift dial allows for a more streamlined center console with optimized storage space versus a traditional gear shift lever. USB ports and powerpoints for phone charging are included as well, while an available moonroof can let the sky in on the fun. And at the center of it all – a steering wheel complete with Bronco badging.

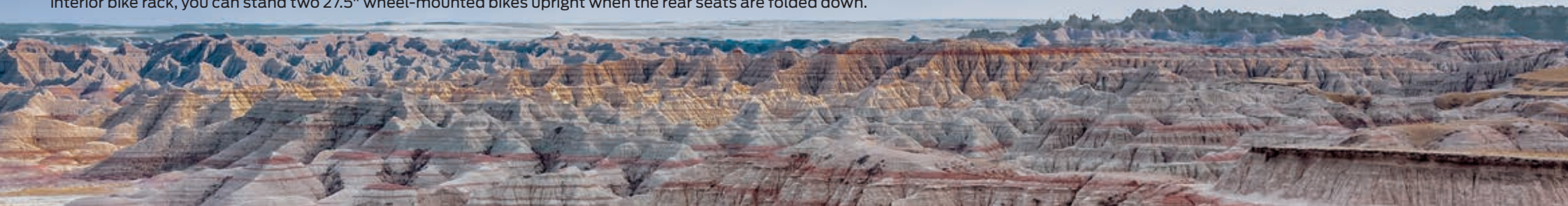




BADLANDS™ Ebony and Roast leather-trimmed seating. Available Badlands Package.

Available and aftermarket equipment. Recreational equipment not included.

With nods to the original Bronco, the interior of the Ford Bronco™ Sport provides a level of comfort to match its off-road prowess. A driver's footrest, available zipper pockets, and an available easy-clean cloth interior (not shown) for all the mud and grime you're bound to bring back with you, are all welcome highlights. As are the available 8-way power driver's seat and the available B&O™ Sound System by Bang and Olufsen. They're perfect for when you're ready to settle in for a long road trip. And the Safari Style Roof provides best-in-class front and rear head room – enough, in fact, that with the available Yakima® dealer-installed interior bike rack, you can stand two 27.5" wheel-mounted bikes upright when the rear seats are folded down.





CAMP
IS WHERE YOU MAKE IT 



AVAILABLE REAR UNDER-SEAT STORAGE



AVAILABLE RUBBERIZED FRONT & REAR FLOOR LINERS



AVAILABLE SLIDE-OUT TABLE



AVAILABLE CARGO MANAGEMENT SYSTEM



AVAILABLE RUBBERIZED REAR SEAT BACK PROTECTORS & CARGO MAT



AVAILABLE ZIPPER POCKETS & MOLLE STRAPS



CARABINER HOOKS & LOOPS



BOTTLE OPENER

Ford Bronco™ Sport is made to take you into the wilderness, but what you do once you reach your destination is just as important. A slide-out table included with the available Cargo Management System provides an ideal space to lay out your equipment, while the adjustable liftgate flood lights illuminate up to 129 sq. ft. when no other light is around. Available 110V/150W or 400W AC power outlets provide you with a convenient way to keep your gadgets charged and running, and add to the idea that, wherever you stop, Bronco Sport can help you make camp with ease.

OUTER BANKS™ Iconic Silver Metallic. Available equipment and aftermarket accessories. Recreational equipment not included.

CONNECT

ON YOUR TERMS

Use available Wi-Fi to connect up to 10 devices from inside the vehicle or up to 50' away.



Traveling to remote places means leaving it all behind. But when you need a bit of modern convenience, the voice-activated SYNC® 3 system¹ with 8" touchscreen allows you to navigate through music and more. The SYNC AppLink^{®2} feature is also on hand to give you voice control of compatible mobile apps.



Lose the cord but keep the phone on with the available wireless charging pad.³



Bridge the gap between phone and Ford Bronco™ Sport with smartphone compatibility.⁴



With the FordPass™ App⁵ and FordPass Connect,⁵ access complimentary remote features like start/stop, lock/unlock, schedule a start, locate your vehicle and vehicle status check.

Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. 1. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. 2. Commands may vary by phone and AppLink software. 3. Qi wireless charging may not be compatible with all mobile phones. 4. Requires phone with active data service and compatible software. SYNC 3 does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality. 5. FordPass Connect, the FordPass App, and complimentary Connected Service are required for remote features (see FordPass Terms for details). Connected service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected service excludes Wi-Fi hotspot. FordPass App, compatible with select smartphone platforms, is available via download. Message and data rates may apply.

[FORD CO-PILOT360™ TECHNOLOGY]

Changing lanes. Backing up. Finding the fastest route to the trailhead. The Ford Co-Pilot360 Technology driver-assist features¹ offered on the Ford Bronco™ Sport are here to help you in your adventures. Ford Co-Pilot360 Assist+ and additional technologies are available, and provide you with even more confidence-boosting features when heading out on the road.



FORD CO-PILOT360

The standard suite of tech.

- PRE-COLLISION ASSIST WITH AUTOMATIC EMERGENCY BRAKING
- BLIS® (BLIND SPOT INFORMATION SYSTEM) WITH CROSS-TRAFFIC ALERT
- LANE-KEEPING SYSTEM
- REAR VIEW CAMERA
- AUTO HIGH-BEAM HEADLAMPS

FORD CO-PILOT360 ASSIST+

Available on Big Bend,™ Outer Banks™ and Badlands.™

- ADAPTIVE CRUISE CONTROL WITH STOP-AND-GO AND LANE CENTERING (Speed Sign Recognition included on Outer Banks and Badlands; not available on Big Bend)
- EVASIVE STEERING ASSIST
- VOICE-ACTIVATED NAVIGATION

AVAILABLE TECHNOLOGY

Standard and available tech to help you explore with ease.

- AUTO HOLD *Standard*
- POST-COLLISION BRAKING *Standard*
- TRAIL CONTROL™ *Standard on Badlands*
- FRONT 180-DEGREE CAMERA WITH SPLIT VIEW AND WASHER *Standard on Badlands*
- RAIN-SENSING WINDSHIELD WIPERS *Standard on Outer Banks*
- REVERSE SENSING SYSTEM *Standard on Outer Banks; available on Big Bend and Badlands*

¹ Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. It does not replace safe driving. See owner's manual for details and limitations.

GEARED

TOWARD YOUR TRAVELS



With a wide selection of available accessories, the Ford Bronco™ Sport can be ready-made to haul what your adventures require. Whether that happens to be a pair of mountain bikes, the family pet, or even a kayak or two when you opt for the available Water Accessory Package with roof-mounted carrier and paddle holders. It's your Bronco Sport and your adventure, so do it your way. Shop the complete collection at accessories.ford.com.

Models shown with Ford Licensed Accessories and available equipment, as well as aftermarket equipment. Recreational equipment not included. Cargo and load capacity limited by weight and weight distribution.



DIMENSIONS

Exterior (in.)	Base/Big Bend/Outer Banks	Badlands
Wheelbase	105.1	
Length	172.7	
Height (max.)	70.3	71.4
Width – Including mirrors	82.2	
Width – Mirrors folded	76.3	
Overhang (front/rear)	33.7/33.9	
Approach angle	21.7°	30.0°
Departure angle	30.4°	32.8°
Max. water fording ¹	17.7	23.6
Min. running ground clearance	7.8	8.6 (8.8 w/optional tires)
Track (front/rear)	63.4/62.8	

Interior (in.)	Front/Rear
Head room ²	41.5/41.7
Leg room	42.4 (max.)/36.9
Hip room	55.2/53.4
Shoulder room	57.3/55.6

Capacities (cu. ft.)	1.5L EcoBoost [®]	2.0L EcoBoost
Passenger volume ²	105.7	2,200
Cargo volume behind front seats ²	65.2	60.6
Cargo volume behind rear seats ²	32.5	29.4
Fuel tank (gal.)	16.0	

Max. Towing (lbs.)³

1. Always determine the water depth before attempting a crossing and proceed slowly. Refer to your owner's manual for detailed information regarding driving through water. **2.** Without moonroof. **3.** When properly equipped with Class II Trailer Tow Package. Max. towing varies based on cargo, vehicle configuration, accessories and number of passengers. **4.** FordPass Connect, the FordPass App, and complimentary Connected Service are required for remote features (see FordPass Terms for details). Connected service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected service excludes Wi-Fi hotspot. FordPass App, compatible with select smartphone platforms, is available via download. Message and data rates may apply. **5.** Wi-Fi hotspot includes wireless data trial that begins upon AT&T activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first, but cannot extend beyond the trial subscription period for remote features. To activate, go to www.att.com/ford. **6.** Always wear your safety belt and secure children in the rear seat.

STANDARD FEATURES

MECHANICAL

- Active grille shutters
- Electric power-assisted steering
- LED headlamps and taillamps
- Power disc brakes with Anti-Lock Brake System (ABS)
- Rotary gear shift dial
- Terrain Management System™ with G.O.A.T. Modes™

COMFORT & CONVENIENCE

- 60/40 split-fold rear seat
- Bottle opener in cargo area
- Cargo tie-down carabiner hooks and loops
- Configurable daytime running lamps
- Driver's footrest
- Easy Fuel[®] capless fuel filler
- Liftgate flood lights
- Particulate air filter

CONNECTIVITY & ENTERTAINMENT

- AM/FM stereo with 6 speakers
- FordPass™ Connect⁴ with 4G LTE Wi-Fi hotspot capability⁵
- SYNC[®] 3 with 8" LCD capacitive touchscreen in center stack, 911 Assist[®], AppLink[®], Apple CarPlay[®] compatibility, Android Auto™ compatibility, and 2 smart-charging USB ports

SAFETY & SECURITY

- Personal Safety System™ for driver and front passenger includes dual-stage front airbags⁶
- Driver knee airbag⁶
- Front-seat side airbags⁶
- Safety Canopy[®] System with side-curtain airbags⁶ and rollover sensor
- AdvanceTrac[®] with RSC[®] (Roll Stability Control™)
- Front height-adjustable shoulder safety belts
- Individual Tire Pressure Monitoring System (excludes spare)
- MyKey[®] technology
- Perimeter alarm
- SecuriLock[®] Passive Anti-Theft System
- SOS Post-Crash Alert System™



BASE
17" Sparkle Silver-Painted Aluminum Standard



OUTER BANKS
18" Ebony Black-Painted Machined-Face Aluminum Standard



BIG BEND
18" Ebony Black-Painted Machined-Face Aluminum Optional



BIG BEND
17" Carbonized Gray-Painted High Gloss Aluminum Standard



BADLANDS
17" Carbonized Gray-Painted Low Gloss Aluminum Optional (includes 235/65R17 All-Terrain Off-Road tires)



BADLANDS
17" Carbonized Gray-Painted Aluminum Standard



BASE

BIG BEND™

OUTER BANKS™

BADLANDS™

BASE & BIG BEND 225/65R17 102H All-Season Standard

OUTER BANKS 225/60R18 All-Season Standard

BADLANDS 225/65R17 All-Terrain Standard

235/65R17 All-Terrain Off-Road Optional





Big Bend™ in Rapid Red Metallic Tinted Clearcoat¹ with available equipment and accessorized with side window deflectors,² fender flares,² door moldings,^{2,3} hood scoop,^{2,3} hood protector,² roof crossbars² and Rack-Mounted Snowsport Carrier with Lock²

ELECTRONICS

- _____ Dash cams²
- _____ Keyless entry keypad
- _____ Remote start systems
- _____ Vehicle Security System

EXTERIOR

- _____ Door moldings^{2,3}
- _____ Fender flares²
- _____ Fishing rod and box mounts^{2,4}
- _____ Hood protectors²
- _____ Hood scoop^{2,3}
- _____ Heavy-duty splash guards²
- _____ Racks and carriers^{2,4}
- _____ Rear bumper protector
- _____ Roof crossbars
- _____ Roof spoilers²
- _____ Side window deflectors²
- _____ Splash guards
- _____ Tents and awnings^{2,4}
- _____ Tie-down shackle²
- _____ Trailer towing accessories
- _____ Wheel lock kit

INTERIOR

- _____ Ash cup/coin holder
- _____ Battery jump-start system²
- _____ Cargo organizers and protectors
- _____ Custom UVS100[®] sunscreen²
- _____ Door sill plates²
- _____ First aid and roadside assistance kits²
- _____ Floor liners
- _____ In-vehicle safe²
- _____ Liftgate privacy curtain²
- _____ MOLLE bags²
- _____ Pet barrier, pet kennel and pet harnesses²
- _____ Protective seat covers²

New Vehicle Limited Warranty. We want your Ford Bronco Sport ownership experience to be the best it can be. Under this warranty, your new vehicle comes with 3-year/36,000-mile bumper-to-bumper coverage, 5-year/60,000-mile Powertrain Warranty coverage, 5-year/60,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion perforation (aluminum panels do not require perforation) coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

Ford Credit[®] Get the ride you want. Whether you plan to lease or buy, Ford Credit has the option that's right for you. Ask your Ford Dealer for details or visit us online at ford.com/finance.

Roadside Assistance. Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need a winch back to a paved road, a battery jump start or towing. Your Ford Dealer can provide complete details on all of these advantages.

Ford Protect™ Extended Service Plans. Whether you purchase or lease your Ford vehicle, insist on genuine Ford Protect extended service plans. Ford Protect has a variety of plans to give you peace-of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Ford and honored at all Ford dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Ford Protect extended service plans.

Ford Insure. Insurance that lets you earn discounts for safe driving, offering a maximum discount of 40% off your auto insurance. Ford Insure works with your 2021 Bronco Sport to gauge driving habits and calculate a discount based on how you drive. Visit www.fordinsure.com to learn more.

American Road Services Company LLC is the licensed insurance agency offering Ford Insure and is underwritten by Nationwide Mutual Insurance Company and affiliates. Home Office: Columbus, OH. Ford Motor and Ford Credit are not insurance companies or agents. Subject to underwriting guidelines, review and approval. Details and availability varies; program criteria differ in California. Discounts do not apply to all coverage elements; actual savings vary by state, coverage selections, rating factors and policy changes.

Ford Original Accessories. They're warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty.

Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. FLA are designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.



[JOIN THE HERD]

Built by a passionate and independent community of enthusiasts, Bronco Nation is the first nationwide authority for the all-new and classic Ford Bronco™. Exclusive news, community forums, events, interactive maps, helpful how-to content and historical archives are just a few of the features that will **inspire you** to get the most out of your Ford Bronco™ Sport and your next adventure. Find information, find a community of owners like you – **find it first** at thebronconation.com.



EPA-ESTIMATED RATINGS Actual mileage will vary.	1.5L EcoBoost [®]			2.0L EcoBoost		
	4x4	4x4	4x4	Advanced 4x4	4x4	4x4
	25 CITY MPG	28 HWY MPG	26 COMB MPG	21 CITY MPG	26 HWY MPG	23 COMB MPG

Bronco Nation is not affiliated with Ford Motor Company. **1.** Additional charge. **2.** Ford Licensed Accessory. **3.** Late availability. **4.** Consult owner's manual for details on roof-rack load limits.

Ford and Oval Device, 911 Assist, AdvanceTrac, AppLink, Badlands, Big Bend, BLIS, Built Wild, Easy Fuel, EcoBoost, Ford Bronco, Ford Bronco Sport, Ford Co-Pilot360, Ford Credit, Ford Protect, FordPass, G.O.A.T. Modes, MyKey, Outer Banks, Personal Safety System, Roll Stability Control, RSC, Safety Canopy, SecuriCode, SecuriLock, SelectShift, SOS Post-Crash Alert System, SYNC, Terrain Management System, Trail Control and related marks are trademarks of Ford Motor Company.

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Comparisons based on competitive models (class is Non-Premium Subcompact Utilities), publicly available information and Ford certification data at time of release. Vehicles may be shown with optional equipment. Features may be offered only in combination with other options or subject to additional ordering requirements/limitations. Dimensions shown may vary due to optional features and/or production variability. Information is provided on an "as is" basis and could include technical, typographical or other errors. Ford makes no warranties, representations, or guarantees of any kind, express or implied, including but not limited to, accuracy, currency, or completeness, the operation of the information, materials, content, availability, and products. Ford reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Ford Dealer is the best source of the most up-to-date information on Ford vehicles.



From day one, we had the future in mind. And over 117 years later, we continue that tradition of innovation with Ford Co-Pilot360™ helping push us closer to autonomous driving, the latest generation of SYNC® to communicate untethered and our first fully electric vehicle – Ford Mustang Mach-E®

We've always had our mind on the future. Now we're building it.

Z1BRSPDF

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The FordPass™ App

Meet FordPass. The app that puts your ownership experience in the palm of your hand.



Access complimentary remote features like start/stop, lock/unlock, schedule a start, locate vehicle and vehicle status check when your vehicle is equipped with FordPass Connect¹



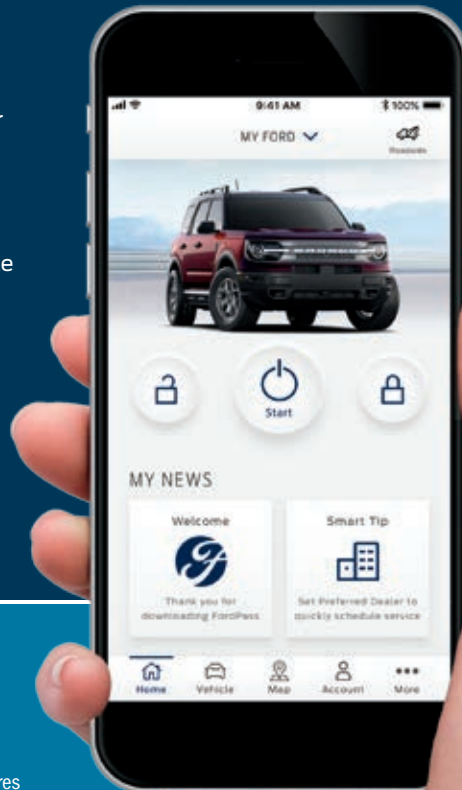
With FordPass Rewards, earn Points to use toward complimentary maintenance² or accessories when you buy or lease a new Ford vehicle



Earn 10 FordPass Rewards Points for every \$1 spent on vehicle service and maintenance



Get help on the road with 24/7 Roadside Assistance³



Download the FordPass App today.

1. FordPass Connect, the FordPass App, and complimentary Connected Service are required for remote features (see FordPass Terms for details). Connected service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected service excludes Wi-Fi hotspot. FordPass App, compatible with select smartphone platforms, is available via download. Message and data rates may apply. **2.** Modem must be activated within 60 days of purchase through the FordPass App on a smartphone and remain active for at least 6 months after activation. Buyers of non-modem-equipped vehicles will also receive Points for complimentary maintenance after enrollment. Visit a participating dealer for details or go to FordPassRewards.com. **3.** Roadside assistance is included for certain owners and available to everyone for a per-service fee.