



## Bronco, Filson to Support Forest Firefighters, National Forest Foundation; Reveal Bronco + Filson Wildland Fire Rig Concept

- Ford Bronco<sup>®</sup> brand and Filson, the rugged outdoor outfitter, join forces to celebrate wildland firefighters and support the National Forest Foundation, unveiling the Bronco + Filson Wildland Fire Rig concept and limited-edition outdoor gear to help fund reforestation and forest preservation
- Bronco + Filson Wildland Fire Rig concept combines firefighting equipment with rugged materials crafted by Filson and pays tribute to decades of first responders who trusted Bronco SUVs, while serving as an inspiration for 4x4 fire and rescue vehicles
- Ford and Bronco Wild Fund will donate two Broncos outfitted with firefighting equipment to help wildland fire personnel protect communities and vital natural resources

**DEARBORN, Mich., Oct. 22, 2020**– Bronco<sup>®</sup> and Filson – two iconic American brands with long histories delivering in the outdoors – today announced they are joining forces to celebrate wildland firefighters and raise funds to help maintain and preserve America’s natural resources and National Forests.

“Ford and Filson share a unique history of helping protect our nation’s wildfire crews for more than a century and helping them access rugged areas of forests,” said Dave Rivers, Bronco marketing manager. “Today, we’re combining those strengths to support those who protect our natural resources as well as helping preserve our nation’s forests for future generations.”

The two companies will collaborate to raise funds in support of the National Forest Foundation’s reforestation programs and promote fire prevention awareness through limited-edition Bronco + Filson outdoor gear at [Filson.com](https://www.filson.com) and via a custom Bronco Wildland Fire Rig concept vehicle inspired by vintage U.S. Forest Service Broncos and Filson’s iconic materials. The Fire Rig concept serves as a model of future firefighting rigs based on the all-new Bronco four-door.

The [Bronco Wild Fund](#), which launched earlier this week, also will donate two Bronco four-door SUVs modeled after the Wildland Fire Rig concept to support forest firefighting crews who protect communities and defend vital natural resources.

The collaboration news comes during one of the most devastating U.S. fire seasons in history, with more than 7.5 million acres already ravaged. The Ford and Filson efforts honor the work of wildland firefighters – from federal, state, local and private teams.

### **Bronco + Filson Wildland Fire Rig concept**

Based on an [all-new Bronco Badlands<sup>™</sup> four-door](#) SUV with available Sasquatch<sup>™</sup> Package, the Bronco + Filson Wildland Fire Rig concept blends rugged off-road capability and durable Filson materials to pay tribute to classic Bronco SUVs and the outdoor gear of the U.S. Forest Service.

“The Filson and Bronco collaboration was a natural fit, given the deep histories both brands have with the U.S. Forest Service dating back to the midcentury, when crews relied on the Filson Cruiser jackets and first-generation Broncos to reach remote terrain and protect them in harsh conditions,” said Doug Thielen, director of marketing at Filson. “Our

resilient materials and innovative product designs are the perfect complement for the rugged Bronco SUV, and honor wildland firefighters who risk it all to protect our forests and natural resources.”

Featuring iconic Forest Service Green paint similar to the first-generation U.S. Forest Service Bronco, the concept includes a full fire skid with water tank in back and interior design elements made from classic Filson fabrics and accessories.

Up front, a modular steel bumper from Ford Performance is installed with a WARN® Zeon® 10s winch, while overhead, a heavy-duty custom fabricated roof rack with a RIGID® LED light bar is mounted to the Bronco SUV accessory-ready points on the side mirror arms and rear J-plate. It carries firefighting equipment including a Pulaski, shovel, water tanks and axes, and is strong enough to double as a firefighter lookout. The Kimtek® FIRELITE® Fire/Rescue Transport skid, with Hannay Reels® fire hose reel, Davey® high-pressure water pump and 50-gallon water tank, is mounted in back, while a STIHL® chainsaw, two hard hats, a high lift jack and Sure Seal® drip torch are latched to the skid.

Inside, signature Filson materials include tough otter green duck canvas door bolsters, armrests and seat trim surrounds, plus seating surfaces in quilted black leather inspired by Filson’s jacket lining, with embossed Bronco logo. Grab handles on the instrument panel and center console are painted in matching Filson otter green. Leveraging the utility of the Bronco bring-your-own device rack on the instrument panel, a CB radio is neatly mounted and takes advantage of the vehicle’s convenient power connection.

Fireproof ripstop nylon similar to that on Filson backpacks and briefcases is used for the bimini-style top and rear cargo area divider. The top can be opened, rolled back and secured by Filson bridle leather straps. Other materials providing long-term durability from the elements include Cerakote® ceramic coating on the wheels, custom fabricated roof rack and grille, as well as inside for the center console and instrument panel trim.

The steering wheel features a Bronco horse logo plated in Filson brass, while an embroidered Filson logo is mounted to the interior top and a similar logo is applied to the center console trim tag.

To learn more about Bronco and Bronco Sport, go to [Ford.com/Bronco](https://www.ford.com/bronco). The all-new two- and four-door Bronco goes on sale next spring.

## About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected services. Ford employs approximately 188,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](https://www.corporate.ford.com).

## About Filson

Established in Seattle in 1897 to outfit prospectors headed for the Yukon, the company’s 123-year legacy is built upon its reputation for honesty, quality and durability. Filson’s long-lasting gear is the choice of explorers, adventurers,

ranchers, hunters, anglers, engineers and anyone with a passion for the outdoors. Over a century after its founding, the Filson headquarters remain in Seattle, Washington. For more information, go to [Filson.com](http://Filson.com).

#### About the National Forest Foundation

The National Forest Foundation works on behalf of the American public to inspire personal and meaningful connections to our National Forests. By directly engaging Americans and leveraging private and public funding, the NFF leads forest conservation efforts and promotes responsible recreation. Each year the NFF restores fish and wildlife habitat, facilitates common ground, plants trees in areas affected by fires, insects, and disease, and improves recreational opportunities. The NFF believes our National Forests and all they offer are an American treasure and are vital to the health of our communities. Learn more at [nationalforests.org](http://nationalforests.org).