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First-Ever Bronco Raptor Off-Road School To Professionally Teach Owners High and Low Speed Off-Road

LAS VEGAS, Nev., Feb. 10, 2023 – Building on the successful Bronco Off-Road School, Bronco® Raptor® owners will now be able to participate in authentic and immersive high-performance experience. Beginning this summer, new Bronco Raptor SUV owners will be able to put the Bronco Raptor through an Ultra4 Racing-inspired, desert-dune conquering and Baja rock-crawling adventure outside of Las Vegas.

“Bronco Raptor customers want to experience their SUVs in the Ultra4-inspired habitat it was developed for,” said Mark Rushbrook, global director, Ford Performance Motorsports. “Just like the King of the Hammers race, our Bronco Off-Road School Raptor Experience for our customers combines all of the thrilling and unforgiving terrain and conditions of the Mojave Desert with professional off-road instructors and school-provided Bronco Raptors for a Built Wild® experience.”

All-New Bronco Off-Road School Raptor Experience

Included with the purchase of a 2022 or 2023 Bronco Raptor, customers receive a full-day of professionally-instructed driving experience designed just for this Ultra4-inspired SUV at an exclusive basecamp facility at Mt. Potosi, home of Bronco Off-Road School Nevada (minutes from the Las Vegas strip).

Ensuring authenticity, the Bronco Off-Road School Raptor Experience is jointly designed by the Bronco brand and Ford Performance teams, Baja and King of the Hammers champions and world-class off-roader drivers like Vaughn Gittin Jr., Loren Healy and Brad Lovell, plus industry-leading off-road experts like Bob Burns that helped curate the trails and training scenarios.

“There’s never been a high-performance, off-road SUV like Bronco Raptor that you can drive from showroom floor to the most remote and challenging places,” said Dave Bozeman, vice president, Ford Customer Service Division, and vice president, Enthusiast Vehicles, for Ford Blue. “Bronco Raptor Off-Road School is like the masters level course of our Off-Road School experiences. We’re teaching owners the skills needed to experience every bit of capability from their Bronco Raptor so they can gain confidence and responsible mastery in the outdoors.”

More than 31,000 Bronco owners and guests have attended or registered to attend Bronco Off-Road School at its four locations in Texas, Nevada, Utah and New Hampshire.

The new Bronco Raptor one day experience adds all-new technical trails and thrilling challenges to build skills, while practicing [Tread Lightly! principles](#) to promote responsible off-roading. This experience will build familiarity and confidence regardless of experience level, plus Bronco Off-Road School’s professional coaches, who will show owners how to get the most out of their Ford Performance SUV. Owners may bring guests for an additional fee.

To learn more about the Bronco Off-Roadeo Raptor Experience and sign up for updates, visit <https://broncooffroadeo.com/broncoraptor>.

Bronco Off-Roadeo adventures focused on getting more owners into the wild

The new Raptor Experience adds to Bronco Off-Roadeo's expansion momentum, following November's announcement of all 2023 Bronco Sport owners and order-holders now receiving complimentary Bronco Off-Roadeo adventure access and trail guide instruction.

Bronco Off-Roadeo adventure playgrounds include [Horseshoe Bay, Texas](#) (near Austin); [Mt. Potosi, Nevada](#) (near Las Vegas); [Moab, Utah](#); and [Gilford, New Hampshire](#). All four locations put drivers through a day long test across miles of curated trails while teaching them about the capabilities and performance of their Bronco two-, four-door, or Sport SUV model.

To learn more about all Bronco Off-Roadeo programs and pricing, or to reserve a spot, visit <https://broncooffroadeo.com>.

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Contacts: Jiyun Cadiz
313.300.8397
jcadiz@ford.com