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Air Design USA Designs OEM-Licensed Aftermarket Accessories for 2021 Ford Bronco and Bronco Sport

Air Design USA, a manufacturer of premium vehicle accessories, is teaming up with Ford Motor Company to offer quality built, expertly styled, OEM-licensed Bronco and Bronco Sport aftermarket parts and accessories at the point of purchase. Blending form and function, the company's new full body kits enhance the models' heritage-inspired styling with features highly sought after by today's modern SUV consumers. The kits' accessories include hood scoops, fender flares and door molding for both models, as well as a unique rear cab roof spoiler for the Bronco Sport.



“Off-road enthusiasts lead the charge for aftermarket customization,” says Billy Longfellow, VP of Design and Engineering at Air Design USA. “Not only do these customers drive some of the most accessorized vehicles on the road, but they also set many of the restyling trends adopted by less adventure-minded consumers. With the Bronco and Bronco Sport, Ford has an incredible opportunity to capture a very large and diverse market—one that has long seen the Jeep Wrangler as its only option.”

The Ford Bronco's modular design presents retailers and restylers with a platform that can be easily altered to meet each owner's unique driving needs. As consumer preference for personalization grows, the Specialty

Equipment Market Association (SEMA) predicts the Ford Bronco will sell at a rate consistent with its Wrangler competitor.

Expanded Options

“Ford's embrace of the aftermarket so early in the Bronco's production cycle is really exciting,” says Longfellow.

“Launching with a robust catalog of have-it-your-way accessories highlights the available customization opportunities for consumers, and also validates a core value of our company: collaboration. We've worked with Ford many times over the years, and we always love the experience because it pushes us to meet a standard of perfection that is required at the OE level.”

Each Air Design USA accessory developed for the Ford Bronco and Bronco Sport is precision-engineered as part of a sophisticated digital workflow that includes 3D CAD modeling and full-scale CAM and CNC prototyping for a custom-crafted fit. Furthermore, the items are backed by the company's longstanding history of continued innovation, superior design and easy installation, as well as full factory warranty.

Dealers will be given first access to Air Design USA's Bronco parts and accessories, with the ability to source directly through their Ford Authorized Distributor (FAD). This exclusive array of Ford-licensed product incentivizes a shopper's decision to customize through a dealership, especially as traditional wholesale channels face supply chain constraints. Consumers gain the added convenience of bundling restyling upgrades into their vehicle's total purchase price.

“Customers want cosmetic upgrades when they buy their new vehicle and Air Design provides that,” says Steve Carpenter, FAD West Sales Manager. “It is nice as a Ford distributor to be able to offer a very high-quality product at a low-price option for our dealerships to sell.”

Reservations for the 2021 Ford Bronco opened in July 2020, and approximately 190,000 prospective customers in the U.S. and Canada have secured their spot in line, according to the automaker. Initial deliveries are targeted to begin in summer. The Bronco Sport, which hit dealerships at the end of 2020, is averaging 13 days to turn on lots, with some dealers choosing to sell demo models in order to keep pace with demand.

Built Wild™

Available in two-door and four-door configurations, with removable roof and body panels and a bevy of advanced four-wheel-drive technologies, the new Ford Bronco is built for versatile adventure. A standard 2.3L EcoBoost® inline-four lies under the hood, producing 270 hp and 310 lb.-ft. of torque, mated to either a standard 10-speed automatic transmission or – to the delight of Ford fans – an optional 7-speed manual. For more power, customers can upgrade to an optional 2.7L twin-turbo V-6 that generates 310 hp and 400 lb.-ft. of torque.

Other noteworthy features include: standard Dana front and rear axles, an exclusive Terrain Management System™ with up to seven driver-selectable modes, 11.6 inches of maximum ground clearance, water-fording up to 33.5 inches and a max towing capacity of 3,500 pounds.

“The new Bronco is so much more than a celebration of a nostalgic nameplate,” says Longfellow. “This is a true enthusiast vehicle, engineered to tackle the most rugged terrain while also leaving near-infinite room for owner customization. Even the smaller Bronco Sport, which targets a more casual adventurer, is a true off-road performance product in its own right.”

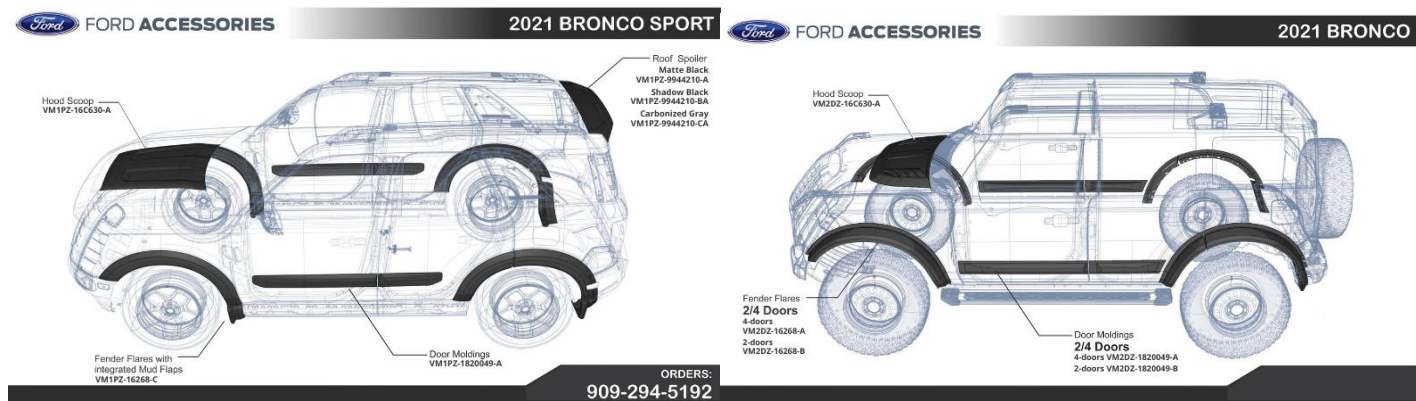


Recently appearing alongside the traditional Ford Bronco at the 2021 Easter Jeep Safari in Moab, Utah, the Bronco Sport displayed its confidence on off-road trails. With ample ground clearance, a standard 1.5L EcoBoost® Engine with 4x4 and 32.5 cubic-feet of cargo space, the compact SUV is a nimble and capable option for customers looking to get off the beaten path.

"After adding slightly larger off-road wheels and tires to our Bronco Sport, we added Air Design Fender Flares for body protection and discovered a much more aggressive-looking Bronco Sport as the result," says Tom Eaton of Paul MacHenry & Co., a FAD covering the northeastern region of the U.S.

Using Ford CAD, Air Design USA developed parts and accessories true to the Bronco family's DNA, thereby *accentuating*, rather than competing with the factory styling. "Accessories are like painting," says Longfellow. "It's all about what feels right for each vehicle. My design philosophy is: less is more. The vehicle says what accessories it needs, we just listen."

AIR DESIGN: FORD-LICENSED ACCESSORIES, BRONCO AND BRONCO SPORT



Caption: “If you want great looking, easy to install and fully warranted accessories for your Ford, then you need to go with Air Design. Everything either clips or sticks on (3M adhesive) and lasts for years. Whether you want Fender Flares, Tailgate Appliqués or Door Side Molding, Air Design is definitely the way to go,” says Derek Edwards, Ford Accessories of Detroit.

Products can be viewed at www.accessories.ford.com

2021 Ford Bronco	Part Number
Hood Scoop	VM2DZ – 16C630-A
Fender Flare Kit 4-doors	VM2DZ – 16268-A
Fender Flare Kit 2-doors	VM2DZ – 16268-B
Door Molding Kit 4-doors	VM2DZ – 1820049-A
Door Molding Kit 2-doors	VM2DZ – 1820049-B

2021 Ford Bronco Sport	Part Number
Hood Scoop	VM1PZ – 16C630-A
Fender Flare Kit	VM1PZ – 16268-C
Door Molding Kit	VM1PZ – 1820049-A
Rear Cab Spoiler (Below)	
Matte Black	VM1PZ – 9944210-A
Shadow Black	VM1PZ – 9944210-BA
Carbonized Gray	VM1PZ – 9944210-CA

For nearly 30 years, Air Design’s vehicle styling division has been designing, engineering and manufacturing premium interior and exterior accessory components made from high-quality plastic, aluminum and steel. Air Design proudly serves original equipment manufacturers (OEMs) and the automotive aftermarket, exporting to more than 30 countries worldwide. To learn more about Air Design products, visit the company website at www.airdesignusa.com and make sure to follow on Facebook, Instagram and YouTube.