

Midterm_v1
Colton Johnson

SUBJECT LINE: Take Off Your Top and Flash Your Headlights!!

BODY:

That's the proper etiquette for going mudding after all.

We know it's been a long wait. Over the past 15 years, we've been hard at work perfecting the newest model of the Ford Bronco. That's right. It's back!

Our newly designed Bronco gives you the power to drive to Grandma's house on a slightly different route. Instead of traveling over the river and through the woods, take a detour through the river, over the woods, across a desert and arrive at Grandma's with a story to tell.

And with the 4-door option, you can bring your family with you! After all, you can't show up to Grandma's house without her grandkids. That just wouldn't do.

Don't disappoint Grandma. Reserve your brand-new 2021 Ford Bronco today for only \$100.



Starting at \$28,500

Midterm_v2
Colton Johnson

SUBJECT LINE: Take Off Your Top and Flash Your Headlights!!

BODY:

That's the proper etiquette for going mudding after all.

The Ford Bronco was designed to take a beating. Whether you're taking the doors off your new Ford Bronco and splashing through the mud, or you're taking care of messy children, the Bronco has you covered. Your kids will drop food and forget to take off their muddy cleats after soccer practice. That's inevitable. But with the Ford Bronco's easy-clean interior, you can quickly and easily clean up without worrying about stains.

The Ford Bronco, also, gives you the spacious freedom and flexibility to take your kids to Grandma's house on a slightly different route. Load up your family and their belongings, and instead of driving over the river and through the woods, take them through the river, over the woods, across a desert, and arrive at Grandma's house with a story to tell.

That's the power of the brand-new 2021 Ford Bronco. Reserve it today for only \$100.



Starting at \$28,500

Midterm_v3
Colton Johnson

SUBJECT LINE: Take Off Your Top and Flash Your Headlights!!

BODY:

The new Ford Bronco was designed to take a beating. Whether you're the fun mom who's taking the doors off this weekend to take your family mudding, or the practical mom who keeps the doors on to safely drive your children to and from soccer practice, the Bronco has you covered. With the Ford Bronco's easy-clean interior, you can quickly clean up food spills and muddy cleats without worrying about stains, so you can be ready for date night in an instant.

The Ford Bronco, also, gives you the spacious freedom and flexibility to take your kids to Grandma's house on a slightly different route. Load up your family and instead of driving over the river and through the woods, take them through the river, over the woods, across a desert, and arrive at Grandma's house with a story to tell.

Make life-long memories you can share with your family.

That's the power of the brand-new 2021 Ford Bronco. Click the image to reserve today.



Starting at \$28,500