



Ford Raptor Family Redefines Off-Road Performance



Dubai, United Arab Emirates, February 13, 2025 - Ford's Raptor family – the Ranger Raptor, Bronco Raptor, and F-150 Raptor – are not just trucks; they represent a complete 'Built Ford Tough' vehicle philosophy born from a fusion of Ford's performance street truck expertise and its off-road racing heritage.

The Raptor lineage began with the ground-breaking F-150 Raptor in 2009 and has grown across the last 15 years to a family of three.

The core principles established for that original Raptor – wider track, reinforced frames, long-travel advanced race-proven suspension, Ford Performance-tuned engines (with anti-lag technology), advanced drive modes (including Baja¹ mode), and functional design features like heavy-duty bash plates and upturned steel bumpers – remain central to each Raptor model.

This commitment to real-world performance is underscored by the fact that every Raptor model competes in stock form at the Baja 1000.

"The Raptor family is a breed apart from their base model siblings," said Justin Capicchiano, Ford Performance and special vehicle program manager, Ford Australia. "It's a family of vehicles inspired by Ford's off-road racing heritage and a lineup that's now proven itself in some of the toughest off-road races on the planet."

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Global success

The Ranger Raptor has cemented its place on the driveways of performance enthusiasts from South Africa and the Middle East to Thailand, Australia and New Zealand and places in between.

“Across IMG in 2024, one in every six Rangers purchased was a Ranger Raptor,” said Kay Hart, president, Ford International Markets Group.

Purpose built

When it comes to off-road capability, Ranger Raptor, Bronco Raptor and F-150 Raptor are apex predators.

Whether it's carving up a rough gravel track, low-speed rock crawling, or powering across dunes, all three Raptor models are equipped for adventure with selectable drive modes, live-valve FOX® shocks that can ‘predict and prepare’ and reinforced chassis and suspension systems to handle the abuse of life off-road.

“All three Raptor models have been developed with purpose in mind,” said Capicchiano. “And that purpose is performance. Whether it's Ranger Raptor, Bronco Raptor or F-150 Raptor one drive down the road is enough to tell you that these machines mean business and that the Raptor name goes all the way down to the bone.”

The Ford Ranger Raptor, Bronco Raptor, and F-150 Raptor are available at distributor showrooms across the region.

Disclaimers

1 Baja mode is intended for off-road driving only.

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