

## Bronco Off Rodeo Tennessee

With locations in Texas, Moab, Nevada, and New Hampshire we now look to bring this experience to **Blount County and the Great Smoky Mountains**.

This incredible adventure was designed for all skill levels to experience the capability of the Ford Bronco on rugged trails, while gaining confidence to explore the great outdoors, responsibly. The location we have secured (2050 E Millers Cove Road, 916 acres of private property) provides an ideal landscape of wild terrain to execute this program. Our program is **led by off-road experts**, who are not only experienced off-roaders themselves, but trained in educating owners how to get the most out of their Bronco SUV.

Notably, our curriculum, customer journey, and training all incorporate a focus on Tread Lightly! principles and to ensure that we teach clients **how to respect the environment** and off-road safely.

**Why Blount County:** Blount County has more Bronco owners in a 500-mile radius than any of the other current locations, approximately 50,000 owners.

The Tennessee Bronco Off Rodeo is offered exclusively to new owners of a Ford Bronco. Bronco Off-Rodeo operates four (4) days a week (Friday – Monday), with two (2) waves per day using 15 **program-owned vehicles**:

- Wave 1: 8:00am to 6:00 pm
- Wave 2: 9:00am to 7:00 pm

### Program Highlights:

- Participants only **drive our vehicles**, not their personal ones.
- All drives are completed with a **professional Trail Guide as a lead and chase**.
- The trails we will be using are 100% out-of-sight of any homes or roads.
- No noise from our drives will be heard by neighboring community. All the vehicles we use are stock, right out of the showroom.

We will be adding to the existing lodge a general assembly base (2800 sq ft) for our attendees to gather for briefings and meals. All designed and **built by Blount County companies**. Following our program-specific end time, we offer music, campfire, and snacks to provide a slow flow departure.

- 80% of attendees bring a guest.
- Average attendee stays 1-3 nights, and many attendees stay at partner hotels.

To execute this program, we partner with as many local businesses as possible, including hotels, catering, and support services. Other than our Site Director, the team is sourced and staffed locally.

This entire program is run by an outside company, hired by Ford Motor Company, and the same company currently operating the other four locations.