



Bestop® Unveils the All-New 2-Door Bronco eTop™ at 2025 SEMA Show - Powering the Next Era of Open-Air Freedom

Debut coincides with Bestop's "Soft Tops Go Hard" campaign, showcasing innovative soft top products including the eTop™, Sunrider for Hardtop®, and premium EZ-Roll and EZ-Fold Tonneau covers

Broomfield, Colo. - November 4, 2025 – Bestop®, the leading manufacturer of premium Jeep® and Bronco® soft tops and accessories, is taking open-air freedom to the next level with the debut of the **first-ever 2-Door Bronco eTop™** at the 2025 SEMA (Specialty Equipment Market Association) Show in Las Vegas, November 4-7. Following the success of the 4-Door eTop™ for Bronco, as well as the 4- and 2-door options for the Jeep Wrangler, this new configuration delivers the same effortless, powered convertible soft top experience to 2-Door Bronco owners - a first for the market.

Built for adventure and engineered for everyday ease, the eTop™ transforms the Bronco from fully enclosed to open-air in seconds at the press of a button. Featuring precision laser-cut steel framing, Bosch-powered motors, and a nine-layer fabric with triple-layer insulation, the eTop™ blends innovation, craftsmanship, and durability to excel in any season. Its convertible-grade, 30 percent-tinted windows reduce glare. While the windows on the eTop are removable, the true convenience lies in enjoying fresh air without ever taking them off. The windows neatly stack with the top when open and automatically return when closed, offering true open-air convenience at the push of a button.

“Expanding the eTop™ line to accommodate the 2-Door Bronco market was a natural next step,” said Ken Friedman, Chief Executive Officer for Bestop. “Our mission is to make open-air driving as seamless and accessible as possible - giving every driver, from the daily commuters to the seasoned trail veterans, the freedom to live their open-air adventure with just the push of a button.”

The standard black 2-Door Bronco eTop™, compatible with model years 2021 to current, has an MSRP of \$4,995. Four additional color options are available for an MSRP of \$5,395, and are available for pre-order at bestop.com/etop.

SEMA attendees can experience the 2-Door Bronco eTop™ and other Bestop innovations firsthand in the **West Hall, Booth #52033**, with live demonstrations showcasing its powered operation and all-season performance.

To support growing demand for powered convertible soft tops, Bestop is expanding its Certified eTop Installer Program, giving installers the opportunity to become certified experts in eTop

installation and service. Installers interested in joining can learn more and apply at bestop.com/etop-installer-info.



“Soft Tops Go Hard” - A Campaign That Defines the Drive

To celebrate this debut, Bestop will soon launch its new **“Soft Tops Go Hard”** campaign - a bold homage to the off-road spirit and the people who breathe the open-air life. The campaign highlights real adventures and genuine moments of connection - from climbing alpine passes to families embracing spontaneous weekend escapes and friends getting the most out of their after-work activities.

Featuring products like the eTop™, Sunrider for Hardtop®, and EZ-Roll and EZ-Fold Tonneau covers, **“Soft Tops Go Hard”** captures what it means to live life with your top down and spirits open. The campaign’s visuals and storytelling is a celebration of those who go all in— because with Bestop, freedom isn’t optional; it’s engineered.

A few elements from the campaign will be featured for the first time at **SEMA Booth #52033**.



About Bestop®

Bestop® is the leading manufacturer of premium Jeep® and Bronco® soft tops and accessories, proudly serving the off-road community for over 70 years. With a legacy built on craftsmanship, innovation, and adventure, Bestop empowers drivers to live their journey - wherever it takes them.

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