

FORD BRONCO '75

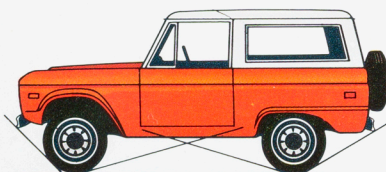




Sport Bronco with optional radio, rear seat, and special order solid exterior paint treatment (in addition to front winch and bumper)

Bronco with o

FORD BRONCOS HAVE ALL THE RIGHT ANGLES



Rugged Ford Broncos combine all the right angles for off-road agility with V-8 performance and your choice of power and dress-up options. A spirited 302-cu. in. V-8 is standard, and features Solid State Ignition system for "breakerless" electrical reliability. Both SelectShift Cruise-O-Matic and power steering are optional. SelectShift Cruise-O-Matic gives you a choice of fully automatic or manual shifting for driving ease

in traffic with full off-road control. Ford's integral type power steering provides quick steering response and easy handling in some of the roughest terrain.

Bronco's interior is uncluttered, functional, roomy and practical. Sporty front bucket seats with foam padding in seat cushion and back are standard. A two-passenger rear seat is available. Standard seats are upholstered with attractive, long-wearing vinyl. The convenient transmission shift lever is in the familiar steering-column location.



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Bronco with optional wheel covers



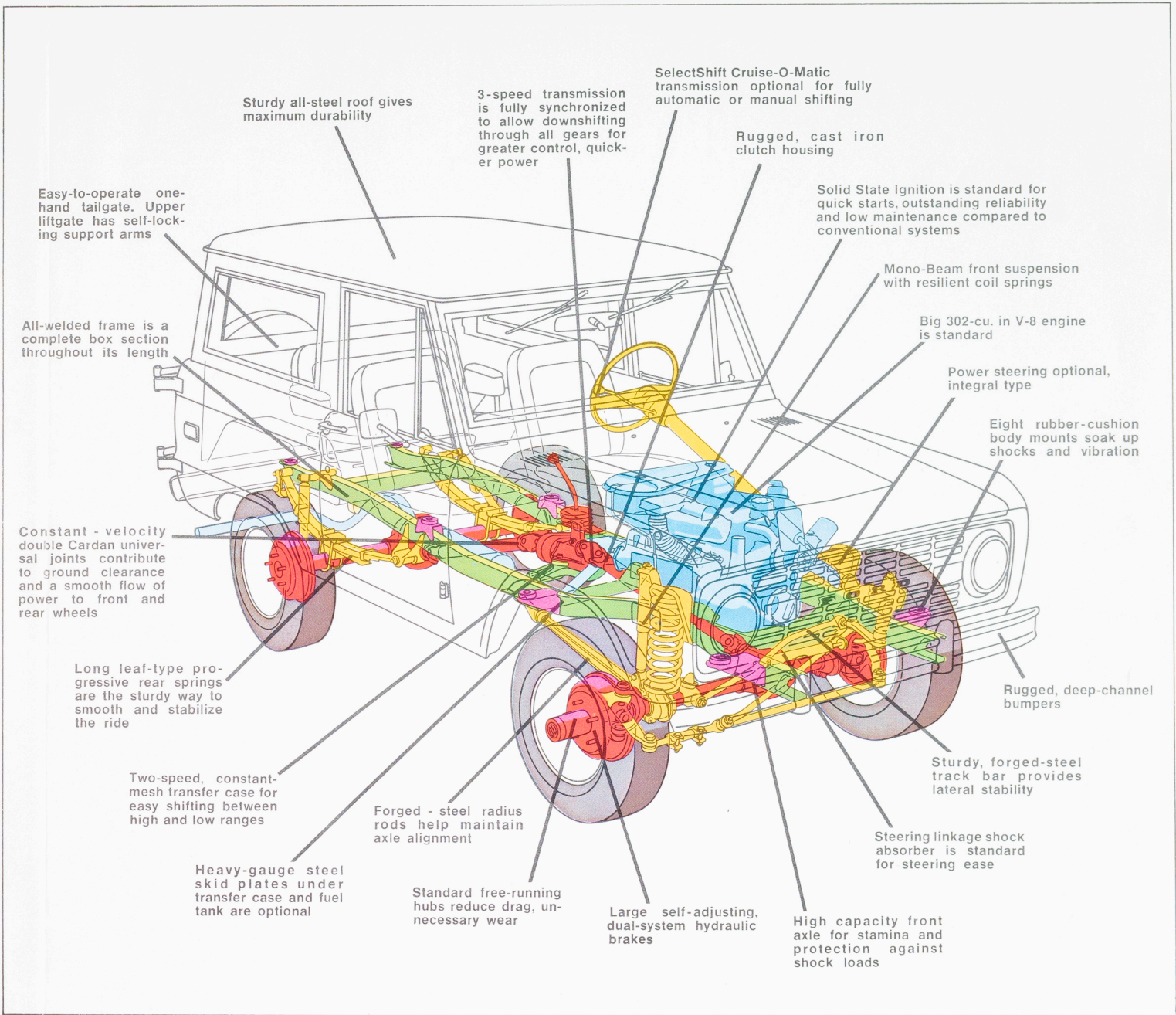
Heavy-duty front axle. Bronco's ability to get up and over high obstructions is matched by its ability to take it when crashing down. Punishing shock loads are just routine off-road work for Bronco's heavy-duty front axle. And rugged Mono-Beam front suspension provides strong support for the big axle.



Excellent on- or off-road maneuverability. Maneuvering around boulders and other off-road obstacles is a cinch with a nimble Bronco. Wide-track front axle with 37° turn angle provides outstanding maneuverability. Bronco can turn in a small 33.6-foot circle—tree to tree.



Slope-hugging stability. Bronco has the optimum track width. Wheels are set wide apart for excellent off-road stability, yet narrow enough to negotiate twisting paths and trails. And the identical track of Bronco's front and rear axles allows the rear wheels to follow in the same path made by the front wheels for easier trailblazing.



TO TAME MOST ANY TERRAIN...

Bronco is an adventuresome breed of four-wheeler that can get up, over, around or through all kinds of obstacles that might stop the others. The key angles of approach, breakover and departure (details on the back cover) are maximized to give optimum off-road freedom and mobility. High angles of approach and departure permit getting up and down steep inclines or into and out of deep ditches. Big breakover angle helps climbing over peaked projections without hanging up amidships. High ground clearance and tough, protected underside further aid in negotiating difficult obstructions. Bronco's big Dana heavy-duty front axle with

free-running hubs and forged-steel radius rods provide great durability and reliability. A steering-linkage shock absorber is standard for added protection against violent jolts in off-road operations. Same wide stance, front and rear, helps when the going is tough. Front wheels break a trail through brush, snow or sand, and the rear wheels have a matching track so they can follow right through with minimum resistance. You get a smooth ride and have power in reserve for the bad spots.

Ford's Mono-Beam front suspension with big coil springs smooths the ride while it reinforces durability. Bronco gives you a comfortable ride on the

highway and is remarkably well-behaved on off-road jaunts. Wide-track axles provide stability on the slopes and sharp-turning maneuverability. All in all, the four-wheel drive Bronco is the smooth, sure way to reach those difficult job sites or faraway recreation spots.

Spirited 302 V-8 engine puts plenty of power at each wheel for terrain-conquering performance through mud, snow or sand.

Engine specifications	302 V-8 (standard)
Displacement	302 cu. in.
Bore and Stroke (in.)	4.0 x 3.0

BRONCO GVW PACKAGE SELECTOR

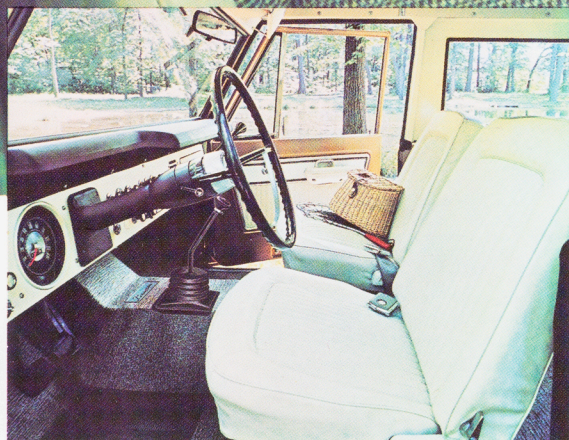
GVW Package Ratings: (lb.)	4300*	4500*#	4600*	4900*
Maximum Load Rating: (lb.)	755	915	1030	1315
GVW Package Includes:				
Axle, Rear (Capacity lb.)	2900	2900	2900	3300
Springs, Rear—Rating @ Ground (lb.)	1240	1240	1475	Traction-Lok 1475
Tires	E78-15 B	E78-15 B	G78-15 B	G78-15 B

*Optional GVW package and rating.

*Standard GVW.

#Requires rear bench seat.

Bronco GVW packages are designed to aid in selecting the proper vehicle for your needs. By determining the maximum load that will be carried (including the weight of driver and passengers, cargo, and any special equipment), you determine which package to choose. For example, a Bronco that will carry over 1,300 pounds requires the 4,900 lb. GVW package. This package includes higher-rated components to provide optimum dependability and durability.



Sport Bronco interior

Bronco interior with optional Ranger Package, Cruise-O-Matic and radio

Bronco's tight body and suspended foot pedals help seal out noise, dust and road splash. Fresh air heater/defroster, lockable glove compartment, dome light, padded instrument panel, two-speed electric windshield wipers, sun visors, vinyl-coated rubber floor mat and painted channel-type steel bumpers (front and rear) are all standard.

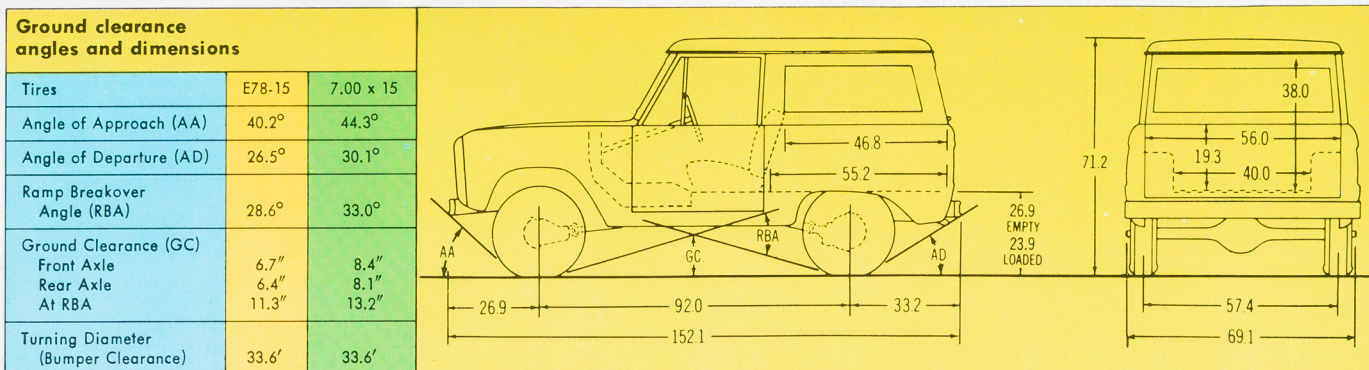
AND OPTIONS FOR DRIVING EASE, COMFORT!

POWER

Sport Bronco features, in addition to or in place of standard, include: Vinyl door trim panels with bright moldings • Hardboard headliner with bright retainers • Vinyl parchment simulated carpet front floor mat with bright retainers (matching rear mat with optional rear seat) • Cigar lighter • Steering wheel with woodtone horn pad • Bright-metal windshield and window frames • Bright grille frame molding and tailgate release handle • Bright headlight, side marker light and rear reflector bezels

• Argent painted grille • Bright bumpers • Bright front bumper guards • Bright-metal wheel covers.

Ranger Package features, in addition to or in place of Sport Bronco, include: Color-keyed, full carpeting (including tailgate and wheelhousings) • Color-keyed vinyl door trim panels with burl woodtone accent • Color-keyed vinyl trim with insulation on rear quarter panels • Cloth and vinyl seat trim in ginger, blue or green • Color-keyed instrument panel paint • Hood and lower bodyside tape stripes, white stripe with orange accent • Swing-away spare tire carrier • Spare tire cover, white vinyl with orange accent and Bronco insignia • Coat hook.



Equipment	Standard	Optional
Alternator:	38 amp.	55 amp.
Axle, Front: Rating (lb.)	3000	Limited-Slip*
Axle, Rear: Rating (lb.)—Ratio (to 1)	2900—3.50	2900—4.11
Ratios for 2900 and 3300* Traction-Lok	—	3.50, 4.11
Battery: (12 volts)	54 plates, 45 amp-hr	78 plates, 70 amp-hr
Brakes, Service: Dual hydraulic system	Self-adjusting	—
Size (in.) front	11 x 2	—
rear	10 x 2 1/2	—
Brakes, Parking: Type	Cable actuation of rear brakes	—
Clutch: Dia. (in.)	11	—
Engine:	302-cu. in. V-8	—
Frame: Section Modulus	2.04	—
Hubs, Front:	Free-running	—
Shock Absorbers: Front and rear	Double-acting	—
Springs, Front: Coil, Rating @ ground (lb.)	1075	1130
Springs, Rear: Rating @ ground (lb.)	Progressive 1240	Progressive 1475†
Steering:	Ross worm & roller w/linkage shock absorber	Power
Tank, Fuel: (evaporative control system)	12.2 gal.	7.5 gal. auxiliary with skid plate
Transfer Case: Constant mesh, Dana 20	2-spd. thru-drive	—
Transmission: Fully synchronized, Ford	3-spd. direct	Automatic
Tires: (load range)	Tubeless E78-15 B PT	Tube-type 7.00 x 15C TT**
Wheels: No.—type—rim size (in.)	5—5-hole disc—5.5K	—

Bronco color choices: Wimbledon White, Viking Red, Candyapple Red, Midnight Blue Metallic, Bahama Blue, Wind Blue, Hatteras Green Metallic, Baytree Green, Glen Green, Dark Jade Metallic, Sequoia Brown Metallic, Vineyard Gold, Hot Ginger Metallic, Parrot Orange, Raven Black, Chrome Yellow. Glamour Color paints—Ginger Glow and Medium Green Glow—are optional. Bronco roofs are painted Wimbledon White providing a two-tone paint combination.

*Includes 11" x 1 3/4" rear brakes. *Requires Traction-Lok rear axle. **Provides maximum ground clearance and durability. Other tire sizes also available. For high flotation tire sizes see your Ford Dealer. TT=Truck type. PT=Passenger type. †With 4300-lb. and 4500-lb., included with 4600-lb. and 4900-lb. GVW package. Note: With standard equipment, Bronco has a GVW rating of 4300 lb.

Custom-Tailoring Options: Convenience group (cigarette lighter*, inside 10-in. day/night mirror, map light) • Left-hand chrome remote-control mirror • Rear seat (includes seat belts and armrests) • Chrome bumpers with chrome front guards* • Skid plates for standard fuel tank and transfer case • Exterior rear-mounted swing-away tire carrier • Bright-metal wheel covers* • High-flotation tires • Auxiliary 7.5 gal. fuel tank with skid plate • Manual radio • Bright bodyside and tailgate moldings • Bright-metal rocker panel molding • Hand-operated throttle • Extra cooling radiator • Reduced external sound package • 800 watt dual element engine block heater • Northland Special (includes dual element 800 watt engine block heater, 50% (—35°F) antifreeze, 70 amp-hr battery, 55-amp. alternator and limited-slip rear axle).

*Standard on Sport models



◀ **Snowplow Blade** may be adjusted easily to various heights and angles (with kit) from within the cab.

Swing-Away Spare Tire Carrier ▶ puts spare out of the way for more cargo or luggage area, easier access.



Dealer-Installed Accessories:

Warn free-running front hubs (manual or automatic) • Snowplows • Snowplow angling kits • Front auxiliary air springs • Trailer hitch • Locking gas cap • Front tow hooks • Fire extinguisher • Tachometer • Air horns.

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THE CLOSER YOU LOOK, THE BETTER WE LOOK

FORD BRONCO

FORD DIVISION

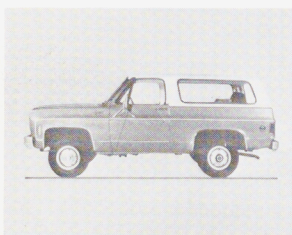




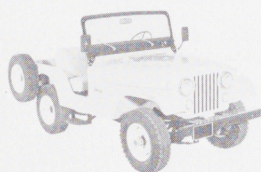
Ford Division

LIGHT TRUCK

1975 BRONCO FEATURES



Modified 4-wheel drive pickups . . . represent 35% of the total utility vehicle market.



Legitimate 4-wheel drive utility vehicles . . . account for the other 65% of the market.

BRONCO . . . THE Vehicle for BOTH Segments of the 1975 Utility Vehicle Market!

Utility vehicles, with their 4-wheel drive versatility, increased their share of the total market by 25 percent last year . . . and in growing, this utility vehicle market is clearly splitting into two basic segments:

1. Larger units like the Chevy Blazer, GMC Jimmy, and the recently introduced Dodge Ramcharger and Plymouth Trail Duster—essentially, these vehicles are all modified 4-wheel drive pickups . . . and account for approximately 35 percent of the market.
2. Legitimate utility vehicles such as the IHC Scout II, Jeep, and Toyota Land Cruiser Hardtop . . . account for the 65 percent bulk of the market.

In Bronco, you have a utility vehicle that can compete effectively in *both* these market segments. Against the larger units, like Blazer, you can sell Bronco's greater *maneuverability*—both over rough, backwoods terrain and on crowded city streets and parking lots.

Against the Scout/Jeep-type unit, you have a convincing *standard features* story to tell, including standard V-8 engine; 2-speed transfer case for added versatility; free-running front hubs that reduce drag and unnecessary wear; greater tread width for added stability; coil front springs for a smooth, comfortable ride. And, of course, another strong selling point to most buyers is Bronco's *styling and overall appearance values*—it's a sporty second car in its standard version (Invite a prospect to compare interiors!) let alone when the Sport Bronco or Ranger Package is added.

IMPORTANT NEW BRONCO FEATURES . . .

Bronco's on- and off-road versatility is further increased by these new standard and optional features:

- 302 V-8 new standard engine
- Solid-State ignition, to reduce scheduled maintenance and its costs
- Computer-selected front springs (just as on F-Series pickups)—Bronco's front coil springs are matched by a computer to the specific combination of options and GVW package ordered by the customer
- 9 new exterior colors, including a Dark Jade Metallic that's exclusive for Bronco
- New, simplified GVW Ordering System (same as for F-Series pickups)
- New Northland Special Package, for improved cold weather starting: Includes engine block heater (single element, 400 watts), 50-50 antifreeze (—35°F), Traction-Lok rear axle, 70 amp.-hr. battery, 55-amp. alternator
- New engine block heater (single element, 400 watts) as a separate option
- New 4500 and 4600 lb. GVW Packages

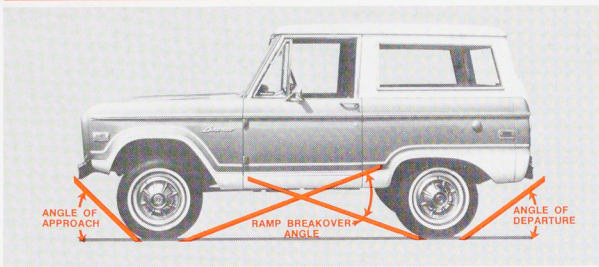
SELL BRONCO'S VERSATILITY . . .

- ★ As a Utility Vehicle
- ★ For Recreation
- ★ As a "Second" car

No competitor answers all these needs quite so well!

Bronco is built to deliver more of what's wanted:

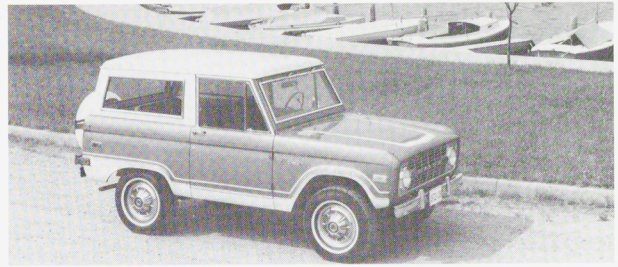
OFF-THE-ROAD



Unlike its modified 4-wheel drive pickup competition, Bronco is designed from the ground up for *maneuverability* that tames the toughest terrain. If your prospect wants to go off-road, sell these features:

- Trim 92" wheelbase, and short front and rear overhang, provide high angles of approach and departure . . . for getting up and down steep inclines, over peaked ridges, and through streams and gullies without hanging up.
- Minimum ground clearance (11.3" at the center) provides a big breakover angle . . . so the Bronco can climb over obstacles like rocks and stumps that more conventional-sized vehicles can't handle.
- Narrower overall width (69") provides extra agility to navigate narrow trails and around closely spaced obstacles.
- Identical 57.4" tread width at front and rear allows Bronco's rear wheels to follow the path made by the front wheels . . . for easy, sure movement through heavy weeds, marshes or spongy surfaces, and snow.
- New standard 302 V-8 engine provides additional power for snow plowing, trailering, and other utility or recreational uses.

ON-THE-ROAD



Bronco's compact exterior dimensions, and comfortable interior, make it an ideal second car for running errands around town. When your prospect is looking for a "second car" that's *more* than a second car, you can sell such Bronco features as:

- Compact overall length (152") provides ease of parking, backing, turning and other maneuvering.
- Short curb-to-curb turning diameter (31') provides less effort, added convenience for women drivers particularly—and it's also useful for off-the-road maneuvering.
- Big *coil* front springs, exclusive to Bronco in this class, provide a smooth, comfortable all-surface ride. They're combined with Mono-Beam front suspension system and forged steel radius rods.
- Sporty front bucket seats have foam padding in both the seat cushion and back.
- Selection of such popular options as SelectShift Cruise-O-Matic, integral power steering, radio, left-hand remote-control mirror, rear seat with armrests.

Buyers can add these options for an Extra Margin of off-road performance

- H. D. front and rear springs for really tough terrain and heavy loads
- Traction-Lock rear axle for extra traction in mud, sand or snow
- Auxiliary 7.5-gallon fuel tank (also includes a skid plate to protect the underside from rocks and rough ground)
- Extra-cooling radiator to dissipate the extra heat created by extended off-road use
- Big L-78 x 15 tires with an extra wide tread for good traction and flotation off the road

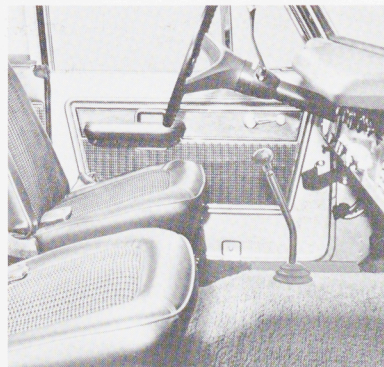
Sell the Bronco Ranger as a Sporty Second Car

Backwoods or in town, the Ranger Package adds to Bronco's versatility. Includes:



EXTERIOR

- Hood and lower body-side tape stripes, white with orange accent
- Swing-away spare tire carrier
- Spare tire cover, white vinyl with orange accent and Bronco insignia
- Bright metal windshield and window moldings
- Bright metal wheel covers
- Bright metal bumpers and front bumper guards
- Bright headlight, side marker lights and rear reflector bezels
- Bright grille frame molding and tailgate release handle



INTERIOR

- Color-keyed full carpeting, including tailgate and wheel-housings
- Cloth and vinyl front bucket seat trim
- Color-keyed vinyl door trim panels with burl woodtone accent
- Color-keyed vinyl trim with insulation on rear quarter panels
- Color-keyed instrument panel paint
- Hardboard headliner with bright retainers
- Steering wheel with woodtone horn pad
- Cigarette lighter
- Coat hook

At the time of this release, specifications contained herein are believed to be correct. Ford Division of Ford Marketing Corporation reserves the right to discontinue models at any time or change specifications, designs or prices without incurring obligation.



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