

# 1984 Ford Bronco II

Marketing Manual

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# Contents

## Chapter I

**The Bronco II Marketing Story**  
A Leader In The Evolution Of  
A Market Segment  
Page 6

Bronco II's Position in the Utility Vehicle Market  
Purchase Motivations of Bronco II Buyers  
Bronco II Product Highlights  
Tailoring the Sales Presentation to Prospect's Usage  
Key Points to Remember

## Chapter II

**The Bronco II Exterior  
And Interior Story**  
Distinctive Styling Combined With  
A Car-Like Interior  
Page 16

The Bronco II Exterior  
Interior Comfort and Style  
Special Applications  
A Practical Vehicle  
Key Points to Remember

## Chapter III

**The Bronco II Technical Story**  
"Ford Tough" Suspension,  
Four-Wheel Drive, Engine And Body Design  
Page 26

Bronco II is "Ford Tough"  
Steering and Brakes  
Four-Wheel Drive Features  
Clutch and Transmissions  
The V-6 Engine Features  
Serviceability and Reliability  
Key Points to Remember

## Chapter IV

**The Bronco II Sales Strategies**  
Developing A Sales Approach  
To Sell Effectively Against  
The Competition  
Page 34

Qualifying Prospective Bronco II Buyers  
Demonstrating Bronco II  
Applications Selling  
Bronco II Sales Highlights Summary  
Competitive Comparisons  
Handling Objections  
Bronco II – A Unique Combination  
Key Points to Remember  
Summary – Creating A New Market

## Appendices

Appendix A  
Appendix B  
  
Appendix C  
Appendix D

Bronco II Standard Specifications  
Bronco II Selected Standard and Optional Equipment  
List (by Series)  
Series Trim Levels  
Dimensional Statistics – Bronco II vs. Comparative  
Models



The 1984 Bronco II is a new concept in a four-wheel drive utility vehicle. It is smaller than the full-size Bronco which has been a traditional leader in the "large utility" market segment. Yet, the new Bronco II is slightly larger than the current entries in the "small utility" market segment where it will be classified. Its unique size and market positioning present new and unique sales opportunities. Size, however, is not the only factor that differentiates Bronco II. Distinctive styling is offered in combination with a level of interior comfort unusual in a utility vehicle. It has been designed with ride and handling characteristics more like a passenger car, but it also has traditional Ford truck ruggedness. Bronco II offers utility vehicle capabilities—on off-road, recreational applications—which assure that these vehicles be both fun and tough. With its combination of styling and ruggedness it is expected that Bronco II will be popular as a family vehicle, as well as an off-road vehicle. In short, Bronco II provides the range of utility that buyers today—and tomorrow—are looking for.

This manual outlines the needs of the small utility vehicle buyer—his needs and wants; the position of the Bronco II in the market; and the consumer benefits associated with Bronco II's unique features.

**Chapter I** describes the overall utility market, the utility vehicle buyer—his needs and wants; the position of the Bronco II in the market; and the consumer benefits associated with Bronco II's unique features.

**Chapter II** presents Bronco II's exterior and interior features with emphasis on those that contribute to its car-like qualities. Styling is extensively reviewed as it is a major selling point. The three distinctive series are also examined, as they provide broad exterior and interior differentiation and consumer appeal.

*Bronco II's features will be real attention-getters both in the showroom and on the road and will appeal to a wide variety of customers.*



What is Bronco II? How will it be perceived by consumers? Why is it different? Where does it fit in the market? The following statement gives an idea of the expected image and appeal of Bronco II to prospective customers.

"Ford's new Bronco II is really the type of vehicle I have been looking for. Its downsized styling and ruggedness are exactly what I want. The new V-6 engine will not only get good fuel economy, but it will take me where I want to go... even off-road. The technology Ford has included, such as a Twin Traction-Beam front suspension, terrific new seating arrangements, wrapover side glass, and a corrosion-free rear liftgate with optional flip-open window, are the kinds of things I have been waiting for. Bronco II says something about me—its size, fuel economy, styling and technology are right for today."

This is the essence of the Bronco II and its consumer appeal: styling... ruggedness... economy... size... truck-like technical features... car-like luxury features... off-road applications for recreation... a vehicle that is right for today, in the suburbs, on the highway and off-road.

This opening chapter takes a brief look at the evolution of the utility vehicle market segment and how the needs and wants of buyers in this segment were considered in designing Bronco II.

#### Bronco II's Position in the Utility Vehicle Market Segment

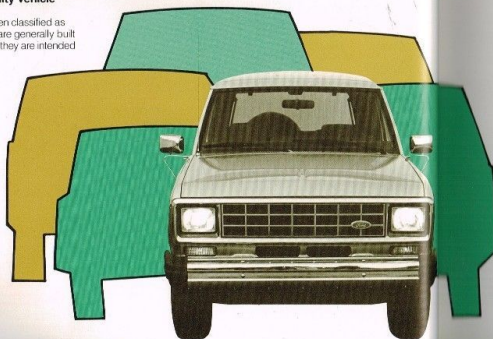
Utility vehicles have traditionally been classified as light trucks, not only because they are generally built on truck chassis, but also because they are intended

for heavier-duty applications than conventional station wagons. As with compact pickup trucks, utility vehicles of the past were often used in farming and construction, where vehicle durability and stability for off-road use were major considerations. It was not until the 1970s that a new trend of personal use for light pickups and utility vehicles became apparent.

Today, compact light trucks are more often used for personal purposes than for work applications. It is precisely because of this shift in usage that the Ranger was developed and is being sold so successfully. Similarly, Bronco II, which has a design based on the Ranger, should have equivalent success, and should attract both car and truck buyers. Why? Because it is very maneuverable and can be driven with ease in city and suburban traffic, yet it is also built to take heavy use.

Because of their closed bodies, utility vehicles have a greater potential for personal use than pickups. Consequently, they are a logical alternative for many station wagon buyers. However, while more rugged than most station wagons, many utility vehicles have lacked the styling, comfort, convenience, and optional features that are available in station wagons. But it is in this area of typical passenger car features combined with ruggedness that Bronco II has significant advantages over its competition.

*Because of its unique characteristics and versatility, Bronco II will be a leader in establishing a new market segment among both car and truck buyers.*



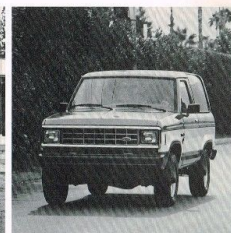
**Chapter III** presents technical features and associated sales advantages. Ride and handling characteristics are described as are Bronco II's four-wheel drive attributes. In addition, engine features are reviewed in detail, not only because of the innovation in Bronco II's engine design and development, but because of the advantages these features offer. These benefits may require an in-depth explanation to the interested and technically knowledgeable customer. Related issues such as quality, reliability, and serviceability are also included in this chapter.

**Chapter IV** compares Bronco II and its competition. Sales strategy and potential objections are discussed. Bronco II features and benefits which should be highlighted to prospects are described. In addition

to the comparative charts presented in this chapter, a group of detailed product charts are shown in the Appendixes.

Bronco II is an exciting new entry in the utility vehicle market. It will stand up to direct comparison with any of its competition. More importantly, it is an appealing product, reflecting a commitment to producing quality products which are relevant to today's requirements.

*There is a lot to talk about under the hood of Bronco II including the features of the state-of-the-art technology found in the EEC IV onboard computer.*



**Utility Vehicle Competitors.** Both Bronco and Bronco II are classified as utility vehicles, but they will not have the same composition nor are they likely to appeal to the same buyers. Bronco, which is considered a large utility vehicle, has as its major competitors Chevy Blazer/GMC Jimmy, Dodge Ramcharger/Plymouth Trail Duster, and Jeep Cherokee. Bronco II, which is classified as a small utility vehicle, has as its competitors Chevy S-10 Blazer/GMC S-15 Jimmy, Jeep CJ and upcoming XJ series, and Toyota Land Cruiser.

Both segments of the utility market are changing. The chart below illustrates large and small utility vehicle sales at three year intervals—comparing 1978 to 1981, and then looking ahead to the projected sales distribution for 1984.

#### Percentage of Total Model Year Utility Vehicle Sales



Bronco and Bronco II each has its own distinct appeal and set of advantages, so it is important to know both products and carefully qualify prospective buyers to determine which vehicle best answers each person's specific needs. Because Bronco II has such broad appeal, it is expected to attract a

wide variety of buyers. Large and small utility vehicle prospects, four-wheel drive car prospects, and first time four-wheel drive vehicle prospects—are all potential Bronco II buyers.

With the introduction of the Bronco II and S-10 Blazer and the planned entry of the Jeep XJ series, the market share of small utility vehicles is expected to increase substantially. While large utility vehicles sales are projected to increase modestly over this period, small utility vehicle sales are expected to more than double, attracting both repeat and first-time buyers.

**Four-Wheel Drive Cars and Wagons.** A new market segment has emerged which consists of four-wheel drive passenger cars and station wagons. Conventional car bodies have been added to four-wheel drive chassis to create four-wheel drive cars such as the Subaru and the AMC Eagle and Spirit. This year, Toyota is introducing a four-wheel drive Tercel Wagon, which will also compete in this four-wheel drive car segment.

The group of vehicles is not generally considered to be part of the utility vehicle segment; it is treated as a unique "carwagon" 4x4 segment. This market has grown significantly because many buyers want car-like features and interior comfort in combination with the security of four-wheel drive. It is expected that Bronco II, with its high level of car-like standard appointments, full range of attractive options, and handsome styling, will also have a strong appeal to prospective buyers of four-wheel drive cars and wagons.



## Bronco II Key Features And Benefits

### Bronco II Product Highlights

Bronco II's styling can be described as contemporary, distinctive and appealing. Its interior is car-like in many respects, and reflects a thoughtful design which gives consideration to driver and passenger alike. Several key features are pictorially summarized over the next two pages to emphasize Bronco II's advantages.



### Exterior

- 1. Wrapover Rear Quarter Windows.** Deep-tinted side glass in rear quarter panel area wraps up onto the roof. *Key Benefits:* Styling distinctiveness plus improved interior light and visibility to the outside.
- 2. Corrosion-Free Liftgate and Optional Flip-Open Window.** Liftgate is made of a non-corrosive material, and lifts up for easy access. An optional flip-open rear window is available for carrying long loads such as lumber, and ease of loading packages and groceries. *Key Benefits:* No-rust liftgate provides durability and versatility as well as a unique advantage versus competition.

### Interior

- 3. Well-Appointed Interior.** Fully-trimmed interior including full carpeting, full cloth headliner and well-trimmed dash. *Key Benefits:* More car-like, luxurious appearance.
- 4. Unique, Flip-Forward Front Seat.** Front seat on passenger side moves forward to allow easy entry to back seat. The entire seat lifts up and leans forward in contrast to conventional seats where only the seat back folds forward. *Key Benefits:* Convenience and easy access to rear.
- 5. Split Fold-Down Rear Seat.** Standard feature that allows the entire rear seat to fold down to accommodate big loads, to have only one side fold down to accommodate both passenger and cargo, or to leave both seat backs up for passengers, with space behind rear passenger seat available for smaller loads. *Key Benefits:* Flexibility and convenience for carrying both passengers and loads.

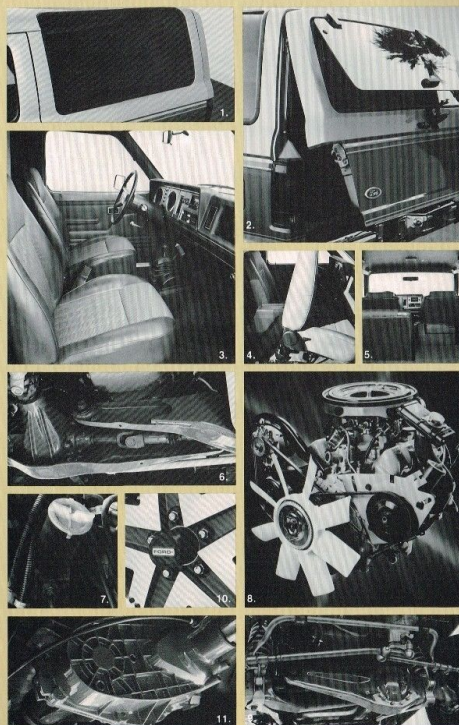
### Technical

- 6. Twin Traction-Beam Independent Front Suspension.** Provides a smooth ride both on and off-road because each front wheel rides independently over bumps. *Key Benefits:* Improved ride and handling.
- 7. Power Steering and Power Brakes.** Standard on Bronco II. *Key Benefits:* Easier steering and handling.
- 8. Newly Improved Engine.** 2.8 liter V-6 engine, redesigned for Bronco II. *Key Benefits:* Engine intended for off-road use as well as for conventional driving.
- 9. Serviceability.** No lubrication required for front and rear suspension and steering linkage. Other lubrication not required until 30,000 miles. *Key Benefits:* Reduction in frequency and cost of servicing.

### Four-Wheel Drive Features

- 10. Standard Manual Locking Front Hubs or Optional Automatic Locking Hubs.** With the manual and optional automatic locking hubs on Bronco II, both hub and wheel detach so that wheel bearings can easily be inspected. *Key Benefits:* Customer choice, ease of servicing, and simplicity of design.
- 11. New Generation Transfer Case.** Two-speed, part-time transfer case with a single lever control and positive displacement hydraulic pump. *Key Benefits:* Ease of shifting between two- and four-wheel drive, can be towed at up to 55 miles per hour for unlimited distances.

While these are some of the key features of the Bronco II, there are, of course, many more which will be covered in subsequent chapters of the manual.



Buyers of large four-wheel drive vehicles have come to expect durability—they know that their vehicle can be used in the roughest terrain. As these buyers consider a small utility vehicle they may be concerned that it might not be quite tough enough. Even though many owners may use their vehicles only occasionally for off-road purposes, durability remains an important purchase motivator in this market segment. With this in mind, Bronco II has been designed to the toughest Ford truck standards.

### Bronco II is "Ford Tough"

The durability of any truck or utility vehicle is, in large measure, dependent on its frame. Unlike some other utility vehicles that use a stamped sheet metal unit-body system, the new Bronco II has a full-length ladder type frame, similar to bigger trucks, that will stand up to the rigors of the job site or the back country. The frame has five cross-members linking the frame rails for strength and rigidity. In addition, the Bronco II body is bolted onto the frame through textured rubber body mounts that isolate the passenger compartment from road shocks and vibrations.

**Suspension Features.** The Bronco II's standard rear suspension is a pair of single stage constant rate leaf springs (four leaves to a spring) mounted "overking". This means that the springs are attached to the top of the axle rather than under it.

Noise, vibration, and harshness (NVH) has sometimes been associated with leaf springs. In Bronco

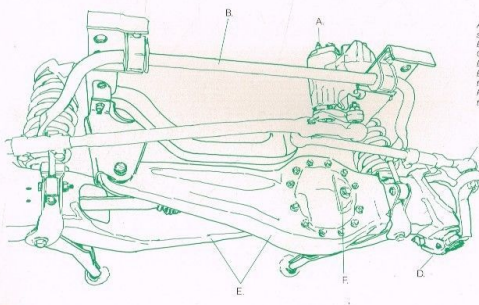
II, NVH characteristics have been substantially diminished by the installation of plastic liners between the leaves of the rear springs. This keeps the spring ends from rubbing against each other as the vehicle's suspension moves up and down. The result is a vehicle with excellent ride, ground clearance and load ratings.

Optional inflatable air bags mounted within the coil springs allow the driver to adjust the front suspension's load carrying capacity up to a maximum rating of 2,750 pounds by varying the air pressure.

Stabilizer bars are fitted to the Bronco II's suspension to help reduce body lean and improve handling. Many competitive vehicles offer only one stabilizer bar. Bronco II, however, offers front and rear stabilizer bars to complement ride quality.

In operation, the Twin Traction-Beam Front Drive Axle, similar to that used so successfully on Bronco, provides a fully independent front suspension with the axle-mounted differential moving up and down over bumps and each front wheel reacting to rough road conditions independently of the other. This design provides a smooth ride—both on and off the road and further serves to limit body roll motion in off-road applications.

All three axle shaft universal joints are lubricated for life and the slip yokes on the driveshafts are protected by a newly designed convoluted rubber boot and sealing system that is so effective that the regular lubrication service interval for these slip joints is 30,000 miles—even if all 30,000 are off-road miles.



- A. Integral acoustically damped steering box.
- B. Front stabilizer bar.
- C. Lubed-for-life ball joint ends.
- D. Lubed-for-life ball joints.
- E. Independent beam traction overalls.
- F. Differential mounts directly to axle.

### Steering and Brakes

The front suspension ball joints and the steering system tie rod ends are designed so that they never need lubrication or service. Provision has also been made to allow adjustment of the suspension camber for special uses.

The steering box is of the integral recirculating ball type and is nearly identical to the system used and proven in Ranger. The overall steering ratio is 18.5 to 1, and power assisted steering is a standard feature on the Bronco II. Bronco II also has a tilt steering wheel option that moves a total of 37-1/2 degrees in five 7-1/2 degree stages.

Power-assisted brakes are standard equipment. The front brakes are self-adjusting, single piston calipers with ventilated discs. The rear brakes are self-adjusting 9-inch drums.

### Four-Wheel Drive Features

Bronco II provides unique four-wheel drive features such as the transfer case and hub locks—features that may not be fully understood by many prospects considering Bronco II.

**Transfer Case.** The new "next generation" transfer case for the Ranger 4x4 pick-up and the Bronco II is simple and quiet. As shown in the accompanying diagram, this two-speed, part-time transfer case has a single lever control, chain drive for its four-wheel drive mode, and a planetary gear reduction with a ratio of 2.48 to 1. The helically cut teeth in the planetary gears have a tooth contact ratio of 3.41 to 1, reducing the unit loading on individual gear teeth and subsequently the gear noise from the transfer case.

The planetary gear set has been designed to reduce the effort required to shift the transfer case. Previous models needed a 9-35 pound shift effort at the shift lever knob inside the vehicle; but in Bronco II, the effort required is only 6-14 pounds.

In addition, the transfer case contains its own constant displacement hydraulic pump to provide lubrication. This permits towing of the vehicle at speeds

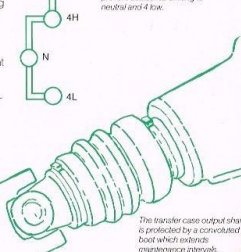
up to 55 mph for unlimited distances without disconnecting the front or rear driveshafts or lifting a pair of wheels off the ground.

As illustrated in the adjacent diagram, the transfer case output shaft has been designed so that one of the two cardan joints (sliding universal type joints) can be eliminated. This design also helps eliminate some of the noise, vibration, and harshness often associated with four-wheel drive vehicles.

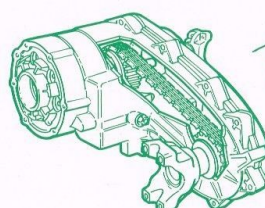
**Using the Transfer Case.** From the driver's seat the transfer case is operated by a single lever located right next to the Bronco II's floor-mounted gear shift. It moves from two-wheel high (2H)—rear wheels only) to four-wheel high (4H), and through neutral and a positive lockout to four-wheel low (4L). The lockout requires a lateral movement of the shift lever to move it through the neutral position and eliminates accidentally overshifting into neutral or four-wheel low range.

In the past, utility vehicles were designed to require a good deal of transfer case shift effort to keep drivers from accidentally shifting into neutral when they meant to engage a high or low drive mode. Bronco II, however, has a positive neutral lockout which reduces shift effort and provides the driver with a better shift feel.

The neutral position in the 4-wheel drive shift is designed to prevent accidental shifting to neutral and 4 low.



The Bronco II 2-speed transfer case housing the chain drive.







**APPENDIX A**  
BRONCO II STANDARD SPECIFICATIONS

Engine	2.8 Liter V-6 with EEC-IV system
Clutch	Self-Adjusting Hydraulic Actuation System
Air Filter	Paper Element - Dry Type
Oil Filter	FLIA (Common to all Ford Engines)
Exhaust System	Low Noise
Carburetor	2150-2V
Suspension, Front	Independent Driving Axle
Type	Twin Traction I-Beam Front Drive Axle
Axle Capacity	2750 lbs.
Axle Ratio	3.45 standard/3.73 optional
Springs	Computer Selected, 2257 lbs total
Shock Absorbers - standard	Dual Acting Telescopic 25.4 mm
- heavy duty	Dual Acting Telescopic 34.9 mm
Stabilizer Bar	1"
Suspension, Rear	Single Stage Constant Rate Leaf Springs
Type	Solid Axle with Overwing Leaf Springs
Axle Capacity	2500 lbs
Axle Ratio	3.45 standard/3.73 optional
Springs	Computer Selected, 2154 lbs total
Shock Absorbers - standard	Dual Acting Telescopic 25.4 mm
- optional	Dual Acting Telescopic 34.9 mm
Stabilizer Bar	.75"
Power Brakes	Hydraulic
Front	Disc, Single Piston
Rear	Drum, 9" x 1.75"
Electrical	
Battery - standard	Maintenance-Free 45 A.H.
- optional	Maintenance-Free 63 A.H. A.D.
Alternator	40 Amp
Onboard computer	EEC-IV
Frame	Full Length Ladder-Type
Fuel Tank	23 Gallons
Steering Gear Type	XR50 Recirculating Ball
Linkage	Rubber Filled Ball Socket
Transmission	4-Speed Manual (optional 5-speed manual or 3-speed automatic)
Shift Location	Floor
Transfer Case	2-Speed Part Time
Shift Lever	Single Lever Control
Tires	(4) P195/75R-15SL
Spare	(1) T125/80D-16
Wheels	(4) 15" x 6.0 Steel with Sport Wheel Cover
Spare	(1) 16" x 4" Limited Service

**APPENDIX B**  
BRONCO II SELECTED STANDARD & OPTIONAL  
EQUIPMENT LIST BY SERIES

	Series		
	Base	XLT	XLS
Wrapover Rear Quarter Windows	S	S	S
Black Contour Bumpers	S	-	S
Black Out Grille	S	-	S
Bright Grille Insert	S	S	-
Rectangular Halogen Headlights	S	S	S
Wraparound Tailamps	S	S	S
Unique Front Fascia and Rocker Panel	S	S	S
Flare Moldings	-	-	S
2.8L V-6 Engine	S	S	S
Electronic Ignition	S	S	S
Electronic Onboard Computer	S	S	S
2-Speed Transfer Case	S	S	S
Automatic Transmission	O	O	O
5-Speed Manual Overdrive	O	O	O
Twin Traction-Beam Independent Front Suspension	S	S	S
Lubed-For-Life Ball Joints and Steering Linkage	S	S	S
Maintenance-Free Battery	S	S	S
Black Hub Covers and Bright Trim Rings	S	S	-
Steel Wheels with Sport Wheel Covers	S	-	-
Deluxe 15x6 White Sport Wheels	O	O	O
Cast Aluminum 15x6 Wheels	O	O	O
All-Terrain Radials	O	O	O
Full-Size Spare and Swing-Away Spare Tire Carrier	O	O	O
Tilt Steering Wheel	O	O	O
Simulated Leather Sports Steering Wheel	-	-	S
4x4 Warning Light Indicator and Shift Day/Night Mirror	S	S	S
Woodtone Instrument Panel Finish	O	O	O
Cloth Covered Bucket Seats	O	O	O
Cloth Rear Bench Seats	O	O	O
Front Bucket Seats - Vinyl	O	O	O
Split Rear Bench Seats	S	S	S
Air Conditioning	O	O	O
Power Steering	S	S	S
Front Power Disc Brakes	S	S	S
Automatic Locking Front Hubs	S	S	S
Manual Locking Front Hubs	S	S	S
AM Radio	S	S	S
AM/FM Mono Radio	O	O	O
AM/FM Multiplex Stereo Radio	O	O	O
Convenience Package	O	O	O
Overhead Console	O	O	O
23 Gallon Fuel Tank	O	O	O
Snow Plow Package	O	O	O
Trailer Tow Package	O	O	O
Quarter Window Glass Tinted	O	O	O



