

# 1990 FORD BRONCO



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**B**ronco owners are special people. The only thing typical about them is that they seem to thrive in places where the spirit of choice and off-road independence go hand in hand: riding clubs, ski resorts, remote trout streams.

It's no surprise that these people have made Ford Bronco the best-selling full-size utility truck in America for the past 11 years — based on model year manufacturer's reported retail deliveries through June, 1989.

The freedom of choice. The power of 4-wheel drive. This is the world of Ford Bronco — a very special truck.

### THE CHOICE IS YOURS

No matter how you intend to use your Bronco, you'll find stan-

dard features and options to match your needs in three trim levels: Eddie Bauer, XLT and Custom.

Choose from three multiple-port, electronically fuel-injected (EFI) engines: the standard 4.9L I-6, the 5.0L V-8 (included with the Eddie Bauer Bronco) and the 5.8L V-8.

Four transmissions, including the new electronic E4OD 4-speed automatic overdrive.

**The freedom of  
choice. The power  
of 4-wheel drive.  
This is Ford Bronco.  
A very special  
truck.**

Three four-wheel drive control systems: standard automatic locking hubs, optional Touch Drive and optional manual locking hubs.

Special Packages for trailer towing and heavy-duty service that include items like heavy-duty batteries, heavy-duty shock absorbers and super engine cooling.

And Preferred Equipment Packages — popular option groups that not only make ordering your Bronco easy, but save you money over the manufacturer's suggested retail price of the package items purchased separately.

### FORD FIRSTS

With Bronco, you'll be impressed at the things you don't have to choose. Standard items like rear-wheel anti-lock braking and independent front suspension — Ford firsts in full-size utility trucks.

Buy your truck off the lot or order it your way. At Ford, we believe you should get the truck you need. And want. Without compromise.



► Eddie Bauer is the premium trim level within the Bronco lineup. It's pictured here in Dark Shadow Blue/Tan.

See pages 4-5 for the Eddie Bauer story.

Some equipment shown may be optional. See options list on pages 8-9.





## EDDIE BAUER BRONCO

If Bronco owners are special people, the Eddie Bauer driver is even more so.

Eddie Bauer's list of standard and optional features is impressive. So impressive, that one fact stands out:

Whether it's the Grand Canyon in July, Mount Washington in December. Or the Club on Saturday night, you're never out of place with the Eddie Bauer Bronco.

### STANDARD FEATURES

The Eddie Bauer Bronco is powered by a 5.0L EFI V-8 engine coupled with a 5-speed manual O/D transmission and has a trailer towing capacity of 7,800 pounds (with optional Trailer Towing Package, automatic overdrive transmission and a 4.10 rear axle).

Exterior appointments include:

- ☐ Eddie Bauer two-tone paint treatment
- ☐ Tan fiberglass roof
- ☐ Chestnut spare tire cover for optional outside spare tire carrier
- ☐ Eddie Bauer nomenclature
- ☐ Privacy™ glass
- ☐ Two-tone rocker paint
- ☐ Deluxe argent styled steel wheels with bright trim rings and hub covers.

The Chestnut interior also includes:

- ☐ An electronic AM/FM stereo radio with cassette player and digital clock — featuring seek tuning, plus push button settings for twelve FM and six AM stations
- ☐ Tachometer
- ☐ Power windows and door locks
- ☐ Air conditioning
- ☐ Speed control/tilt steering wheel

(black, leather-wrapped) ☐ Light/Convenience Group (refer to caption for contents) ☐ Dual reclining cloth Captain's Chairs with a tip/slide mechanism for easy rear seat exit and entry ☐ Eddie Bauer color-keyed front and rear floor mats ☐ An Eddie Bauer garment bag and six-pocket gear bag are included as reminders of this Bronco's special inspiration.

Plus, Eddie Bauer Bronco is backed by the "Ford Care" 24-



month/24,000-mile maintenance and warranty program that's provided in addition to the new-vehicle warranties included with all Ford cars and light trucks.



◀ Eddie Bauer color-keyed vinyl door panel with cloth insert and map pocket plus power windows and door locks.

▶ Eddie Bauer Chestnut interior with standard cloth Captain's Chairs, black leather-wrapped steering wheel and carpeted Eddie Bauer floor mats.

▼ Bronco's A-shaped steering wheel hub is designed to provide the operator with an unobstructed view of critical instruments and gauges.



◀ A floor console is part of the Eddie Bauer standard Light/Convenience Group. Other items include: glove box light; headlamps-on audible alert; underhood light plus dual beam dome/map light.

Some equipment shown on these pages may be optional. See options list on pages 8-9.



Pete Power

LIFT

## BRONCO XLT AND CUSTOM

**T**he Bronco XLT is the best-selling Bronco. Notable exterior features include:

- ☐ Chrome front bumper with black rub strip
- ☐ Chrome rear step bumper with black rub strip (4,000-pound trailer towing rating)
- ☐ Tinted glass throughout
- ☐ Bright grille
- ☐ Aero-halogen headlights with high-impact lenses
- ☐ Bright windshield, rear quarter window, lower bodyside and wheelip moldings
- ☐ Sport wheel covers
- ☐ Swing-down tailgate with power window and brushed aluminum appliqué.

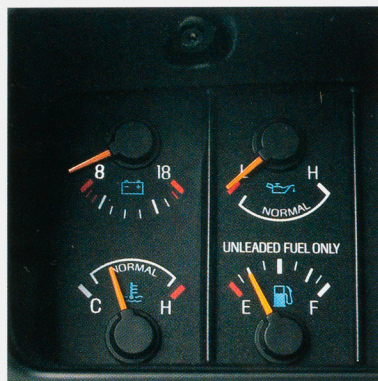
The interior is equipped with a

- ☐ Woodtone instrument panel appliqué
- ☐ Electronic AM/FM stereo radio with digital clock
- ☐ Color-keyed cloth and vinyl bucket seats with tilt/slide mechanism
- ☐ Floor console
- ☐ 3-passenger rear flip/fold bench seat
- ☐ Black spare tire cover
- ☐ Black leather-wrapped steering wheel
- ☐ Cloth covered sun visors with band on LH visor and vanity mirror on RH visor
- ☐ Interval windshield wipers
- ☐ Additional insulation
- ☐ Color-keyed vinyl door panel with cloth insert and map pocket
- ☐ Color-keyed front outboard lap/shoulder belts
- ☐ Rear cargo light.

### BRONCO CUSTOM

The Bronco Custom represents the base level trim. Exterior features include:

- ☐ Chrome front bumper
- ☐ Chrome rear step bumper with black rub strip (4,000-pound trailer towing rating)
- ☐ Tinted glass
- ☐ Chrome grille
- ☐ Aero-halogen headlamps with high-impact lenses
- ☐ Bright, low-mount swingaway mirrors (convex RH mirror)
- ☐ Bright wind-



◀ Bronco instrumentation includes a voltmeter plus oil pressure and temperature gauges.

▼ Bronco Custom in Scarlet Red with Raven Black fiberglass roof.



▲ Standard 3-passenger flip/fold rear bench seat in Dark Charcoal.

shield molding

- ☐ Swing-down tailgate with power window
- ☐ Sport wheel covers.

Notable interior features include:

- ☐ Two color-keyed vinyl bucket seats
- ☐ 3-passenger rear flip/fold bench seat
- ☐ Color-keyed door panels with integral armrests
- ☐ Color-keyed rubber floor mat
- ☐ Voltmeter and oil pressure gauge with alert lights
- ☐ Electronic AM/FM radio with digital clock
- ☐ Color-keyed front outboard lap/shoulder belts
- ☐ Black spare tire cover
- ☐ Black rear quarter trim panel
- ☐ Vent windows and
- ☐ Interval windshield wipers.

### REAR ANTI-LOCK BRAKING

Rear anti-lock braking — a Ford first in full-size utility trucks — was introduced in 1987. This electronically controlled system is designed to prevent braking induced rear wheel lockup under most 2-wheel drive operating conditions.

More than likely, you've been taught to pump your brakes when stopping on slick surfaces.

Rear anti-lock braking operates on the same principle. In effect, pressure is applied and released to the rear brakes, only much faster, with computer regulated efficiency to help bring your truck to a controlled stop.

A computer continuously monitors the system for malfunction. Should malfunction occur, an instrument panel light tells the driver that the computer has shut the system down and returned the rear brakes to conventional operation.

### NEW FOR 1990 — E4OD TRANSMISSION

The E4OD is an electronically controlled automatic overdrive transmission, available with the 4.9L and 5.8L engines.

New in Bronco for 1990, the E4OD was designed to achieve improved fuel economy,\* performance and "shift feel" over traditional vacuum-controlled transmissions.

The E4OD features an Overdrive Cancel Switch, mounted on the instrument panel, to prevent upshift to overdrive gear at the operator's discretion — a real plus in heavy-duty applications like trailer towing.

\*See Fuel Economy, page 11.



◀ The XLT features standard cloth and vinyl color-keyed bucket seats with tip/slide mechanism for easy entry and exit.

▲ Bronco XLT with optional Victoria Two-Tone in Raven Black/Medium Silver with Scarlet Red interior.



▲ Bronco XLT with optional Trailer Towing Package. The 5.0L engine and 4.10 rear axle (automatic overdrive transmission) has a towing capacity of 7,800 pounds.

Some equipment shown on these pages may be optional. See options list on pages 8-9.

## PREFERRED EQUIPMENT PACKAGES AND OPTIONS

**C**aptain's Chairs. Air conditioning. Touch Drive 4x4 electronic shifting. Heavy-Duty Service Package. Trailer Towing Package. AM/FM electronic radio with cassette player and digital clock.

These are just a few of the options that let you tailor your Bronco to your own requirements.

Choose them individually. Or in pre-packaged sets called Preferred Equipment Packages.

Preferred Equipment Packages are groups of popular options which, when purchased together, represent significant savings over the same options if purchased separately.

Preferred Equipment Packages are flexible enough to allow you to

choose options over and above Package inclusions.

The Packages listed on page 9 are subject to change. See your Ford salesperson for the most recent schedule.

And while you're there, be sure to ask about special discounts which may be available on some Packages.



◀ Shown at center, Deluxe argent styled steel wheel.

◀ Swingaway outside spare tire carrier.



◀ Tachometer.



◀ Touch Drive allows you to shift from 2-wheel drive to four-wheel drive High and back again "on the fly."



◀ Power door locks/windows are standard with Eddie Bauer.



▲ Shown above, speed control/tilt steering wheel is standard in XLT and Eddie Bauer, optional in Custom Bronco. The wheel tilts to five positions and makes for easy entry and exit.

▲ Electronic AM/FM stereo radio with cassette player features a digital clock, preset memory for twelve FM and six AM stations, seek tuning, Dolby® noise reduction plus front/rear fader control.

PREFERRED EQUIPMENT PACKAGES (Package content subject to change)		Custom	XLT		Eddie Bauer
■ = Included in package   0 = Optional   S = Standard		680A	681A	684A	686A
Package content					
Electronic AM/FM stereo w/clock	■	S	—	—	—
Cloth Captain's Chairs	—	0	■	—	—
Electronic AM/FM stereo radio w/cassette and clock	0	0	■	■	■
Air conditioning	0	0	■	■	S
Rear window defroster	0	0	■	■	■
Privacy™ glass	0	0	■	—	S
Light/convenience group (2)	0	0	■	—	S
Power door locks/windows	—	0	■	■	■
Spare tire carrier, outside swingaway	0	0	0	—	■
Tachometer	0	0	■	■	■
Deluxe argent styled steel wheels	0	0	■	—	S
Powertrains (engine/transmission)					
4.9L EFI/5-speed manual O/D	S	S	S	—	—
4.9L EFI/automatic O/D	0	0	0	—	—
5.0L EFI/5-speed manual O/D (3)	0	0	0	S	S
5.0L EFI/automatic (3)	0	0	0	0	0
5.0L EFI/automatic O/D	0	0	0	0	0
5.8L EFI/automatic O/D	0	0	0	0	0
California emissions system	0	0	0	0	0
High altitude principal use	0	0	0	0	0
Tires					
P235/75Rx15XL BSW all-season	S	S	S	S	S
P235/75Rx15XL BSW all-terrain	0	0	0	—	—
P235/75Rx15XL OWL all-terrain	0	0	0	0	0
31x10.50Rx15C OWL all-terrain	0	0	0	0	0
Seat and trim type					
Vinyl buckets	S	—	—	—	—
Cloth and vinyl buckets	0	S	—	—	—
Cloth and vinyl bench	0	0	—	—	—
Cloth Captain's Chairs	—	0	■	—	—
Eddie Bauer cloth Captain's Chairs	—	—	—	—	S
Other options					
Limited-slip front axle (4)	0	0	0	0	0
Touch Drive 4x4 electric shift	0	0	0	0	0
Engine block heater	0	0	0	0	0
Heavy-Duty Service Package (1)	0	0	0	0	0
Manual locking hubs	0	0	0	0	0
Front license plate bracket	0	0	0	0	0
Speed control/tilt steering wheel	0	S	S	S	S
Heavy-duty front suspension (5)	0	0	0	0	0
Trailer Towing Package (6)	0	0	0	0	0
Two-tone Deluxe paint	0	0	0	—	—
Two-tone Victoria paint	0	0	0	—	—
Radio systems					
Standard radio credit option	0	—	—	—	—
Manual transmission Special Value Package					
Includes the following:					
Rear window defroster	■	■	■	■	■
Electronic AM/FM stereo radio w/cassette and clock	■	■	■	■	■
Privacy™ glass	■	■	■	■	S
Heavy-Duty Service Package	■	■	■	■	■
Cloth and vinyl bucket seats	■	S	—	—	—
Tachometer	■	■	■	■	S
Deluxe argent styled steel wheels	■	■	■	■	S

Note: Some items are subject to restrictions. See your Ford Dealer for details. (1) Includes rear stabilizer bar plus quad front and heavy-duty rear shock absorbers; heavy-duty battery (84 amp-hr.) and super engine cooling (includes auxiliary transmission oil cooler with electronic automatic overdrive transmission). (2) Includes glove box light, headlamps-on audible alert; stationary underhood light; dual-beam dome/map light (dome light standard with bench seat) and a molded, plastic color-keyed floor console with two cup depressions and lock (deleted with bench seat). (3) Not available in California. (4) Requires limited slip rear axle and manual locking hubs. (5) Includes 3.55:1 or 4.10:1 rear axle ratio plus heavy-duty front springs (3,800-pound rating) and heavy-duty rear shock absorbers. Available with manual locking hubs only. (6) Includes Heavy-Duty Service Package; trailer wiring harness and heavy-duty turn signal flasher.

## MAJOR STANDARD FEATURES

- ☐ 4.9L EFI I-6 engine (Custom and XLT)
- ☐ 5.0L EFI V-8 engine (Eddie Bauer)
- ☐ 5-speed manual overdrive transmission
- ☐ 75 amp. alternator
- ☐ 3,800-pound, Twin-Traction Beam front axle
- ☐ 3,800-pound rear axle
- ☐ Maintenance-free, 72 amp-hr. (650 C.C.A.) battery
- ☐ Power brakes, with rear anti-lock system
- ☐ 32-gallon fuel tank with skid plate
- ☐ Automatic locking front hubs
- ☐ Heavy-duty gas shock absorbers
- ☐ 2,450-pound front springs
- ☐ 3,770-pound rear springs
- ☐ Power steering
- ☐ 2-speed transfer case with skid plate
- ☐ P235/75Rx15 XL BSW all-season tires (five)
- ☐ Chrome rear step bumper with black rub strip (4,000-pound trailer towing rating)
- ☐ Tinted glass
- ☐ Aero-halogen headlamps with high-impact lenses
- ☐ Swing-down tailgate with power window
- ☐ Spare tire cover
- ☐ Voltmeter, temperature and oil pressure gauges with alert lights
- ☐ Interval windshield wipers
- ☐ 3-passenger, flip/fold rear bench seat
- ☐ Front stabilizer bar
- ☐ Shock absorbers, low-pressure, gas-type

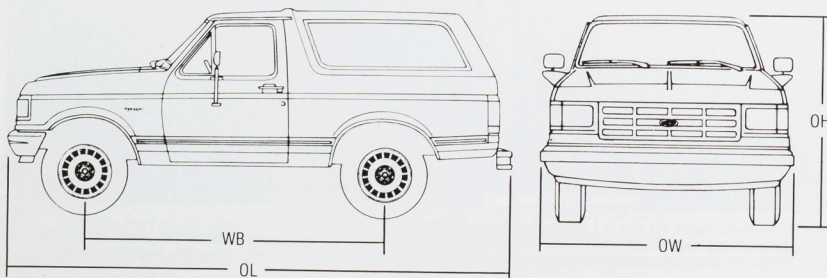
# SPECIFICATIONS, DIMENSIONS, COLORS AND TRIMS

## SPECIFICATIONS

Equipment	Standard	Optional
Axle, front rating	3,800 pounds	Limited slip
Axle, rear rating	3,800 pounds	Limited slip. See your Ford Dealer for available ratios
Brakes, front disc/rear drum with rear anti-lock brakes	Power	—
Clutch, hydraulically actuated, self-adjusting	10-inch diameter 11-inch diameter with 5.0L V-8	—
Electrical: Battery, maintenance-free Alternator	72-amp/hr. 75-amp.	84-amp/hr. —
Engines	4.9L EFI I-6 (Custom, XLT) 5.0L EFI V-8 (Eddie Bauer)	5.0L EFI V-8 5.8L EFI V-8
Front hubs	Automatic locking	Touch Drive; manual hubs
Fuel tank	32 gallon	—
Shock absorbers, gas-pressurized	Heavy-duty front, rear	HD Service Package; see page 9 for contents
Springs, front	Computer selected coil	HD Front Suspension Package
Springs, rear	Computer selected two-stage leaf	—
Stabilizer bar	Front	HD Service Package
Steering	Power	—
Transfer case (part time)	2-speed	Touch Drive — 2-speed
Transmission	5-speed manual overdrive	3-speed auto; 4-speed automatic OD; 4-speed electronic automatic OD
Tires, P-metric, steel-belted radials	P235/75R15XL BSW All-Season	See Options Availability, page 9

## DIMENSIONS

Angle of approach	34.5 degrees
Angle of departure	16.6 degrees
Ramp breakover angle	18.9 degrees
Ground clearance at transfer case	9.1"
Front tread	65.1"
Rear tread	64.4"
Wheelbase	104.7"
Front overhang	30.5"
Rear overhang	45.3"
Overall length	180.5"
Overall height	74.2"
Overall width	79.1"
Head room (front/rear)	41.1"/39.2"
Shoulder room (front/rear)	65.3"/64.9"
Leg room (front)	41.1"
Turning diameter (curb-to-curb)	36.6-ft.



COLORS AND TRIMS	Interior Colors			
	Dark Charcoal (1)	Crystal Blue	Scarlet Red	Chestnut
<b>Exterior Colors</b>				
Desert Tan Metallic				X
Tan	X			X
Dark Chestnut Metallic				X
Scarlet Red	X		X	X
Cabernet Red	X		X	X
Bright Regatta Blue Metallic		X		
Deep Shadow Blue Metallic	X	X		
Alpine Green Metallic				X
Raven Black	X		X	X
Medium Silver Metallic	X	X	X	
Dark Grey Metallic	X		X	
Colonial White	X	X	X	X
<b>Eddie Bauer</b>				
Desert Tan Metallic				X
Scarlet Red				X
Deep Shadow Blue Metallic				X
Alpine Green Metallic				X
Raven Black				X

(1) Available with XLT only. Some of these paint and trim colors are shown throughout the catalog. On the printed page colors are at best only representative of the original. Your Ford Dealer can show you actual samples of paint colors as well as interior trim samples.



■ Body Color

□ Accent Color

▲ **Deluxe Two-Tone:** Includes accent color on the center bodyside area and the tailgate, between the mid-bodyside tape stripe and the lower bodyside protection molding.

▲ **Victoria Two-Tone:** Includes accent color on the hood, upper fender, around the door window and on the lower bodyside below the lower bodyside protection molding.

▲ **Two-Tone effect:** Exterior color accentuated by rear fiberglass roof available in four different colors.

## SAFETY AND OWNER BENEFITS

**F**ord Motor Company strongly encourages all passengers to use their safety belts. Ford urges the use of child restraints. Ford's easy-to-install Tot-Guard (for children 20 to 50 pounds) is available at all Ford Dealers. If a child restraint requires a top-tether, Ford trucks provide for special anchorages.



### FORD LIFEGUARD DESIGN SAFETY FEATURES

#### Vehicle operation

☐ Safety rim wheels and load-rated tires ☐ Split service hydraulic brake system with warning light ☐ Corrosion-resistant brake lines ☐ Turn indicator with lane-changing signal feature ☐ Hazard warning flasher ☐ Back-up lamps ☐ Side marker/parking lamps coupled with headlamps ☐ Two-speed interval windshield wipers ☐ Windshield washers ☐ Outside rearview mirrors ☐ Glare-reduced instrument panel, windshield wiper arms and windshield pillars ☐ Uniform transmission shift quadrant with safety starting switch (on all vehicles equipped with automatic transmission) ☐ Clutch or neutral interlock for starter motor (on vehicles with manual transmission) ☐ Continuously variable control illumination intensity (instrument panel lighting) ☐ Safety hood latch system ☐ Function-rated windshield defroster system ☐ Tamper-resistant (non-reversing) odometer ☐ 55-mph high-lighted speedometer ☐ Impact-activated fuel pump shut-off switch for electronic fuel-injection engines

#### Occupant protection

☐ Safety-designed front end structure ☐ Two position safety door latches ☐ Integral lap and shoulder belts with automatic retractors for occupants of front outboard seats ☐ Positive seat belt fastening reminder warning light and buzzer for the driver's seat ☐ Lap belts for center front and all rear seating positions ☐ Energy-absorbing steering column and steering wheel ☐ Energy-

absorbing armrests and safety-designed door handles ☐ Energy-absorbing instrument panel with padding ☐ Energy-absorbing sun visors ☐ Safety glove box latch ☐ Inside yieldaway rearview mirror ☐ Impact-absorbing laminated safety glass windshield ☐ Flame-resistant interior materials ☐ Safety-designed radio control knobs and push buttons

### 6-YEAR/60,000-MILE POWERTRAIN WARRANTY

Covers you and future owners, with no transfer fee, for 6 years or 60,000 miles, whichever comes first. This limited warranty covers major powertrain components. Ask your dealer for a copy of this warranty.

### 6-YEAR/100,000-MILE CORROSION PROTECTION

Bronco's corrosion warranty coverage for outer body panel rust-through is 6 years or 100,000 miles, whichever comes first. See your Ford Dealer for a copy of this limited warranty.

### SCHEDULED MAINTENANCE

Here are some examples of normal scheduled maintenance intervals for the 1990 Bronco. For complete maintenance recommendations, refer to the Maintenance Schedule Booklet.

Engine oil change	..... each 7,500 miles or 6 months
Spark plug change	..... each 30,000 miles
Air filter replacement	..... each 30,000 miles
Engine coolant replacement	..... each 30,000 miles or 3 years

### FUEL ECONOMY

1990 EPA mileage estimates were not available at the time this publication was approved for printing. As soon as information is available, your Ford Dealer will be among the first to receive it and will be happy to pass it along to you.



Participating Ford Dealers offer the Lifetime Service Guarantee, which guarantees their customer-paid work on your Ford vehicle for as long as you own it. A covered repair is paid for once. If it ever has to be fixed again, the repairing dealer will fix it free. Ask to see a copy of this Lifetime Service Guarantee when you visit your participating Ford Dealer.



Optional Ford Extended Service Plans cover major components on new Ford cars and light trucks for longer than the vehicle's basic warranty. Your Ford Dealer has full details.

### Motorcraft QUALITY REPLACEMENT PARTS FROM FORD

Genuine Ford and Motorcraft original equipment replacement parts meet the same high standards as those installed in production.



The leasing alternative is available to qualified applicants through your participating Ford Dealer, who can arrange a Red Carpet Lease® tailored to your circumstances through Ford Credit. A wide variety of financing plans are also available.

### OPTIONS AVAILABILITY

Options shown or described in this catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

### PRODUCT CHANGES

Ford Division reserves the right to change product specifications at any time without incurring obligations.

### "ASK YOUR FORD DEALER"

Following publication of this catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Ford Dealer is your best source for up-to-date information.

## **Best-Built American Trucks.**



This is based on an average of consumer-reported problems in a series of surveys of '81-'89 models designed and built in North America.