

1991

FORD BRONCO



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There's nothing typical about off-roaders. You can't categorize them. Like a trout stream, each is different.

About the only thing you can say for certain is that they love their independence. That's why they drive 4x4s.

**Ford Trucks.
The Best Never Rest.**

And they're drawn to quality. That's why more of them own Broncos than any other comparable truck on the road. Not only now, but for the past twelve years.

Ford Bronco has been the best-selling full-size utility truck in America since 1978 — based on model year manufacturer's reported retail deliveries through July, 1990.

Consider the 1991 Bronco — the Eddie Bauer, the XLT and Custom. They're loaded with the kinds of features that we think will keep them at the top of their class.

Standard items include power brakes (rear anti-lock), power steering, automatic locking hubs — with optional electronic Touch Drive or manual hubs.

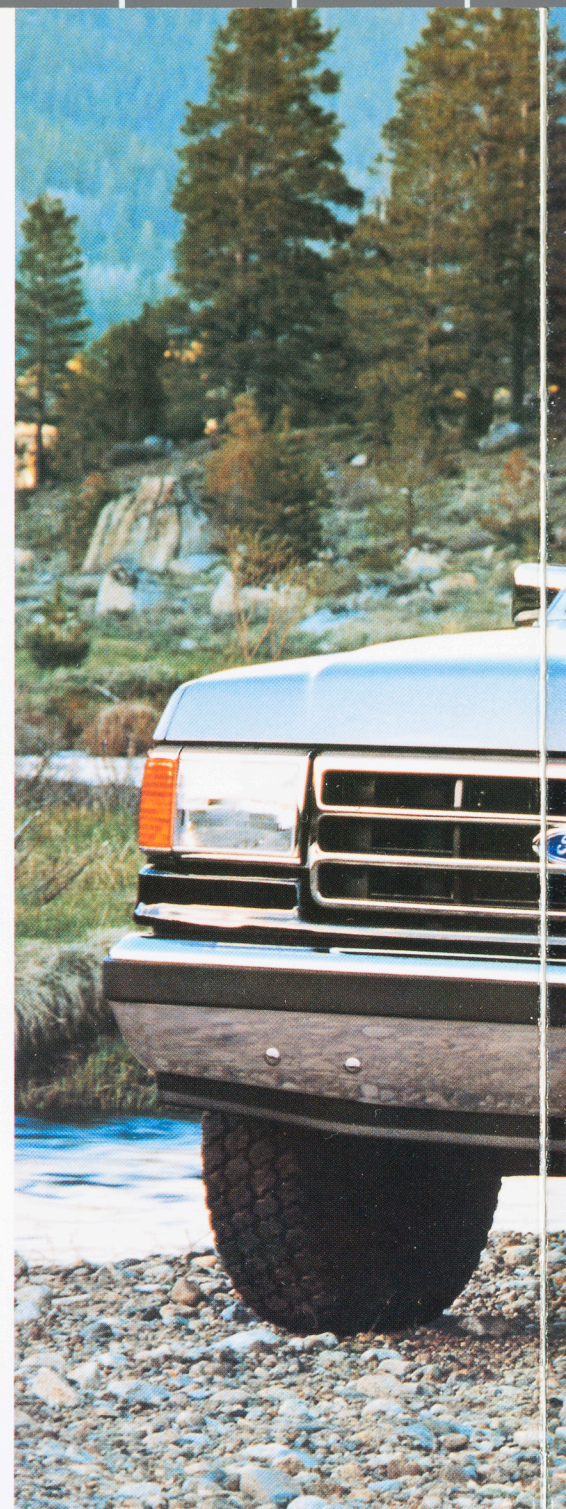
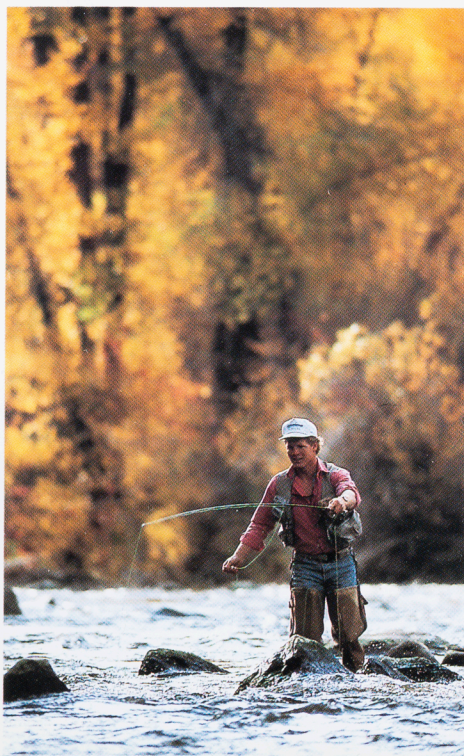
Choose from several multiple-port, electronically fuel-injected (EFI) engines: the standard 4.9L I-6, the 5.0L V-8 (standard with Eddie Bauer) and the big 5.8L V-8.

Engineered for heavy-duty applications like trailer towing, the optional electronically controlled four-speed automatic overdrive transmission (E4OD) is designed to achieve improved performance and shift feel.

Put all that together with improved corrosion protection (including two-sided galvanized steel hood and front doors) and you have the 1991 Bronco.

Another example that, at Ford, the best never rest.

XLT is the most popular Bronco. It's pictured here in Medium Silver Metallic/Raven Black. Some equipment shown on these pages may be optional.





Ford is celebrating Bronco's Silver Anniversary with a limited production model. It's Currant Red with Silver Anniversary front fender emblem and logo on the outside spare tire carrier. Interior appointments include leather seat surfaces on Captain's Chairs, 22-oz. carpeting — and more. Ask your Ford Dealer for details.

BRONCO XLT AND CUSTOM

The XLT is the most popular Bronco. The base-level Custom is popular with off-road enthusiasts. Choose whichever best fits your style.

Exterior Custom features include: a chrome front bumper; a chrome rear step bumper with black rub strip (4,000-lb. trailer towing rating); tinted glass through-out; a bright grille; bright windshield molding; aero-halogen headlamps with high-impact lenses; bright, low-mount swingaway mirrors; sport wheel covers; swing-down tailgate with power window.

Interior Custom appointments include: color-keyed vinyl door trim panels; color-keyed rubber floor mats; a voltmeter plus oil pressure and temperature gauges with indicator lights; an electronic AM/FM stereo radio with digital clock; color-keyed vinyl front bucket seats with 3-passenger flip/fold rear bench seat; black spare tire

cover; black rear quarter trim panels; pivoting vent windows; courtesy dome light switches plus interval wipers.

In addition to, or in place of, Custom features, Bronco XLT is equipped with: a chrome front bumper with black rub strip; bright rear quarter window and lower bodyside protection moldings; Privacy™ Glass; deluxe argent styled steel wheels and tailgate brushed aluminum appliqué.

XLT interior appointments include: color-keyed carpeting; woodtone-appliquéd instrument panel; color-keyed cloth Captain's Chairs; speed control/tilt steering wheel wrapped in black leather; cloth covered sun visors with vanity mirror on the RH visor; a rear cargo light; front, color-keyed cloth headliner; additional insulation plus color-keyed rear quarter trim panel with integral armrest and storage bin. All these desirable features and more.

The XLT, shown in Dark Charcoal, features cloth Captain's Chairs with tip/slide mechanism for easier entry and exit.



Bronco XLT in Cabernet Red/Colonial White.

A Bronco XLT with optional Trailer Towing Package has a towing capacity of 7,800 lbs. — with the 5.0L EFI engine and 4.10 rear axle combined with an automatic overdrive transmission.





*Bronco Custom in Tan.
Some equipment shown on
these pages may be
optional.*

BRONCO EDDIE BAUER

Forget about compromise. With the Eddie Bauer you get everything you need in an off-road truck plus the interior luxury you demand in a car.

Hit your favorite trout stream at dawn. Then pull up to the Club on Saturday night. The Bronco Eddie Bauer is never out of place.

The hard working 5.0L EFI V-8 engine with the 5-speed manual O/D transmission is standard (4-speed automatic E4OD in California). Add the optional Trailer Towing Package (equipped with an optional 4.10 rear axle and optional E4OD transmission) and you can handle payloads of up to 7,800 pounds.

Other standard functional items include power steering; automatic front locking hubs; power brakes (with rear-wheel anti-lock); 32-gallon fuel tank with skid plate; deep dish aluminum wheels; Twin-Traction

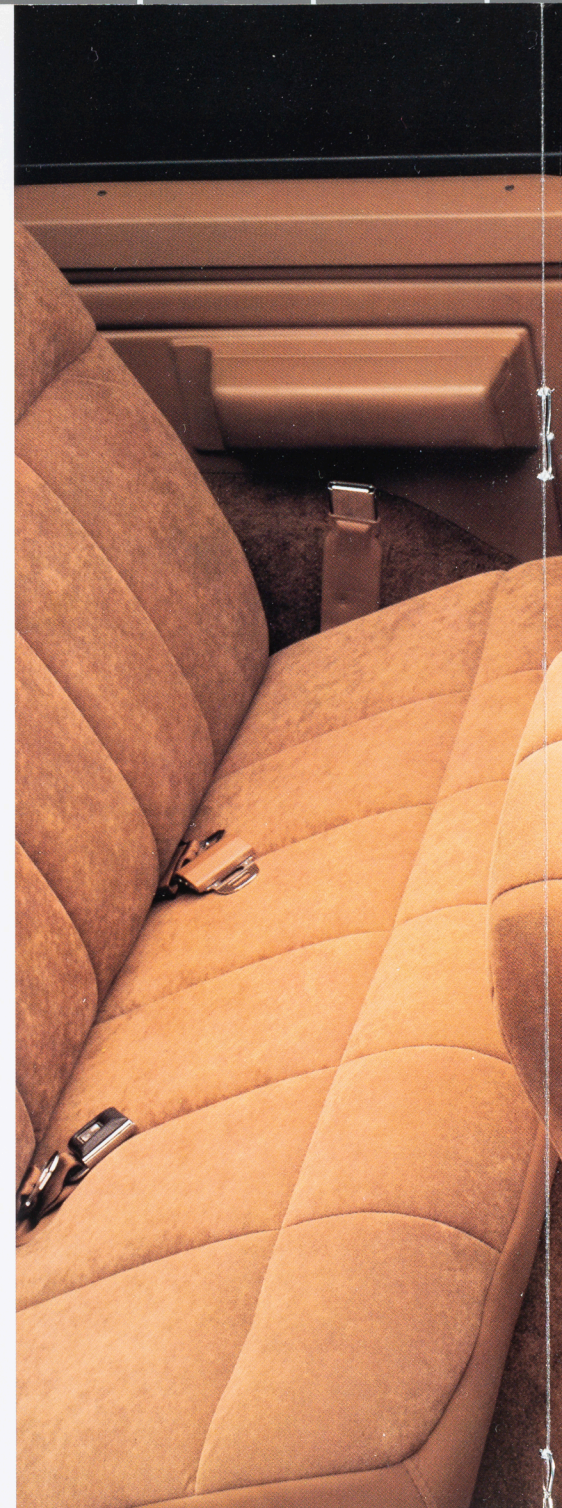
Beam front axle; plus heavy-duty gas shock absorbers and front stabilizer bar.

On the inside you'll find standard features like: Privacy™ Glass; air conditioning; rear window defroster; front and rear carpeted floor mats with Eddie Bauer logo; voltmeter, oil pressure and temperature gauges with indicator lights; a tachometer; glove box, under-hood and dual beam dome and map lights; floor console; headlights-on audible alert; power windows and door locks; electronic AM/FM stereo radio with cassette player and digital clock; cloth Captain's Chairs; plus outside swing-away spare tire carrier and chestnut cover.

The standard Eddie Bauer interior includes cloth Captain's Chairs, a black leather-wrapped steering wheel, floor console and carpeted Eddie Bauer floor mats.



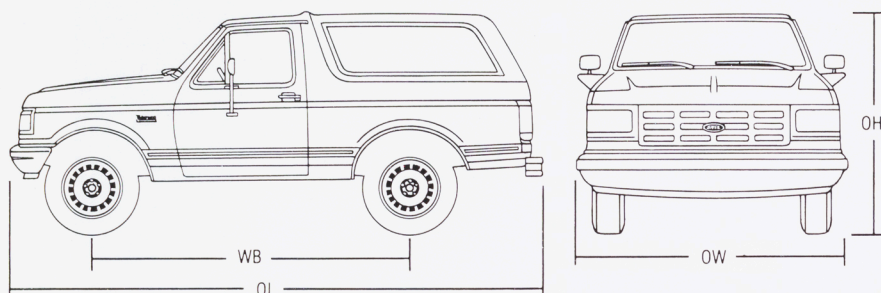
Bronco's A-shaped steering wheel hub is designed to provide the operator with an unobstructed view of instruments and critical gauges.





*Eddie Bauer interior shown
in Chestnut. Some equip-
ment shown on these pages
may be optional.*

BRONCO 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./84-amp/hr. (Eddie Bauer) 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	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 single-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*	4-speed electronic automatic OD
Tires, P-metric, steel-belted radials	P235/75R15XL BSW All-Season	See Options Availability, page 9

*4-spd. automatic E4OD standard in California.

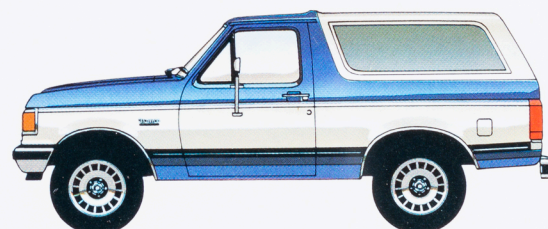
DIMENSIONS

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	74.5"
Overall width	79.1"
Headroom (front/rear)	41.2"/39.3"
Shoulder room (front/rear)	65.3"/64.9"
Legroom (front)	41.1"
Turning diameter (curb-to-curb)	36.6-ft.

COLORS AND TRIMS

Exterior Colors	Interior Colors			
	Dark Charcoal (1)	Crystal Blue	Scarlet Red	Chestnut
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		
Emerald Green Metallic	X			X
Raven Black	X		X	X
Medium Silver Metallic	X	X	X	
Dark Grey Metallic	X		X	
Colonial White	X	X	X	X
Eddie Bauer				
Desert Tan Metallic				X
Scarlet Red				X
Deep Shadow Blue Metallic				X
Dark Chestnut Metallic				X
Raven Black				X

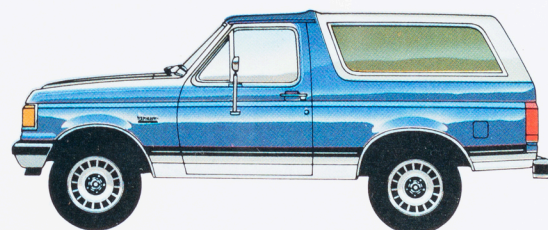
(1) Available with XLT only. Some of these paint and trim colors are shown throughout the catalog. On the printed page colors are at best only representative of the original. Your Ford Dealer can show you actual samples of paint colors as well as interior trim samples.



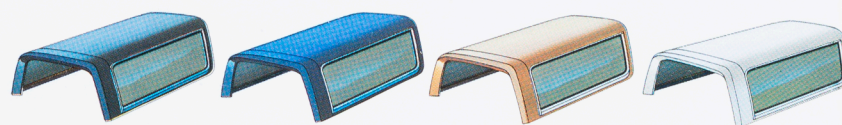
Deluxe Two-Tone: Includes accent color on the center bodyside area and the tailgate, between the mid-bodyside tape stripe and the lower bodyside protection molding.

■ Body Color

□ Accent Color



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.



Raven Black

Deep Shadow Blue

Tan

Colonial White

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

OWNER INFORMATION

6-YEAR/100,000-MILE CORROSION PROTECTION

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

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.



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 the Lifetime Service Guarantee when you visit your participating Ford Dealer.



The leasing alternative is available to qualified lessees through your participating Ford Dealer. A participating dealer can arrange financing terms or a Red Carpet Lease[®] tailored to your circumstances through Ford Credit.

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.



"Tread Lightly" is an educational program designed to increase public awareness of land-use regulations and responsibilities in our nation's wilderness areas. Ford joins the U.S. Forest Service and the Bureau of Land Management in encouraging you to help preserve our national forests and other public and private lands by "treading lightly."

