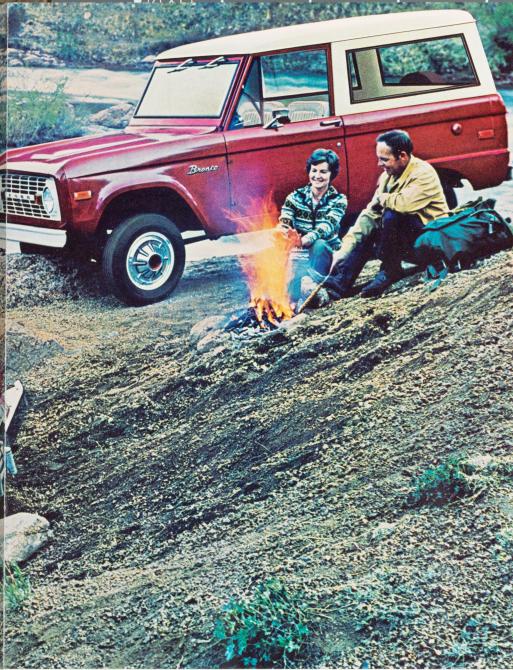
# 97/3 FORD BRONCO







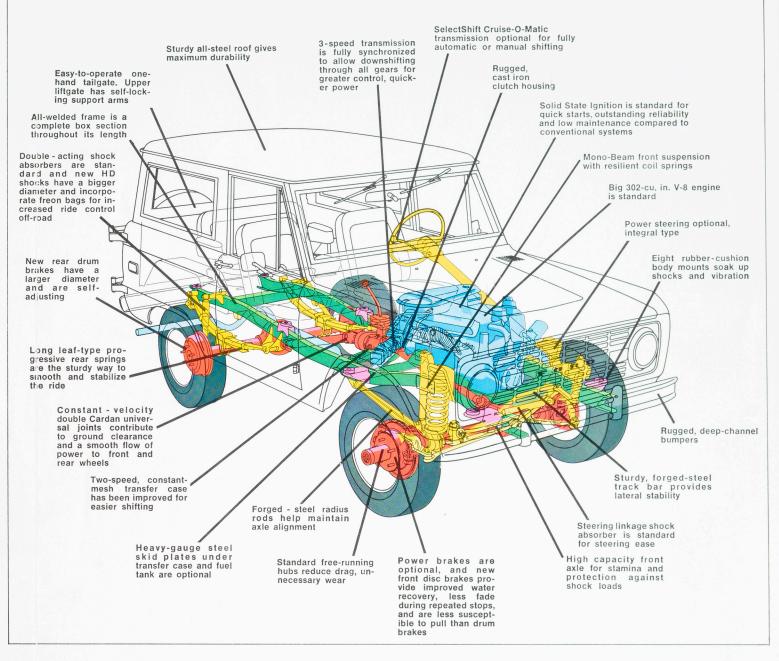
Heavy-duty front axle. Bronco's ability to up and over high obstructions is matched by its ability to take it when crashing down. ishing shock loads are just routine off-road work for Bronco's heavy-duty front axle. And rugged Mono-Beam front suspension provides strong support for the big axle.



Excellent on- or off-road maneuverability. Maobstacles is a cinch with a nimble Bronco Wide-track front axle with 37° turn angle provides outstanding maneuverability. Bronco can turn in a small 33.9-foot circle-tree to tree.



Slone-hugging stability. Bronco has the opti mum 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



Bronco with optional wheel covers

## TO TAME MOST ANY TERRAIN...

attractive, long-wearing vinvl. The convenient transmission shift lever is in the familiar steering-column location.

Bronco is an adventuresome breed of fourwheeler 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. New power brakes are optional and include front disc and big rear drum brakes. 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. A front stabilizer bar is available. Wide-track axles also help 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.)	4400*	4600*#	4900*
Maximum Load Rating:(lb.) GVW Package Includes: Springs, Rear—	835	995	1305
Rating @ Ground (lb.)	1240 E78-15 B	1240 E78-15 B	1475 G78-15 B

#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.



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

## 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 Select-Shift 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 new integral type power steering is now available. It pro-

vides quick steering response and easy handling in some of the roughest terrain. New power steering ratio allows improved "close quarter" maneuverability.

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 Br

a n st

w al T de m

n p ir a



Sport Bronco interior

Bronco's tight body, suspended foot pedals and sealing 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.

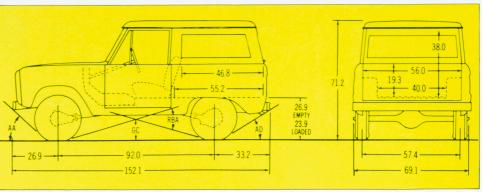
# AND OPTIONS FOR DRIVING EASE, COMFORT!

POWER
Vinyl door trim panels with bright moldings • Hardboard headliner with bright retainers • Vinyl parchment floor mats with bright retainers (front and rear) • Cigar lighter • Steering wheel with woodtone horn pad • Brightmetal 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 • Brightmetal 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 tan, 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.

### Ground clearance angles and dimensions E78-15 7.00 x 15 Tires 40.3 44.1° Angle of Approach (AA) 26.6 29.9 Angle of Departure (AD) Ramp Breakover Angle (RBA) 28.60 32.70 Ground Clearance (GC) 8.6" 8.1" 13.2" Front Axle Rear Axle At RBA Turning Diameter (Bumper Clearance) 33.9'



Equipment	Standard	Optiona
Axle, Front: Rating (lb.)—Ratio (to 1)	3000—3.54	
Axle, Rear: Rating (lb.)—Ratio (to 1)		2900 (w/Traction-Lok) 3.50, 4.11*
Battery: (12 volts)	54 plates, 45 amp-hr	
Brakes, Service:	Dual hydraulic, self-adjusting	
Front	Single-piston floating caliper disc	
Rear—size (in.)	11½2 × 2¼	
Brakes, Parkina: Type		_
	11	
	2.04	
	Free-running	
	1090	
	Progressive 1240.	
	Ross worm & roller w/linkage shock absorber	
	2-spd. thru-drive	
	3-spd. direct*	
	Tubeless E78-15 B PT.	
	5—5-hole disc—5.5K	

\*N.A. in Calif. \*\*Provides maximum ground clearance and durability. Other tire sizes also available. For high flotation tire sizes see your Ford Dealer.

TI = Truck type. PT = Passenger type. † With 4400-lb. and 4600-lb., included with 4900-lb. GVW package. \*Includes 66 plate, 55 amp-hr battery.

Note: With standard equipment, Bronco has a GVW rating of 4400 lb.

Custom-Tailoring Options: Convenience group (cigarette lighter\*, inside 10-in. day/nite mirror, map light) • Left-hand chrome remote-control mirror • Right-hand chrome 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 fire 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 (w/manual transmission only) • Extra cooling radiator • Reduced external sound package • 400 watt single element engine block heater • Northland Special (includes single element 400 watt engine block heater, 50% (—35°F) antifreeze, 70 amp-hr battery, 60-amp, alternator and limited-stip rear axle) • Locking gas cap • Dual electric horns • Headlining, hardboard. \*

Standard on Sport models



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

-Ginger Glow and Medium Green Glow-are optional. Bronco roofs are painted Wimbledon White providing a two-tone paint combination.

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 hubs (automatic) • Snowplow • Snowplow angling kit • Front auxiliary air springs • Trailer hitch • Locking gas cap • Fire extinguisher • AM radio • Cigarette lighter • Trailer towing mirrors • Vanity visor mirror • Highway reflector flares • Transmission auxiliary oil cooler • RH chrome mirror (3 x 5") • LH remote mirror (4 x 5") • Coolant recovery system.



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THE CLOSER YOU LOOK, THE BETTER WE LOOK

# FORD BRONCO



For continued top performance, be sure to specify genuine Motorcraft Parts and Autolite Spark Plugs whenever replacement is necessary.

