



# News Release

Public Relations, Ford Division  
P.O. Box 1509, Dearborn, Mich. 48121  
Telephone: (313) 322-4474

## BAJA BRONCO

FOR RELEASE JANUARY 28, 1971

SAN JUAN CAPISTRANO, Calif. -- A new version of the race-proven Ford Bronco, designed to put into one package all the features off-roaders want and need, will be built by Bill Stroppe and Associates, Long Beach, Calif., and sold through Ford dealers.

The "Baja Bronco" will feature Ford's powerful 302-cubic-inch-displacement V-8 and smooth three-speed transmission, plus Stroppe-supplied special paint, roll bar, wide wheels and tires and extra-shock absorbers. Optional equipment will include an automatic transmission installed by Stroppe.

The base vehicle for the Baja Bronco will be the Sport Bronco Wagon, which includes such items as pleated parchment vinyl front seats, vinyl door trim panels, bright metal grille, bumpers and window moldings plus horn ring and cigarette lighter. The vehicle features a red, white and blue paint treatment and flat, black paint will be used on the hood.

The name Stroppe is near magic in off-road racing circles. Stroppe-prepared Broncos won the tortuous Baja 1000 off-road rally in 1969 and the 500-mile version of the race in 1970. Stroppe himself is Off-Road racing advisor to the Ford Motorsports Association.

Special Baja Bronco equipment to be installed, sold and serviced by Bill Stroppe, Inc., includes roll bar, eight-inch wide wheels and Gates XT 10.00 x 15 off-road tires, double shock absorbers front and rear, frame mounted Class II trailer hitch and a rubber dipped steering wheel. Other Stroppe-prepared features include rear fender flares and modified front fender openings, outboard braces to the front bumper and Stroppe's own Baja Bronco nameplates.

Standard items installed by Ford include the Swing-Away spare tire carrier, the auxiliary 10.3-gallon fuel tank, free-running front hubs, front bucket seats and an extra-cooling package. The heavy-duty suspension package, permitting a 4,700-pound GVW, also is standard and includes Ford's 3,300-pound rear axle and heavy duty 1,280-pound rear springs.

"We think this package combines the performance and safety features that off-roaders are seeking," said Bill Stroppe, president of Bill Stroppe and Associates. "The Baja Bronco should be as good a combination of off-road vehicle and on-highway car as is possible."

To further improve the Baja Bronco's off-road performance, Stroppe will install an optional three-speed SelectShift automatic transmission with floor-mounted controls that permit either automatic shifting or manual selection of any gear.

Other optional equipment available from Stroppe includes a higher performance version of the 302-V-8, choice of flotation tires, tachometer, air-conditioning, roof luggage rack, carpeting throughout, mag-type wheels, competition seat belts and shoulder harness, and the Detroit Locker no-spin rear axle.

"Because 50% of Bronco owners often use light trailers with their vehicles, we felt there was considerable appeal in having a substantial Class II trailer hitch standard on the Baja Bronco," Mr. Stroppe said. "The Baja Bronco will be capable of easily towing trailers up to 3,500 pounds with a tongue weight of 500 pounds."

The Baja Bronco will have the excellent off-road characteristics that have made Bronco the industry's best selling utility vehicle. Wide tread combined with narrow overall width, tight turning circle, excellent angle of approach and departure and superior ground clearance make both the Baja Bronco and the regular Bronco excellent vehicles for all kinds of demanding off-road driving situations. All 1971 models built after October 10 feature the proven heavy-duty Dana 44 front axle, used by Bill Stroppe's racers in conquering the formidable Baja California peninsula.

The Stroppe Baja Bronco will be built at Bill Stroppe and Associates' assembly plant in Long Beach, California and sold through many Ford dealers. Warranty on the conversion will be covered by Bill Stroppe and Associates.

Since the work will be done in Stroppe's Long Beach facility, which provides the needed flexibility to offer the many options available on the Baja Bronco, early distribution will probably be concentrated on the West Coast.

# # #



# News Release

Public Relations, Ford Division  
P.O. Box 1509, Dearborn, Mich. 48121  
Telephone: (313) 337-7137

BRONCO WILDFLOWER

IMMEDIATE RELEASE

Wildflower -- a multi-colored version of Ford Division's popular four-wheel-drive Bronco -- is a lively addition to the division's truck exhibit at automobile shows throughout the country.

In a psychedelic design of blues, yellows and reds topped off by a pink grille, the Wildflower was specially customized -- inside and out -- to balance youthful appearance with the added convenience of special luxury and safety features.

Modifications include a National Hot Rod Association approved roll bar with integral headrests, a windshield design coordinated with the contour of the roll bar and exposed chrome exhaust pipes.

The heating shielding rocker panel behind the pipes is formed of black and white anodized aluminum. Chrome wheel lip molding accent the machined steel alloy wheels, which are equipped with knockoff hubs.

The hood was redesigned to incorporate an air scoop for added engine cooling. Rubber "snubbers" protect the bumpers from scratches and a performance-type gas fill enhances the car's sporty flair. Completing the exterior modifications are unique stepover door panels with padded sills, built-in steps and assist handles.

Custom interior appointments are highlighted by front bucket seats covered in brightly flowered vinyl upholstery with vinyl bolster. A walnut steering wheel and walnut-trimmed control knobs highlight the colorful padded instrument panel.

Red loop carpeting covers the floor in both front and rear compartments, and both the front seats and the jump seats in the rear are equipped with deluxe push-button seat belts.

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IMMEDIATE RELEASE

The Wildflower, a specially customized version of Ford Division's popular four-wheel-drive Bronco, is sure to be one of the most colorful show cars on display at automobile shows this year.

The unique vehicle, planned in Ford's Design Center in Dearborn, Mich., was extensively modified, inside and out, to achieve a lively carefree appearance with added luxury and safety features.

The dominant exterior characteristic of the Wildflower is the lively multi-colored paint treatment. The psychedelic design of blues, yellows and reds is topped off by a pink grille.

Modifications include a National Hot Rod Association approved roll bar with integral headrests, a windshield design coordinated with the contour of the roll bar and exposed chrome exhaust pipes.

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1/18/71



# News Release

Public Relations, Ford Division  
P.O. Box 1509, Dearborn, Mich. 48121  
Telephone: (313) 322-4474

## 1971 BRONCO

### RELEASE ANY TIME

Bronco, Ford Division's popular four-wheel-drive utility vehicle, features a new, more durable front axle and wider use of bias-belted tires for 1971.

Available in two models -- Bronco pickup and Bronco wagon -- and designed as a rugged, versatile vehicle for both highway and off-road use, Bronco is ideally suited to many specialized four-wheel drive applications, as well as comfortable daily transportation.

The new Dana 44 heavy-duty front axle, which will be available on the Bronco shortly after introduction, is the same as that used on the winning Bronco in the Mexican 1000 Rally in 1969.

Proven across the tortuous length of the Baja California peninsula under racing conditions, the axle has exceptional durability and an increased rating of 500 pounds over the previous model. The axle uses modern-design ball joint steering knuckles which do not require adjustment and reduce road shock to the steering wheel.

A short turning radius of just 31 feet, over-all width of 68.8 inches and an over-all length of 152.1 inches provide outstanding maneuverability for such uses as snow plowing or rough country situations. The tread width of 57.4 inches front and rear gives outstanding stability, and an 11.5 inch ground clearance and high approach angle with the standard tires gives good ground clearance in the roughest terrain.

Interiors feature front bench seats that are wide enough to seat three persons comfortably. Contoured front bucket seats are optional in both models, and a rear bench seat is available in the Bronco wagon.

Standard cab features on all Broncos include deluxe front seat belts with retractors, right-hand and left-hand door armrests, paddle-type door latches, roll-up glass windows, windshield-mounted inside rearview mirror and door-mounted chrome mirror.

For those who want a smarter, more luxurious appearance, plus additional comfort and convenience, the Sport Bronco Option is available with both models. It includes a hardboard headlining, vinyl simulated-carpet front floor mat, cigarette lighter, chrome bumpers, bright metal grille molding, light bezels and chrome bumper guards.

Standard power is the 170-cubic-inch six-cylinder engine that develops 105 horsepower -- more than adequate for climbing steep grades or for extended highway driving. For peak performance, Bronco can be equipped with the 302-c.i.d. V-8 that develops 205 horsepower.

All Broncos have Ford's fully-synchronized three-speed manual transmission which permits shifting into "low" without coming to a complete stop, especially advantageous on hills, in sand or snow. The transfer case features easy shifting with a straight fore-and-aft shift pattern.

For high payloads and continuous off-road operation, there are several heavy-duty options such as a 3,300-pound rear axle, heavy-duty package, skid plates, heavier springs and higher load-rated tires.

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FOR RELEASE JANUARY 28, 1971

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# # #

BAJA BRONCO  
Specifications

Standard

Bronco Wagon  
302-V8  
Sport Package, less wheel covers and name  
Three-speed transmission  
8" wheels, Gates XT 9.50 x 15.0 tires  
Double front and rear shock absorbers  
Roll bar  
Class II trailer hitch - frame mounted  
Special red, white and blue paint  
Bucket seats  
4700-pound GVW Package  
Extra-cooling Package  
Rubber dipped steering wheel

Optional

Automatic transmission  
Detroit Locker rear axle  
302-4V  
Mk I air conditioning  
Special transfer shift handle



## News Release

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1971 BRONCO

RELEASE THURSDAY P.M., AUGUST 20, 1970

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- More -

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# # #



# News Release

Public Relations, Ford Division  
P.O. Box 608, Dearborn, Mich., 48121  
Telephone: (313) 322-0365

IMMEDIATE RELEASE

The high-pitched whine of a bumblebee in flight distinguishes Holman-Moody-Stroppe's supercharged six-cylinder competition Bronco, and it has a sting to match.

The potent Bronco is part of a team of such vehicles the Long Beach, Calif., firm has entered in the Riverside Grand Prix, April 6. This annual event is one of a growing schedule of off-road events for utility vehicles such as Ford Division's Bronco.

V-8 engines are plentiful in the competition, but Stroppe's supercharged six-cylinder Bronco is a match for any of them. Its many triumphs include a victory in the 1965 Riverside Grand Prix.

"We win our class just about every time out," said Bill Stroppe. "The engine is a fantastic performer. We're starting our third season using the same block assembly."

The basic engine is Ford's 200-cubic-inch six rated at 115 horsepower. It is used in the Falcon, Mustang and Fairlane car lines, as well as in the Bronco. By the time Holman-Moody-Stroppe adds the supercharger and makes other modifications, horsepower is almost tripled.

The engine block is unaltered and standard manifold system is used. Aside from the addition of a supercharger, a high-lift camshaft (designed for a high-performance Falcon engine) is the only major engine modification.



"We use the Cobra supercharger designed originally for Ford's 289 cubic-inch V-8," said Stroppe. "We've pulled 315 horsepower on a dynamometer and have wound the engine as high as 7,200 rpm."

The supercharged six-cylinder engine is coupled to a three-speed manual transmission. Ford's already rugged Bronco gets additional beefing-up to handle the rigors of off-road racing although the stock frame itself is not modified.

Extra shock absorbers are added in the front to augment the heavy duty Bronco springs. A further assist for the suspension is the placement of air bags in each of the four corners.

Special tires (developed for the Pike's Peak run) are used on 10-inch rims. When the competition is conducted on sand, as little as three pounds of pressure are used in each tire. But for cross-country runs, such as the course at Riverside, up to 32 pounds of air are used.

Instrumentation is on the simple side -- the tachometer is the most important gauge. A padded, steel roll bar provides driver protection in case of a flip, a rare occurrence despite the rough terrain over which most events are conducted.

The usual driver for the Holman-Moody-Stroppe supercharged six Bronco is Ray Harvick, a service station operator in Hemet, Calif.

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3/22/68



# News Release

Public Relations, Ford Division  
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Telephone: (313) 322-4474

## IMMEDIATE RELEASE

The Aberdare Highlands will never seem quite the same -- nor will the rest of Kenya.

For, last month, racing across the savannah plains and rugged Kenyan mountains where the lion and the zebra play, were two American Broncos, of the four-wheeled rather than four-legged variety. Long a native of America -- the first was born in 1965 -- the agile Ford Broncos have become a familiar sight in the Western mountains and deserts and even in the Eastern cities of the United States. But in Kenya, zebras are far more prevalent.

Riding the two Yankee steeds were Fred Sturges, noted American conservationist, journalist and big-game hunter, and Pete Czura, a prominent outdoor writer and photographer. They were on a search for trophies in the five major species of African big game -- elephant, Cape buffalo, rhinoceros, lion and leopard.

"We wanted an all-American team during the safari," said Mr. Sturges. "The two Broncos proved to be as ideal in East Africa as they are in California."

Hitched to American tent trailers, the Broncos carried the party over 3,000 miles from Nairobi to the northern boundary, and back across the full width of Kenya's fascinating countryside.

In a land where transportation most often means going afoot, Broncos are rare. In the United States they are far more common -- in fact over 18,000 were born and sold last year.

Meanwhile, back at the ranch, Ford is about to announce another species. First it was Mustang, then Bronco, and soon Maverick. That's a long corral.

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FILE COPY

WAS NOT RELEASED

## IMMEDIATE RELEASE

A 1970 Ford Bronco driven by Larry Minor and Rodney Hall was named the overall winner of the gruelling Mexican 1000 Rally down the Baja California peninsula of Mexico.

The four-wheel-drive Bronco, entered by Holman and Moody-Stroppe, Inc., of Long Beach, Calif., was timed at 20 hours and 48 minutes for the 832 mile course.

The Minor/Hall team won the rare in spite of a night collision with a dune-buggy, and mechanical problems which delayed them about 45 minutes.

Three Ford F-100 pickup trucks swept the two-wheel-drive production utility class, with Ak Miller and Ray Brock taking first place honors in the class with a time of 24 hours and 4 minutes. Second was the Baraza/Palafox F-100 in 24 hours 32 minutes and third was another F-100 driven by the Crocker/Boilin team, which was timed at 33 hours and 10 minutes.

Indianapolis 500 star Parnelli Jones was forced out of the race after about 100 miles with mechanical difficulties, while former land speed record holder Mickey Thompson also encountered mechanical problems over the tough course and did not finish.

Nearly 260 entries -- ranging from pickups and motorcycles to dune buggies and even an \$18,000 luxury motor home -- began the race October 30 in Ensenada, setting their sights toward La Paz, at the southern end of the peninsula. Only 98 entries finished within the time limit of 48 hours.

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## News Release

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### IMMEDIATE RELEASE

LONG BEACH, Calif. -- Bill Stroppe's racing Broncos take the desert trail again on October 30 for the annual Mexican 1000 Rally down the peninsula of Baja California, Mexico.

The five Broncos will be joined by two Ford F-100 pickups and a Ford Condor motorhome to complete the Holman-Moody and Stroppe team of eight -- all striving for a share of the record \$90,000 purse.

"This is the granddaddy of off-road races, as far as we're concerned," said Bill Stroppe. "We're out to repeat our victory of last year. But even if we don't, we're looking forward to another exciting race."

From the starting flag at Ensenada to the finish line at La Paz, the 300 entries will average 35 to 50 miles per hour, sometimes pushing the speedometer as high as 130 miles per hour. With only seven fuel stops, the fastest driver-and-mechanic teams will navigate the course in 20 hours or less.

The rugged terrain includes some 200 miles of oil pavement, plus mountainous foothills, volcanic rock, dry lake beds, powdery dust, several small rivers and 40 miles of ocean beach -- enough to take a heavy toll of the starters.

"Though we do navigate pavement and wagon tracks, some 40 per cent of the course is over roadless terrain, including some very sharp rock", said Stroppe.

The teams also will battle the weather, with temperatures expected to range from a nighttime low of 40 degrees to a daytime high of around 90 degrees.

Noting that entries are up from last year's total of 170, Stroppe attributes the sport's increasing popularity -- especially among such celebrities as Mickey Thompson, Roger Smith, Early Wynn and Parnelli Jones -- to the combination of ruggedness, excitement and speed.

Stroppe's vehicles are equipped with rollbars, 44-gallon fuel tanks, two-way radios, tool kits, two gallons of "Gatorade" and, for comfort's sake, shock-absorber seats with three-inch travels. Wheels are heavy-duty, and tires are equipped with a layer of plastic between the tread and carcass to prevent puncture by cactus needles and rocks.

The 1969 Condor -- a 20-foot luxury motorhome -- has been specially equipped with a Ford 460-cubic-inch-displacement V-8 engine, four-wheel drive and 15½ inch wide tires. Piloted by Wes Thomas of Los Angeles and Early Wynn, pitching coach for the Minnesota Twins, the "Debbie Special" -- named for Debbie Reynolds -- will run on LP gas. Both members of the crew will wear air conditioned space-suits with internal ground-to-air communications built in.

"Everyone thought we were crazy entering a Condor," said Bill Stroppe. "But I've got lots of faith that it will get to La Paz -- not first, perhaps, but it will get there where many others won't."

The Condor is fully equipped with refrigerator, stove, a hot water shower, rugs -- everything including the kitchen sink. The only special equipment is the engine, four-wheel-drive, a co-pilot instrument panel, roll bars and the special tires, which are 40 inches high.

Last year, the Holman-Moody and Stroppe Broncos swept first-place honors for four wheel vehicles in several important off-road races, including the Stardust 7-11 and the Mexican 1000.

The Holman-Moody and Stroppe teams and vehicle numbers are:

53. Ak Miller and Ray Brock	- F-100 pickup
55. Parnelli Jones and Bill Stroppe	- Bronco
56. Larry Minor and Rodney Hull	- Bronco
57. Jim Loomis and Bud Wright	- Bronco
58. Mickey Thompson and Danny Ongais	- F-100 pickup
59. Danny Eames and Els Lohns	- Bronco
60. Roger Smith and Bill Hanyon	- Bronco
255. Early Wynn and Wes Thomas	- Condor

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10-21-69



**Ford Division News Bureau**  
**P. O. Box 608-Dearborn, Mich. 48121**  
**Phone: 32-24474 (Area Code 313)**

IMMEDIATE RELEASE

CAREFREE, Ariz., April 5 -- Ford's 1967 Bronco has been named the receipient of the Camping Journal magazine's Seal of Approval for its outstanding performance on super-highways at high speeds, on primitive logging roads and in backwoods country.

The award was presented here today to Walter T. Murphy, Ford Division general marketing manager, by Frederick W. Sturges, Camping Journal editor and assistant publisher.

Two of Ford's rugged four-wheel drive Broncos were tested by the editors of the magazine during a late November trip into nearly inaccessible northern Maine woodlands where they "performed beautifully," the camping magazine reported.

"We never would go into such remote areas without this kind of vehicle," Mr. Sturges said. "We especially appreciated the Bronco's dependable, synchronized transmission, powerful engine and mono-beam front suspension.

"This is the second year we have tested the Bronco. Although I was greatly impressed with the 1966 model, I was even more impressed with the 1967," he said.

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## News Release

North American Automotive Operations, Dearborn, Michigan 48121  
Telephone: (313) 322-1300

IMMEDIATE RELEASE

Following is a statement by Gordon B. MacKenzie, vice president - Sales Operations, Ford Motor Company:

Ford Motor Company has raised the base suggested retail prices of its 1978 Thunderbird, Cougar XR-7, Bronco and four-wheel-drive light trucks by an average of \$41 or seven-tenths of one per cent, and the prices of selected options on all vehicle lines an average of \$8 per unit, effective March 22.

Spread over the company's entire car and light-truck lines, the increases average \$17 or two-tenths of one per cent per vehicle. This pricing recovers a small portion of the cost increases we have incurred since introduction.

The base price on Thunderbird is increased \$37 or seven-tenths of one per cent; Cougar XR-7 by \$37 or seven-tenths of one per cent; Bronco by \$63 or one per cent, and four-wheel-drive light trucks an average of \$46 or seven-tenths of one per cent.

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3/22/78