

NEWS FROM THE



WORLD OF FORD

RELEASE TUESDAY,
JANUARY 4, 1983

Bronco II, a new smaller four-wheel-drive vehicle that combines traditional Ford toughness, outstanding maneuverability and V-6 power in an attractive, fuel-efficient package will be introduced in March at Ford dealerships.

Four Wheeler magazine said Bronco II will "turn heads and start tongues wagging" and that it "isn't going to take a back seat to any other rig on the road."

The compact Bronco II is built on a 94-inch wheelbase. It has an integral steel roof, wrapover rear-side glass panels and a one-piece rear liftgate.

"Bronco II is a new kind of vehicle, designed for on-the-go American lifestyles," said Louis E. Lataif, Ford vice president and general manager of Ford Division. "Its toughness shows itself on the trails for the traditional off-roader. For those who never owned a 4x4, Bronco II offers a new dimension of fun and freedom for personal and recreational transportation."

It features a proven four-wheel-drive system that is easier to engage than any 4x4 Ford ever offered, Mr. Lataif said. Bronco II's strength also comes from ladder-frame construction and a Twin-Traction-Beam suspension which allows front wheels to take the jolts of off-roading independently -- a design pioneered by Ford in 1979 on the full-size Bronco and 4x4 F-Series pickups.



"Bronco II's standard 2.8-liter V-6 engine is powerful, yet economical to operate," Mr. Lataif declared. "Projected Environmental Protection Agency ratings are in the low 20's for city driving and high 20's for the highway with a standard four-speed manual transmission."

The vehicle, which goes into production later this month, carries a preliminary base sticker price of \$9,998, including such standard features as the V-6 engine, power steering, power brakes, reclining front bucket seats, a split fold-down rear seat, full carpeting and an expanded capacity (23 gallons) fuel tank. Some of these items are available at extra cost on Chevrolet's S-10 Blazer, and others are not available.

Bronco II's V-6 is the first Ford truck engine to use the fourth-generation Electronic Engine Control (EEC IV), an on-board computer designed for the best mix of fuel economy, emissions control and performance. Optional transmissions are a three-speed automatic and a five-speed manual overdrive.

Bronco II shares many features with the four-wheel-drive Ford Ranger pickup truck, which gets the V-6 engine in January. A two-speed transfer case allows the driver to select low- or high-gear ranges for 4x4 operation. Four-wheel-drive can be engaged while moving once the front hubs have been manually locked, and Bronco II also offers optional automatic-locking hubs.

For optimum ride smoothness, Bronco II offers computer-selected springs, variable according to option content. Rear springs are overslung to maximize ground clearance.

"From a performance standpoint, the Bronco II really works," according to Petersen's 4-Wheel and Off-Road magazine in a story to be published shortly. It has "exceptionally short fore and aft overhangs for getting in and out of tight spots with minimal sheet metal scraping. Bronco II is second to none in the mini-utility class for...rock climbing, mud-bogging horsepower and torque."

The new multi-purpose vehicle also scored well in Ford consumer research clinics with persons who have never owned a four-wheel-drive vehicle, but were attracted to its efficient size and fun-to-drive features.

"If big Broncos are acceptable in the suburbs -- and they must be because you see them everywhere with no mud or desert dust on them -- then Bronco II is bound to be vastly desirable among suburbanites," said Pat Bedard, editor-at-large for Car and Driver magazine.

"It's a sprightly, bite-size Bronco, and that's just what the job requires. This new one is first cousin to a car in the way it behaves, and like a sports car that goads you into driving it."

Mr. Bedard drove a prototype Bronco II on the paved handling course at Ford's Dearborn (Mich.) Proving Ground. Manny Esquerra, perennial off-road racing champion who brought home overall victories in 1982 SCORE and High Desert series races driving a Ranger pickup truck, sees Bronco II in a different light. He drove it off-road at Ford's (Kingman) Arizona Proving Grounds.

"Off-road is where Bronco II really shines," Mr. Esquerra said. "Its independent front suspension has plenty of travel to handle rough surfaces that vary from rock-hardness to bottomless silt. The tough chassis and V-6 power means that Bronco II should do very well on the off-road racing circuit, and its smooth ride isn't going to wear out the driver."

Options include three trim levels, including a luxurious XLT and a sporty XLS package. Limited-slip front and rear axles, snow-plow preparation package, door vent windows, a unique swing-away outside spare tire carrier and an overhead console with a map light and digital clock also are optional. Other extras are fingertip speed control, skid plates, floor console with audio cassette storage and a graphic display module to signal low-fuel, low-washer fluid and headlamp and taillamp malfunctions.

A trailer-towing package allows Bronco II to haul boats or camping trailers weighing up to 4,050 pounds.

Also available are heavy-duty shock absorbers, heavy-duty battery, cast aluminum wheels, air conditioning, tilt steering wheel, tinted glass, privacy glass and low-mount, swing-away rearview mirrors.

###

NEWS FROM THE



WORLD OF FORD

BRONCO II CONTEMPORARY MARKETS SIDEBAR

RELEASE TUESDAY,
JANUARY 4, 1983

Changing lifestyles at home and at work have put increasing numbers of women behind the wheel of utility vehicles in the past six years, and utilities are attracting more buyers among young marrieds, mature and other special markets.

Even before the introduction of downsized easy-access, easily driveable vehicles like the new Ford Bronco II, which will be introduced in Ford showrooms this March, the percentage of women as principal drivers of utilities increased from seven percent in 1976 to 20 percent in 1982 -- nearly triple -- according to Ford Motor Company research. The Ford data shows a sharp resurgence of utility buying by young people 30 to 34 years of age, and a significant increase among seniors.

Why are more women in particular joining the ranks of drivers of four-wheel-drive vehicles, once thought to be an escape mechanism principally for men?

The answers, according to Ford researchers, can be found in changing lifestyles, the rise in numbers of working mothers, more unmarried women enjoying suburban living, shifting values relating to "status symbols," greater earning power among women, increasing interest in security, and vehicle downsizing.



Dr. Marilyn King, Ford manager of contemporary markets, says, "Many women today are discovering that a utility vehicle can match more aspects of their lives than can a car. They like them for carrying packages or sports equipment, driving in snow on suburban roads or on off-road vacations. They find they fit a variety of family weekend patterns."

Commenting on the increase in numbers of young married couples buying utilities, Dr. King said, "We have seen a sharp return of interest in four-wheel-drive utilities in the 30-to-34-year group in the past two years after a decline from 1978 to 1980. It's an interest that's natural for young people in the family-forming years. It dropped off temporarily when everyone became concerned about fuel economy in the spring of 1979. But it's returning with great enthusiasm now that fuel prices have stabilized, and excellent fuel economy is available in the new breed of 4x4 vehicles. (Bronco II is expected to have an EPA rating in the low 20 mpg range for city and high twenties for highway.)

"Young families like the utilities because they like fun weekends and the freedom these vehicles offer in the way of off-roading or just 'round-about-towning.'

"Now that we have the smaller, easier-to-handle Bronco II, we expect this trend to continue. The sharp upturn in the 30-to-34 segment is the most noticeable 'blip' on our demographic charts for utilities at present, and now we expect the trend line to shoot upward sharply."

As for mature customers, Dr. King noted that this is the fastest growing segment of the population, and their buying pattern in utilities remains constant, with increased sales resulting from growth of the segment. With more retired couples interested in travel and recreation, utilities -- especially the new smaller ones like Bronco II -- are an extremely attractive buy.

###