



News Release

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1968 BRONCO

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Ford Division's Bronco enters the 1968 battle for sales in the four-wheel-drive market featuring new mechanical refinements, additional safety items and improved driver comfort.

Already one of the most popular vehicles of its kind in the country, Bronco retains the functional good looks of a machine designed for tough use on or off the highway.

Among the more dramatic improvements in the Bronco are an optional swing-away spare tire carrier which offers added convenience and extra cargo space; new, free-running front hubs with improved lubricant sealing and simpler operation; and a new kingpin with a high-density polyurethane-filled bearing cap that automatically compensates for kingpin wear and provides improved anti-shimmy capability and virtually service-free operation for the life of the vehicle.

The new spare tire carrier is hinged to a mount on the right rear corner of the body. A spring loaded slam latch secures it to the tailgate. For carrying long loads with the tailgate down, the carrier can be swung 270 degrees and secured with a bolt to the right side panel. A security cable prevents the tire from swinging uncontrolled, should it accidentally come unlatched.

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Standard power plant in the Bronco for 1968 is the responsive 170 cubic-inch Six coupled with a fully-synchronized three-speed manual transmission. Extra power is available with the spirited 200 horsepower, 289 cubic-inch V-8 which provides outstanding power for any situation. Both engines have thermostatically controlled hot and cold air intake systems; dry-type, replaceable element air cleaners, and thermactor exhaust emission control systems.

The standard Bronco interior, with an attractive, durable, all-vinyl bench seat, has a number of new safety-oriented features. Arm rests are standard on all models with doors, and are of a new yielding design. Door handles are the new recessed flipper type to provide greater safety and easier operation. Standard seat belts are the push button type, and the interior rear view mirror is of yield-away design.

Bronco's exclusive cushion-beam front suspension provides passenger-car-like ride without sacrificing four-wheel-drive durability or maneuverability. Rugged, easy-riding coil springs and sturdy forged steel radius rods are attached to the axle and frame through heavy rubber shock-absorbing insulators. Road bumps are soaked up before they reach the driver.

Bronco for 1968 is offered in five models — Wagon, Pickup, Roadster, Sport Bronco Wagon and Sport Bronco Pickup. The Sport Bronco models have vinyl covered door trim panels with bright moldings, fitted vinyl floor mats, horn rings, cigarette lighters and many other interior and exterior luxury touches.

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