

FORD BRONCO- bred



THIS ADVERTISEMENT WILL APPEAR
CENTER SPREAD—BLACK & WHITE

Publication
AUTOMOTIVE NEWS

For action and rarin' to go!

The excitingly new all-purpose car packed with appeal to spur Ford dealers' 1966 sales!

Ford dealers have another winner in their corral! Bronco — a great new kind of work-and-play car, appealing as all outdoors — leads Ford's big parade of 1966 products.

Bronco is excitingly different; a new breed of car for those who seek adventure as well as practical transportation. Smart lines, comfortable seating, extra pep and power combined with four-wheel drive make it a perfect all-purpose vehicle—equally at home on Main Street or on a rugged mountain trail!

Models? There's a choice of three: sporty Roadster, Short Roof Sports Utility and roomy Wagon. Features include a smooth, powerful 170-cu.-in. Six; fully synchronized 3-speed manual transmission; Mono-Beam coil-spring front suspension, oversize brakes and a 34-foot turning diameter. What's more, there's a wide selection of extra-value options!

Trim, tough, spirited as its namesake, this newest of Fords is packed with appeal for modern, active Americans. Sportsman, camper, suburbanite, farmer or just plain fun lover—all will go for Bronco to spur '66 sales for Ford dealers everywhere!

Another reason why it's great to be a dealer in the Ford Family of Quality-Built Cars and Trucks.

FORD - BUILT MEANS BETTER BUILT



PRODUCTS FOR THE AMERICAN ROAD; HOME; FARM; INDUSTRY; AND THE AGE OF SPACE
Mustang, Falcon, Fairlane, Ford, Thunderbird • Comet, Mercury, Lincoln Continental • English Ford Line •
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Ford Flat Glass Products • Ford Authorized Leasing System • Lincoln-Mercury Dealer Leasing Association •
Ford Rent-A-Car System • Subsidiaries: Philco Corporation, Ford Motor Credit Company,
The American Road Insurance Company, Ford Leasing Development Company.

FORD FAMILY OF FINE CARS CLEARINGHOUSE

NO. 360 OF A SERIES



RIDE WALT DISNEY'S MAGIC SKYWAY AT THE FORD MOTOR COMPANY PAVILION, NEW YORK WORLD'S FAIR



Bronco Wagon—roomy and rugged!



Bronco Roadster—the sporty one!



Bronco Short Roof Sports Utility—for looks and loads!

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