



NEWS FROM THE WORLD OF FORD

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IMMEDIATE RELEASE

FORD BRONCO CELEBRATES ITS 25TH ANNIVERSARY IN 1991-MODEL YEAR

The Ford Bronco, which introduced the trend of blending car and truck attributes in a multi-purpose vehicle, celebrates its 25th Anniversary in the 1991 model year.

"You can look at Bronco as the trunk of the family tree for today's myriad of sport utility vehicles," said Thomas J. Wagner, Ford Motor Company vice president and Ford Division general manager. "It began its long life catering to the personal needs of its owners, without sacrifice to its utility.

"Bronco's offspring include the Bronco II, introduced in 1984 to take advantage of the growing compact truck market. This year, Bronco II evolved into the Ford Explorer, the ultimate expression of sporty utility fun and function."

Ford introduced the Bronco in August, 1965 as a 1966 model. It was an immediate success, leading its segment with sales of 18,200 in its first full year. Total retail deliveries from 1965-1989 numbered 848,618. The best single year was 1978 when Bronco retail deliveries soared to 82,343. Sales of 62,563 in 1989 marked the third year in which retail deliveries exceeded 60,000 and the sixth year that Bronco reached the 50,000-plus sales plateau.

The first Bronco was available in three body styles -- a four-passenger wagon with a removable full-length roof, a pickup

with a half roof and an open-top, two-door roadster with a choice of two- or four-passenger seating. By 1973, only the wagon version remained.

The original drivetrain was a 170-CID, 104-horsepower in-line six-cylinder engine with a fully-synchronized three-speed manual transmission, full-time four-wheel-drive and a solid front driving axle. It was the first stock off-road vehicle to use coil springs. The wheelbase was a maneuverable 92 inches and overall length was only slightly more than five feet -- 152.1 inches.

Ford's small-block V-8 engine became available for the Bronco in March, 1966 -- first in its 289-CID version and less than two years later in the 302-CID version.

The Ford Bronco was basically unchanged through 1977 with the exception of refinements to improve performance, road manners and appearance, and modifications to meet federal emissions control standards.

Responding to the competitive trends in the market, Bronco became a full-sized (104.7-inch wheelbase) utility vehicle in the 1978 model year. With a removable fiberglass rear roof, it was a more contemporarily styled vehicle with ample seating for six adults, a more car-like interior and more option choices. Power choices included the two big V-8s, a 351-CID and a 400-CID.

In the 1980 model year, when Ford introduced its "New Trucks for the Eighties," Bronco had a part-time four-wheel-drive system and its front driving axle was replaced by Ford's innovative Twin-Traction Beam -- the first independent front suspension ever offered in a full-sized 4x4 truck.

The next major change would not come until the 1987 model year when the Bronco sported a new, more contemporary front-

end look resulting from new fender and hood sheet metal, new aero-style wraparound impact-resistant headlights and directional signals, a new grille and a larger front bumper.

On the inside, there was a new instrument panel with four air registers and side window demisters, a center-mounted speedometer and a large glove box.

Functional improvements included the Ford-pioneered rear anti-lock brake system to inhibit rear-wheel lockup in hard braking situations.

Ride and handling was improved with the addition of gas-pressurized shock absorbers and adjustable caster and camber as standard equipment.

New options included the Ford "Touch Drive" systems, which provides in-cab shift-on-the-fly capabilities for the rugged Ford 4x4.

Desert racing was one of the avenues to Bronco's quickly established reputation for toughness. It was an immediate favorite of off-road performance buffs. In March of 1966 -- just seven months after its introduction -- the race-prepped Ford Bronco was in the winner's circle, taking first place honors in the six-cylinder and V-8 classes in the California Four-Wheel-Drive Grand Prix.

Bill Stroppe, a well-known race car builder, was among the first to campaign Broncos in desert racing, entering the new utility vehicles in the arduous Baja 1000 off-road race in 1967 in Mexico. He raced modified Broncos in desert racing series for the next several years. Parnelli Jones was one of the drivers. From the Stroppe-Jones racing efforts evolved what has been described as "the ultimate off-road racing machine." Dubbed "Big Oly," it

was really a cross between a Bronco and a Ford F-Series pickup that became one of the biggest stars on the off-road racing circuit.

After its last race in the summer of 1974, Big Oly was retired from racing and shown at auto and other shows around the country.

Today, Bronco is still one of the big successes on the racing circuit. Dave Ashley pilots the Bronco for Enduro Racing and has won seven races in 13 starts during the 1989 racing season.

"Bronco's ability to go almost anywhere -- on road or off -- was a boon to commercial interest as well," Mr. Wagner said. "It quickly became a workhorse that could move crews around muddy construction locations and get them to remote mining sites."

That same reputation for ruggedness and dependability also attracted outdoor lovers whose favorite fishing holes and hunting spots were located in places where only off-road vehicles could go reliably.

"The results can be seen in the sales performance," Mr. Wagner said. "The Bronco is the most popular full-sized utility vehicle in North America and has been so for the past 11 years. Bronco versatility is a tremendous asset in an increasingly more competitive light truck market. Fun time or work time, it's a best-in-class vehicle for all seasons. Happy Anniversary Bronco."

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From the News Bureau
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1966 BRONCO -- GENERAL STORY

RELEASE WEDNESDAY, AUGUST 11, 1965

Ford Division of Ford Motor Company today launched the 1966 automotive model year with the announcement of a completely new line of four-wheel-drive vehicles called "Bronco."

The new Ford Bronco is a sports-utility vehicle which, with its standard two- and four-wheel drive, is equally at home on a rugged mountain grade or on a run to the shopping center. Designed to operate on or off the highway, the new Ford vehicle comes in three body styles -- a sporty roadster, a roomy wagon and a short-roof utility model.

Donald N. Frey, company vice president and Ford Division general manager, said "the Ford Bronco has been designed to join the Mustang in providing modern, active Americans with driving adventure as well as practical transportation."

Mr. Frey noted that there are now some 300 organized "four-wheeler" groups in the U.S. -- numbering about 10,000 members -- who use utility vehicles for driving and camping in rugged locales.

"We talked to these owners who enjoy exploring the remote wilderness as well as to others who drive over less rugged terrain," he explained, "and they told us what features they wanted most in a sport and utility vehicle."

Mr. Frey said the characteristics asked for include:

- Higher highway cruising speed.
- The ability to climb steeper grades.
- Improved ride.
- Weather-tight cabs.
- More comfortable seats.

-- Shorter turning radius.

-- Readily available parts and service.

"We achieved all these characteristics in the Bronco's design," Mr. Frey said.

"We think of the Bronco as neither a conventional car nor a truck, but as a vehicle which combines the best of both worlds," he continued. "It can serve as a family sedan, a sports roadster, a snow plow, or as a farm or civil defense vehicle. It has been designed to go nearly anywhere and do nearly anything."

Mr. Frey said the market for utility vehicles has grown from slightly more than 11,000 in 1960 to more than 40,000 last year, and he predicted expansion to 70,000 by 1970.

"We expect the Bronco to be a leader in that growth," he concluded.

The new Ford Bronco will be in Ford dealer showrooms in September.

BODY STYLES -- The Bronco body styles -- open "roadster," short-roof sports utility, and fully-enclosed delivery or station wagon -- are designed to provide outstanding comfort with practicality.

(Roadster) -- The roadster model is the "basic" Bronco. It has no cab roof or doors and is an open sports model with a windshield that can be folded flat and secured to the hood with a spring-loaded pin. A bench seat is standard equipment, and a cargo area 55.2 inches by 61 inches is provided in the rear.

With the standard bench seat, a steel bulkhead separates the rear compartment from the forward compartment. Doors with or without glass and frames are optional.

A vinyl top to provide weather protection is available as an accessory for the Bronco roadster, enclosing both the rear and front compartments.

(Driver Cab) -- Adding full-doors with easy-to-operate roll-up windows and a bolt-on steel driver's cab makes the roadster into a weather-snug and lockable sports utility model. In warm weather, the steel top may be unbolted and removed.

The full doors with convenient roll-up windows are compatible with either vinyl or steel tops.

(Station Wagon) -- A full-length steel roof turns the Bronco into a fully-enclosed station wagon. This all-steel structure is bolted to the body sides and windshield. Large fixed windows in the sides and rear lift-gate provide excellent visibility.

In this form, the Bronco is completely lockable for safe luggage storage. The rear lift-gate opens easily with one hand and is supported by two sturdy, self-locking arms that hold it in the open position for ventilation if desired.

SEATING -- With the low front tunnel of the Bronco, a three-man bench seat becomes practical and is offered as standard equipment. Twin bucket seats are optional for maximum comfort and lateral support.

For four-passenger seating, a two-passenger, bench-type rear seat also may be added in combination with the front bucket seats. With this arrangement, the steel bulkhead is deleted to permit rear seat access. The spare tire, normally mounted on the steel bulkhead, is then mounted on the inside of the tailgate, behind the rear seat.

POWER TRAIN -- The Bronco is powered by a 170-cubic-inch, 105-horsepower six-cylinder engine specially adapted for rugged use in off-highway operation. Unique to the Bronco engine are a special carburetor and fuel pump for positive fuel supply under all conditions; a special oil bath air cleaner; and a large, six-quart-capacity oil pan to provide proper lubrication. A cast iron housing protects the clutch against damage in rocky terrain.

A manual three-speed, fully synchronized transmission has a column-mounted selector. The synchronized low gear is particularly useful since it permits shifts into low without stopping when steep grades are encountered.

The Bronco two-speed transfer case has a single, floor-mounted shift lever. In sequence from front to rear, the lever provides "4-wheel drive, low," "neutral," "2-wheel drive, high," and "4-wheel drive, high." It is not necessary to stop or declutch when shifting into or out of "4-wheel drive, high."

In addition to the 4-wheel drive compound low gear, the transfer case provides "neutral" for the operation of an optional "power-takeoff" to power such devices as logging saws.

"Through-drive" design in the transfer case provides direct drive to the rear wheels without engaging the gears in the transfer case when the front axle is disengaged. This lengthens gear life and makes for quieter operation.

Two rear axles are offered on the Bronco -- a standard axle of 2,780 pounds' capacity, and an optional axle of 3,300 pounds' capacity. Both are available with optional limited-slip differential for maximum traction.

Front brake drums are 11-inch diameter by 2 inches in width with rear brake drums 10 inches in diameter by $2\frac{1}{2}$ inches wide. These oversize brakes permit easier stopping and require lighter pedal effort.

CHASSIS FEATURES -- The Bronco front suspension combines extreme ruggedness with superior anti-dive characteristics -- even under panic-stop conditions.

This is achieved through a tubular beam axle located by forged steel radius rods and track bar. Because the radius rods transmit the braking and driving force, and the track bar maintains axle alignment, coil springs are utilized for optimum riding comfort. Front shock absorbers are mounted to the radius arm for maximum control.

A new 37-degree-turn front axle is used on the Bronco to provide minimum turning diameter. Even with its 92-inch wheelbase, a Bronco can be turned in a 34-foot circle, curb-to-curb.

The rear springs of the Bronco are semi-elliptic leaf design, featuring Ford's taper-leaf configuration for minimum harshness. Optional heavy-duty, single-stage springs also are available for maximum loads. Rear shock absorbers are mounted outboard, and both rear and front shocks operate with constant viscosity fluid.

The Bronco frame is of box section construction through its entire length, as are front and rear cross members. Eight rubber cushions effectively insulate the Bronco body from chassis and road noise.

OTHER FEATURES -- In addition to providing more protection to front-end components in rocky terrain, the Bronco anti-dive front suspension is important for plowing snow. Anti-dive keeps the plow from digging into the road surface under braking, but still permits a thorough cleaning job.

A large 14-gallon fuel tank mounted in a protected area between the frame side members behind the rear axle is standard. An additional 11-gallon tank mounted under the driver's seat is optional. Filler pipes for both tanks are conveniently located on the left side of the body, and a selector valve under the driver's seat permits easy change-over when either tank runs dry. A switch under the dash panel changes the fuel gage reading from one tank to the other to permit the operator to check fuel levels in each tank.

The Bronco instrument panel has a full complement of gages, including oil pressure and ammeter. Defroster and heater are a delete option, and the optional radio is mounted in the center of the panel.

Channel-type front and rear bumpers, standard on all Bronco models, are designed to be the first point of contact in both the "angle of approach" and the "angle of departure" to protect chassis components and sheet metal from possible damage when operating in severe terrain.

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FOR IMMEDIATE RELEASE

BLOOMFIELD HILLS, Mich., Aug. 11 -- Each of three models of the new Ford Bronco -- roadster, wagon and sports-utility model -- "can be converted to either of the other two models," a Ford Motor Company official said today.

Walter T. Murphy, Ford Division general marketing manager, described the Bronco for newsmen at the vehicle's national press preview as "a vehicle made to order for the growing number of active Americans interested in all forms of outdoor recreation."

With the addition or removal of either of two optional metal roofs, Ford's new Bronco changes from roadster to station wagon or to sports-utility vehicle.

Mr. Murphy said that the Bronco -- like all Ford passenger cars and trucks -- will be sold with a two-year or 24,000-mile warranty.

The new sports-utility vehicle offers a "unique combination of ideal wheelbase, road stance, tight turning diameter, smooth ride, ruggedness, capacity, comfort, convenience, power and utility," he said.

"A wide selection of both factory and dealer-installed options and accessories will enable owners to custom build their Broncos into any type of specialized work or play units they may require," he said, including "a vehicle that can serve as a family sedan, sports roadster, snowplow, farm or civil defense vehicle."

Lauding the Bronco's handling ease, he pointed out that, even with its smooth-riding 92-inch wheelbase and an exceptionally broad and stable 56-inch wide track.... it can be turned in a 34-foot circle, curb to curb.

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Mr. Murphy said the Bronco's standard engine, a 170-cubic inch Six developing 105 horsepower, provides greater power for climbing steeper grades and for higher highway cruising speeds. "This engine has the 'kick' needed for lively acceleration and safe passing on the highway."

Maximum ground clearance is provided on the Bronco through the use of unique new universal joints which permit a higher mounting for the four-wheel drive transfer case, traditionally the understructure component "most likely to get hung up."

"It comes as no surprise that greater ground clearance was a feature four-by-four owners wanted very strongly," he explained. "Many of them go out of their way to see just what their units can do, and many join special clubs and enter their units in hair-raising competition. To them, getting hung up or bogged down is just about the most embarrassing and distressing thing that can happen."

In addition, the Bronco's brake and clutch pedals are suspended and more conveniently located, making them easier to reach and operate. Oversize brakes -- 11 inches in diameter on front and 10 inches on rear wheels -- mean easier stopping and less pedal effort on the severe grades many four-wheelers encounter.

Optional front and rear power take-off units permit the Bronco to be equipped with a wide variety of implements and tools ranging from winches to snowplow blades, to posthole diggers and logging saws.

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8/10/65

From the News Bureau
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IMMEDIATE RELEASE

Following is the text of remarks by Donald N. Frey, Ford Motor Company vice president and Ford Division general manager, at a press conference held to introduce the Ford Bronco at Bloomfield Hills, Michigan, Wednesday, August 11, 1965.

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We are delighted you could be with us today to share what for us is a very exciting occasion.

As you know, prior to this decade it was a rare occasion indeed when anyone introduced a completely new line of vehicles. But in the past five years, we at Ford Division have introduced three new vehicle lines -- the Falcon, the Fairlane and the Mustang. Today, we add a fourth -- the Bronco.

We have designed and produced each of these new vehicle lines to serve the specialized wants and needs of our customers. And so far, our efforts to tailor our products to customer requirements have been outstandingly successful.

The Bronco that we will unveil for you today represents our latest effort to tailor a vehicle to the specific requirements of a large and growing segment of the motoring public.

The Bronco is an extremely versatile line of utility vehicles. Neither car nor truck, the Bronco partakes of the best of both worlds. Like its older brother, the Mustang, it will be offered with a wide range of options and accessories that will permit it to be many things to many people.

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On the highway, it's a nimble, comfortable automobile that can cruise with quiet ease at top freeway speeds. As a delivery vehicle working crowded streets, it can turn on a dime. As a sportsman's carryall, it can leave the highway and seek out the remote streams and pools where fish abound, or the trackless wilds where game is plentiful. With its rugged four-wheel drive and high breakover angle, it can skitter over rough terrain where most other vehicles would hang up or bog down.

The Bronco will be a jack-of-all-trades vehicle for fish and game wardens, ranchers, farmers, golf course maintenance crews, landscape gardeners, service station operators, police and sheriffs' departments, pipe-line companies and utility companies, to name just a few. It can sweep streets and plow snow, and with optional power take-off, can dig post holes and run saws. An optional winch makes it ideal for towing.

Our best estimate is that there are about 200,000 four-wheel drive utility vehicles on the road in this country. And as most of you probably know, many of the owners of those vehicles are a hardy outdoors breed who live life to its fullest. They wouldn't think of taking a vacation at Palm Beach or New York City, and they scoff at such creature comforts as motels. Their idea of fun is to rough it in the wildest, most inaccessible country they can reach. And they expect their vehicles to rough it, too. They take a fiendish delight in pushing their vehicles to the limit on impassable terrain, and it bugs them no little when their faithful 4 x 4's get hung up.

If you think sports car enthusiasts are purists, you should try talking to utility vehicle fanciers. They know their vehicles like the backs of their hands, and they are veritable walking encyclopedias of facts and figures on performance. By the hour they can spout spring rates, approach angles, sprung and unsprung ground clearances, ramp breakover and departure angles. Moreover, they know what the figures mean, and they demand the utmost in performance.

Well, gentlemen, these utility vehicle enthusiasts are the people we talked to when we began developing the Bronco concept. We asked hundreds of them what they liked and disliked most about their utility vehicles. At first, most were intensely loyal to their vehicles, and insisted that they wouldn't change a thing. But as conversations continued, chinks of dissatisfaction appeared in their armor. This is the story we finally got:

Most utility vehicle fanciers got their first exposure to the breed during World War II. They marveled at the exploits of the military Jeep under battlefield conditions, and they fell in love with it. Back then they were young and their bodies were resilient, and the Jeep's rough, bone-shaking ride made no difference to them. In fact, they gloried in it, and when they returned to civilian life they bought surplus military units.

But as it does to all of us, time took its toll of Jeep enthusiasts. They haven't gone soft, by any means. But they're now in their forties and fifties, and somewhat less resilient than they used to be. So they'd like to have a vehicle that can do everything the Jeep could do, but that rides a little easier.

They are also cognizant of the fact that since the end of World War II we've built some magnificent highways in this country, and that cruising speeds have gone up considerably. They'd like to have a vehicle with higher cruising speed, and they'd like to get rid of that high-speed whine in the transfer box. In addition, they'd like tighter cabs that will really keep the rain out, better paint jobs that will inhibit rust, and better suspension systems.

But we were cautioned not to go for too many fancy frills. One man our people interviewed insisted that any new utility vehicle would have to be sturdy -- "a car as ugly as myself," was the way he put it.

When our market researchers went out for interviews, they didn't divulge the fact that they were Ford people. They asked utility vehicle owners which of the big three automobile manufacturers they would like to see produce a new utility vehicle.

Most of them remembered that Ford had built a majority of the military Jeeps used in World War II, and they remembered the Ford-built Jeeps as the best of the breed. They also knew of our work in developing and building the MUTT. So almost invariably their answer was: "If there is to be a successor to the Jeep, Ford should build it." As you can imagine, answers like that delighted us.

Now, who are these people we talked with?

Well, they are about as solid and respectable a segment of the automobile market as you will find anywhere in the country. They live wherever people take to the outdoors for their fun -- in the rugged mountainous areas of the country, along the sea shores, rivers and lakes, and on the plains. The biggest concentration is in Pennsylvania where more than 10 per cent of utility vehicle sales are made. Sixteen states in New England, the Mideast, the Rocky Mountains and the Far West accounted for 47 per cent of utility vehicle registrations in 1964.

Our surveys show that 43 per cent of utility vehicle owners list themselves as professional people, technicians or managers, and 34 per cent say they have attended college. The median age of the group is 44, and its median income is \$9,400 a year. Solid, respectable, financially responsible citizens? You bet they are. And they are also knowledgeable and sophisticated. They know what they want and are able to recognize a superior product. No reputable manufacturer could ask for a better opportunity than to serve these people.

With our interviews completed, we set to work to design the Bronco, and throughout the design phase we kept constantly before us the criticisms and suggestions of utility vehicle enthusiasts. We believe the result we obtained encompasses all the improvements these enthusiasts asked for -- plus something more -- a design that would have the ingredients to broaden the market to include a greater range of recreation vehicle users. In short we wanted a new "in" car to add to our "horse" stall.

The Bronco is a vehicle we will pit against anything on the market in a go-anywhere, do-anything test, and it is the most comfortable utility vehicle on the market. It sets new standards in weather worthiness and corrosion resistance. Further, we will have complete Bronco service facilities at 6,400 Ford dealerships across the nation. Even in the remotest areas, dealers will carry most frequently used parts. And for infrequently used parts, no dealer should have to wait more than four days for parts delivery. This can be a real plus to owners who not only use them for recreation and fun, but depend on utility vehicles to get their chores done as well.

Finally, the Bronco will be warranted for 24 months or 24,000 miles, whichever comes first. This is the best warranty on the utility vehicle market.

Now, I suppose some of you wonder why we are launching the Bronco -- what kind of market we are shooting for.

At Ford we have a tradition of leadership in bringing to the market vehicles designed to meet specialized customer demands. We feel that the Bronco is in the tradition we established with the introduction of such vehicle lines as the Thunderbird, the Falcon, the Fairlane and the Mustang.

We are introducing the Bronco for the same reason we built the Mustang, the Bronco's big brother -- to meet a segment of the market that has been growing more and more significant. And we believe the Bronco will be as significant a factor in its market as the Mustang has been in its market. During the next 12 months an estimated 50 million Americans will take to the outdoors for camping trips. Some will use tents, some will use trailers, some will go in camper vans. Five years ago, the automobile industry sold less than 15,000 pickup trucks fitted out with housing units for camping. This year, the figure will rise to more than 90,000. The Bronco will be attractive to many of these campers.

Again, we think the small utility vehicle will be one of the new "in" cars. It will be popular with the college crowd, with the active lively people who go places and do things, and with families as a second or third car. I even understand the teenagers have invented a new sport for four-wheel drive vehicles. They are using them to drag race in loose sand. You gentlemen will have an opportunity to try your hands at this sport this afternoon.

To get some perspective on what is happening, let's go back a few years.

As most of you know, the surplus military Jeep had a virtual monopoly on the utility vehicle market for several years following World War II. During the 1950's, the Jeep was civilized somewhat, and by 1960 filled most of an 11,000-unit annual civilian demand.

In 1961, another four-wheel drive unit was introduced, and the market demand expanded immediately to 32,000 units. Later, imports like the vehicle used by the Great White Hunter on the late, late TV shows began coming into the market. Last year, the leading imports had combined registrations of approximately 6,000 units.

So the market underwent a sizable expansion when a second utility vehicle was introduced, and since then, has stabilized at about 40,000 units a year.

With the introduction of the Bronco, we expect another sizable expansion of the market and we think it will be of worthwhile proportions.

With the Bronco, we expect to attract into the market a sizable number of persons who have never been utility vehicle owners -- people who have succumbed to the lure of the great outdoors, skiers, hunters, fishermen, and "fun" families who have been bitten by the camping bug or who just enjoy doing different things together. With its improved highway roadability, the Bronco will make an ideal second or third car for many such families. We also expect it to appeal to people in hundreds of service industries.

And obviously, we expect that many current utility vehicle owners will find the Bronco more suitable to their needs. We think our Bronco has more to offer than just solid work-a-day utility. It responds to America's current trends and consumer demand.

We think the public will agree, and to fill the initial demand we expect at our dealerships, we plan to build 18,000 units by the end of December at our Michigan truck plant in Wayne.

We think our dealers will need every one of them.

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Northeast Public Relations Office
Ford Motor Company
477 Madison Avenue
New York 22, New York
ELdorado 5-6194

For Release at 3 p.m., Thursday, September 9, 1965

BOSTON, Mass. -- Ford Division of Ford Motor Company today loosed the first 100 of its new Bronco line of four-wheel-drive sports-utility vehicles on the American roads.

In a mass drive-away program, 100 Ford dealers from Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont assembled at the War Memorial Auditorium to receive their first Broncos from A. C. Dencker, Ford Division Boston district sales manager, and to drive the new vehicles to their showrooms.

The herd of Broncos appropriately was escorted from the new Prudential Center in downtown Boston by a mounted police patrol while a Dixieland band blared happily in the background.

Mr. Dencker said the Hub City was chosen for the nation's first mass delivery of Broncos because the New England states account for almost 8 per cent of utility car registrations, compared to nearly 5 per cent of passenger car registrations, and because the 285 Ford dealers in the six states already have experienced a heavy demand for the Bronco.

"Our dealers reported 48 retail orders for the Bronco between the time of its announcement on August 17 and September 1," Mr. Dencker disclosed. "These orders were placed by customers who have not yet seen or driven a Bronco, but who chose Bronco on the basis of glowing press accounts and Bronco specifications."

The Bronco will not go on display in all Ford dealerships until October 1. Dealers participating in the Boston drive-away program will display the Bronco beginning Friday (September 10).

"We haven't seen such remarkable initial public acceptance of a Ford product line like this since the introduction of the Mustang," Mr. Dencker said, noting:

"It is no mere coincidence that the Ford Bronco has joined the Ford Mustang. The Bronco and the Mustang both respond to the voice of modern, active Americans. They provide driving adventure as well as practical transportation."

The new Ford Bronco is a sports-utility vehicle which, with its standard two- and four-wheel drive, is equally at home on a rugged mountain grade, a ski slope, or a run to the shopping center. Designed to operate on or off the highway, the new Ford vehicle comes in three body styles -- a sporty roadster, a roomy wagon and a short-roof utility model.

"The Bronco was designed to provide comfortable and economical transportation during the week, with the ability to kick up its heels on weekends and carry an entire family into remote wilderness," said Mr. Dencker.

"We think of the Bronco as neither a conventional car nor a truck, but as a vehicle which combines the best of both worlds. It has been designed to go nearly anywhere and do nearly anything."

Mr. Dencker said the market for utility vehicles has grown from slightly more than 11,000 in 1960 to more than 40,000 last year, and he predicted expansion to 70,000 by 1970.

"We expect the Bronco to be a leader in the growth," he concluded.

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Northeast Public Relations Office
Ford Motor Company
477 Madison Avenue
New York 22, New York
ELdorado 5-6194

For Release September 9, 1965

BOSTON, Mass. --

received the keys today for one of the first of Ford Division's new line of four-wheel-drive vehicles -- Bronco -- to be delivered in New England.

He was one of 100 Ford dealers from Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont to participate in a mass drive-away of the new Broncos following a special news conference and ceremonies at the War Memorial Auditorium in the new Prudential Center.

"The new Bronco will be available in three models -- open roadster, pickup and wagon. We think of the Bronco as neither a car nor a truck, but as a vehicle which combines the best of both worlds," he said. "It has been designed to go nearly anywhere and do nearly anything."

Dealers who participated in the Boston drive-away program will display the Bronco beginning September 10. It will go on sale in Ford dealerships across the nation on October 1.

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Ford's Bronco Ready to Roar On the Utility Vehicle Range

NY HERALD TRIBUNE - 8-8-65

By Terry Robards

Of The Herald Tribune Staff

They look big and cumbersome. But they're durable and agile.

They're not sleek and fast. But they do the jobs they are made for.

They're not even called cars or trucks. Just "vehicles."

But they are vehicles which have found new popularity in the booming American auto market.

"They" are the four-wheel-drive utility vehicles whose corner of the market may be drastically expanded because, for the first time, one of the Big Three auto companies has decided to manufacture one of them.

Ford Motor Co. this week will introduce its new Bronco, the latest entry in the burgeoning American utility vehicle market.

The Bronco is a car-truck hybrid whose purpose and appearance fall counter to the trend toward high power, racy lines and sporty accent which has characterized the auto industry's products for the last four years.

\$10 MILLION

But if Ford's resounding success with the Mustang is any indication of the company's ability to judge a market's potential, the \$10 million spent to develop the Bronco is money well invested.

Previously the sole domain of five other, smaller manufacturers, the utility vehicle business no doubt will get a big shot in the arm from the Bronco. Competitors are hoping the market will grow because of the public awareness which a huge organization like Ford can build.

The dominant factors in the market until now have been International Harvester, with its Scout, and Kaiser Jeep, with its Jeep Universal. But in recent years, Toyota of Japan has moved in with its Land Cruiser, and Datsun, also of Japan, has offered its Patrol. Rover Motor Co. of England produces the most widely imitated utility vehicle in its Land Rover.

The appearance and ability of all the competitors in the field are similar. They all look boxy. They are capable of climbing steep grades or plowing through mud and snow with their four-wheel-drive transmissions.

Interiors are spartan, compared with what most manufacturers offer in passenger cars. Often, the stick shift on

the floor is standard—not so much because it's sporty, but because it does the job best.

Rear seats, removable to make room for cargo, generally are more comfortable than the back seats in conventional passenger cars because there is more room for them in a utility vehicle.

LUXURY

Ford hopes to capitalize by offering more luxury in its Bronco and by marketing it through the Ford division's 6,400-plus dealers. Such a dealership network dwarfs the facilities of Kaiser Jeep and International Harvester, but these two companies already are solidly entrenched in the market.

Rover and the two Japanese companies have even fewer dealers. As the owner of a dealership that sells Toyota Land Cruisers put it the other day, "With Ford in this market, maybe I ought to start selling motorcycles."

International Harvester beat the official introduction of the new Bronco by a week with the announcement of its new model 800 International Scout, which has many features the passenger-car buyer is accustomed to.

I-H has gone one-up on sports car manufacturers by offering "eight on the floor"

in four-wheel-drive models. The eight different forward gear ratios are derived from a four-speed transmission, coupled with high or low-gear use of all-wheel drive or rear-wheel drive.

The new Scout also has an optional turbo-charged engine which raises power more than 20 per cent, a more stylish instrument cluster, optional front bucket seats, a new grille and new push-button outside door handles.

Harvester says the new Scout will be sold through more than 3,900 dealers, branches and stores.

Kaiser's Tuxedo Park Mark IV Jeeps also are joining the trend away from truck-style components. For instance, the gear shift lever is back on the steering column and convertible tops can be ordered in "sylvan green," "Nordic blue" and "President red," as well as just plain white.

The total market for the utility vehicle has been pegged at less than 40,000 units annually. But competitors expect the market to grow with Ford's entrance.

The population swing to the suburbs and the growth of multi-car families are factors which Ford no doubt considered in making its decision to produce the Bronco. For most families, the utility vehicle would make a poor "only car,"



Scout—manufactured by International Harvester, the new model 800 will compete directly with Ford's new Bronco. They even look alike.

despite manufacturers' efforts to offer more and more passenger-car luxury.

The Automobile Manufacturers Association reports, however, that the number of multi-car families last year rose to a record 10.1 million, or nearly 23 per cent of all car-owning households.

The utility vehicle fits in as dependable transportation during poor weather or in rugged terrain. A big portion of its demand comes from recreation-minded families who spend their vacation time or weekends camping out.

POTENTIAL

The market's potential doesn't mean, however, that the manufacturers competing in it are raking in big profits now. The financial report of Kaiser Industries, which owns Kaiser Jeep, showed last week that the parent company lost \$15 million in the first half of 1965.

Part of the reason was that the Kaiser Jeep subsidiary showed an operating loss of \$1.9 million before interest and foreign taxes, compared with an operating profit of \$132,000 a year earlier.

The company cited lower gross profit margins and higher engineering expenses in the Jeep subsidiary. Asked to elaborate, a Kaiser official declined comment.

General Motors is said to be steering clear of the utility market and Chrysler is said to be giving it a close look, although the company won't say whether any concrete plans are in the works.

Both GM and Chrysler compete indirectly with their pickup trucks, campers and vans. But there vehicles do not fall into the all-wheel drive sector of the market that Kaiser, International Harvester, Ford and the overseas competitors occupy.

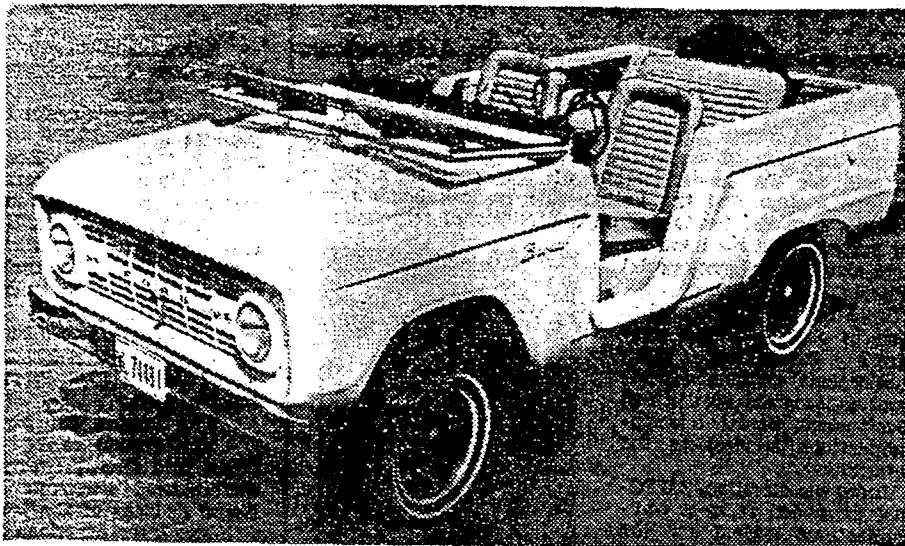
Styling of the various four-wheel-drive vehicles falls into two categories, plus that of the Jeep. Ford's new Bronco bears a close likeness to the International Scout, right down to the dashboard.

The Datsun Patrol and the Toyota Land Cruiser, on the other hand, look like direct copies of the British-made Land Rover, which is a familiar sight on the safari trail. Kaiser's Jeeps retain many of the styling traits which have been Jeep earmarks for years.

The market may be small, but Ford's decision to jump into it means it will get a lot bigger.

NEW YORK HERALD TRIBUNE -8-12-65

FORD UNVEILS A BRONCO



Associated Press wirephoto.

FIRST FOR FORD—Ford Motor Co. yesterday became the first auto maker to preview one of its 1966 lines as it unveiled a new four-wheel-drive utility vehicle called Bronco. It is available in a roadster, shown here, a roomy wagon or a short-roof model.

A Utility Vehicle—Car or Truck?

By Terry Robards

Of The Herald Tribune Staff

BLOOMFIELD, HILLS, Mich.

The first of the automobile industry's 1966 models made its debut at a special preview here yesterday—and it wasn't a car.

Ford division of Ford Motor Co. introduced the Mustang's first offspring, the Bronco. It's a four-wheel drive utility vehicle aimed at only a small corner of the booming domestic auto market.

The Bronco represents the third completely new line of vehicles introduced by Ford since 1960. Because of the limited size of its potential market, however, the new vehicle can't hope to post sales records comparable to those of the compact Falcon and the Mustang.

Donald N. Frey, Ford Motor Co. vice-president and general manager of the Ford division, said the utility vehicle market currently amounts to about 40,000 units annually.

"We are introducing the Bronco for the same reason we built the Mustang, the Bronco's big brother," Mr. Frey said, "to meet a segment of the market that has been growing more and more significant."

The total market in the 1966 model year, he said, should rise to 60,000 or 70,000 units, with the Bronco's stimulus. The Bronco will be sold through Ford division's 6,400 dealers, a sales network that dwarfs those of its competitors.

The Bronco was supposed to be the feature attraction yesterday but a 1966 Ford Falcon and a 1966 Galaxie stole the spotlight at Ford's proving grounds near here.

The two new models, whose introductions

are not supposed to occur until next month, displayed the rising rear fender line typical of most 1965 General Motors cars.

With its Bronco, Ford becomes the first of Detroit's Big Three to jump into the utility vehicle market. Dominating the scene until now has been International Harvester's Scout and Kaiser Jeep's Universal, along with several imports from Japan and England.

Ford officials are still in doubt about whether to call the Bronco a car or a truck. Mr. Frey said the Internal Revenue Commissioner, who decides on such designations for tax purposes, hasn't made a ruling yet.

Walter T. Murphy, Ford division's general marketing manager, jokingly referred to the Bronco as a "carruck," but the nickname may stick.

Basically, the vehicle is not meant to be an "only car." It is intended for use by outdoor types, campers or ranchers. It comes with a wide range of utility options, including snow plow, winch, heavy duty springs, hand operated throttle and oversized wheels.

On one model, the roadster, even the doors are extra-cost optional items. Four-wheel drive is standard equipment. And the shift lever is on the steering column.

In styling, the Bronco closely resembles the International Scout, which means it looks tough and stubby, not sleek and powerful. Mr. Frey said this is because both are vehicles functionally designed to do the same jobs.

The Bronco will carry a 24-month, or 24,000-mile warranty, substantially more comprehensive than the warranties offered by its competitors.

THE WALL STREET JOURNAL

Thursday, August 12, 1965

AUTO EXPANSIONS will ease some delivery bottlenecks when 1966 models roll.

Pontiac, strapped for engine plant capacity during the 1965 model run, will crank up a new engine line at its main Pontiac, Mich., plant next month. Buick will ease a body pinch with new capacity capable of producing an added 1,000 units a week. Annual Chrysler Corp. capacity will climb another 225,000 cars with the opening of a new assembly plant in Belvidere, Ill. A big new Chevrolet-Pontiac assembly plant will go into operation in Lordsburg, Ohio, next spring.

Buyers of Ford's Mustangs and some Pontiac models have had to wait up to six weeks to get delivery during the current model year. Ford plans a swift model changeover on the Mustang, with minimum production interruption, to try to catch up. Buick says it is running low on its luxury-type Electra 225's because of unexpectedly heavy end-of-model-year demand. As a result of continued heavy sales, auto makers boosted 1965 expansion budgets to \$1.9 billion in May from \$1.7 billion in February.

Chrysler Adds Volvo Engine To Boat Line

FREE PRESS - 8-12-

Chrysler Corp. announced Tuesday that it has been appointed distributor for a boat engine produced by Volvo, the Swedish auto manufacturer.

The engine is the Volvo 110 inboard-outdrive unit produced by the Swedish company's marine and industrial division.

Robert B. McCurry, group executive and general manager of Chrysler's Marine and Industrial Products, said the Volvo agreement is "another important step in our company's expansion in the boating field."

He said it will give Chrysler a more versatile line of pleasure boat engines, ranging from 110 to 325 horsepower.

THE ADDED engines will be marketed under the name of Chrysler-Volvo. Chrysler will be the representative in the continental U. S. and Alaska.

The engine is a four-cycle, four-cylinder gasoline unit, which has been used in small runabouts and 25-foot cruisers.