



**News Department
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BRONCO

Ford Motor Company's Bronco, a completely new line of sports-utility vehicles for 1966, joins the popular Ford Mustang in offering active people new driving adventure -- with one important difference. The Bronco operates just as effectively off the highway as on.

With its standard two- and four-wheel drive, the new Bronco is equally at home on rugged mountain grades or on a run to the shopping center.

Designed as a go-nearly-everywhere, do-nearly-everything vehicle, the versatile Bronco comes in three body styles -- open "roadster", short-roof sports utility, and fully enclosed delivery or station wagon. Each model is designed to combine outstanding performance and comfort with practicality.

The roadster is the "basic" Bronco. It has neither cab roof nor doors and is an open sports model with a windshield that can be folded flat and secured to the hood. A bench seat is standard equipment, with a cargo area 55.2 inches by 61 inches.

Doors with or without glass and frames are optional, and an optional vinyl top provides weather protection for both front and rear compartments.

Adding full doors with roll-up windows and a bolt-on steel driver's cab converts the roadster into a weather-snug and lockable sports-utility model.

A full-length steel roof, bolted to the body sides and windshield, turns the Bronco into a fully enclosed station wagon. Large, fixed windows in the sides and rear-lift gate provide excellent visibility.

Outfitted as a station wagon, the Bronco is completely lockable for safe storage. The rear lift-gate opens easily and is supported by two sturdy, self-locking arms that hold it open for ventilation if desired.

The low front tunnel of the Bronco combines with a standard three-man bench seat to provide practical comfort. Twin bucket seats are optional.

Four-passenger seating is achieved with a two-passenger bench-type rear seat in combination with front bucket seats. In this arrangement the steel bulkhead is deleted to permit access to the rear seat.

The Bronco is powered by a 170-cubic-inch, 105-horsepower, six-cylinder engine, specially adapted for rugged, off-highway operation.

The manual three-speed synchronized transmission permits shifting into low gear without stopping on steep grades.

Shifting into or out of two-wheel or four-wheel drive is managed easily by use of a floor-mounted shift lever. It is not necessary to stop or declutch when shifting into or out of four-wheel drive in high gear.

The Bronco's transmission also is designed for an optional "power-takeoff" to power equipment such as logging saws.

Two axles are offered on the Bronco -- standard and heavy-duty. Both are available with limited-slip differential for maximum traction.

The front suspension of the Bronco combines extreme ruggedness with excellent anti-dive characteristics -- even under panic-stop conditions.

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Distr: Major Cities List

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IMMEDIATE RELEASE

Ford Division said today its 1966 lines will include a small four-wheel drive utility vehicle called the "Bronco."

Donald N. Frey, Ford Motor Company vice president and Ford Division general manager, said the Bronco will draw on the broad experience Ford has had in building the M-51 -- a military utility vehicle popularly known as the "Mutt" -- and more than 282,000 four wheel drive military vehicles built by Ford during World War II.

"We believe the Bronco will offer customers new standards in this type of vehicle including ruggedness, maneuverability and 'go anywhere' roadability," Mr. Frey said.

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