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IMMEDIATE RELEASE

The Archdiocese of New York today confirmed that Ford Motor Company will provide a specially modified 1980 Ford Bronco for use by His Holiness, Pope John Paul II, during his visit to the United States, October 1-7.

The vehicle, open in the rear so that the Pope may stand and greet his friends and followers, will have an exterior finish done in Wimbledon white and an interior decor completed in wedgewood blue.

When the modified Bronco is completed, it will be turned over to the United States Secret Service, which will supervise the transportation needs of Pope John Paul II, while he is in this country.

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Regional Public Relations Office  
26 Executive Park Drive West, N.E.  
Atlanta, Georgia 30329  
Telephone: (404) 321-3737

*Distr: Major Cities List*

Southern Public Relations Office  
Ford Motor Company  
1616 Rhodes-Haverty Building  
Atlanta, Georgia 30303  
Jackson 5-1853

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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Midwest Public Relations Office  
Ford Motor Company  
One East Wacker Drive  
Chicago, Illinois 60601  
Tel: 321-0370

IMMEDIATE RELEASE

Fifteen-hundred service station operators in the metropolitan Milwaukee area recently were the guests of Ford Division of Ford Motor Company at a Bronco party, complete with 17 Broncos and 20 tons of manufactured snow.

The program, at the Red Carpet Inn in Milwaukee, acquainted service station operators with the versatility and durability of the Bronco, Ford Division's new, utility-type entry for 1966.

"We believe service stations represent a ready-made market for the Bronco," Blair F. Scanlon, Milwaukee district manager of Ford Division, said. "This is the first time service station operators throughout a metropolitan area such as Milwaukee have been the guests at this type of product presentation."

Three Broncos were equipped with snow plows manufactured by Western Snowplow, Inc. One of these units was demonstrated atop the man-made snow which was spread outside the inn.

The other Broncos were made available for test drives by the guests.

In typical Milwaukee fashion, beer and bratwurst were served.

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12-13-65