

Bronco leads
the field with...

Better
ideas

1968

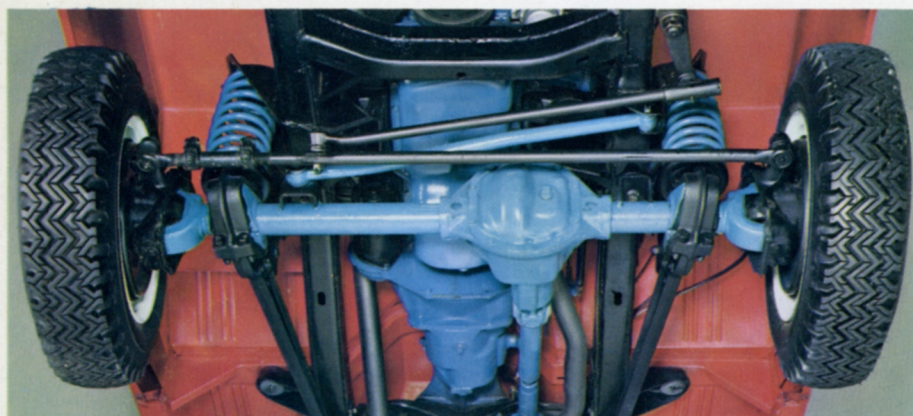


Ford's better idea for tough-minded 4-wheelers:

We build Bronco the strongest. Then add the smoothest ride!

Bronco's extra strength starts with an all-welded, box-section frame. Bronco shows up tougher and tougher the more you compare it with other makes. Bronco has the strongest front axle. Biggest brakes. Huskiest construction. Bronco's Mono-Beam front suspension is all brute strength, too.

Hefty radius rods and track bar hold axle alignment over roughest terrain. This brawny structure permits the use of soft-riding *coil* springs. And, to top it off, Bronco has new shimmyproof kingpins. Add it all up: Bronco's toughest where the going's tough, smoothest-riding where it's smooth!

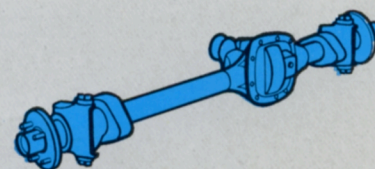


BRAKE SIZES

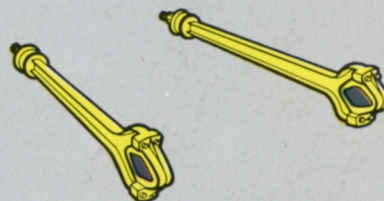
	Jeepster	Scout	Bronco
Front	10" x 2"	10" x 2"	11" x 2"
Rear	10" x 2"	9" x 2"	10" x 2.5"

AXLE CAPACITIES, STD.

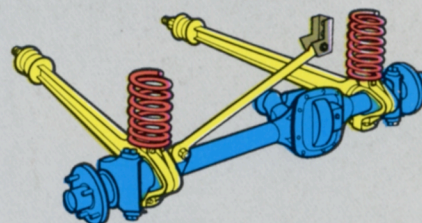
	Jeepster	Scout	Bronco
Front	2000 lb.	2100 lb.	2500 lb.
Rear	2500 lb.	3500 lb.	2780 lb.



Bronco's husky Mono-Beam front axle has extra beef built-in for higher capacity.



Forged steel radius rods anchor front axle to frame, are I-Beam for extra strength.



Coil springs can now be used to smooth ride. Thick track bar helps lateral stability.

Ford's better idea for power-hungry 4-wheelers:

V-8 and Six, Bronco outguns them all. And outmaneuvers 'em at every turn!

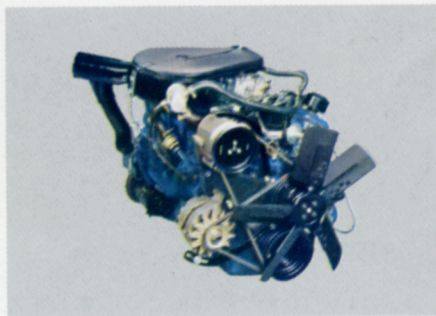
Bronco has more power than other 4-wheelers whether you go standard or optional—Six or V-8. Bronco alone offers a Six as standard equipment. And only Bronco gives you a V-8 option with as many as 195 eager horses! Bronco's extra muscle shows up when you're crawling up a mountain. Pulling a

camper or boat trailer. Bulling through mud, sand, heavy snow. Using a power take-off. Passing on the turnpike. Bronco's more agile, too, with the smallest turning diameter of them all—just 33½ feet. Off the road, you can twist and turn like an eel. In town, you can park in spots other drivers

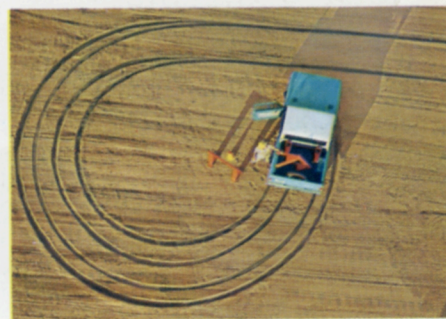
pass by. Yet Bronco has the widest track of them all for reassuring stability in hill country or on highway curves. Bronco's high, uncluttered underbody gives you a clear track *wherever* you want to go. For hard work, for highways—and for high adventure—Bronco has *more* of what you need!



Bronco Six



Bronco V-8



Bronco turns sharpest!

ENGINES, STANDARD

	Jeepster	Scout	Bronco
No. cylinders	Four	Four	Six
Displacement (cu. in.)	134.2	151.8	170
Horsepower	75	93.4	100

ENGINES, OPTIONAL

	Jeepster	Scout		Bronco
	V-6	Four	V-8	V-8
No. cylinders				
Displacement (cu. in.)	225	195.5	265.8	289
Horsepower	160	110.8	155	195

TURNING DIAMETERS, TRACKS

	Jeepster	Scout	Bronco
Turning diameter (bumper clearance)	42.7 ft.	42.8 ft.	33.6 ft.
Track (in.)	50 ft.	54.5 ft.	57.4 ft.
	50 rear	55.7 rear	57.4 rear

Ford's better idea for farsighted 4-wheelers:

We put more into Bronco. So, Bronco will always be out front!

No other 4-wheeler offers you as much as Bronco. You'll find better ideas wherever you look. And if your Bronco should need service or parts, more than 6,000 Ford Dealers are at your call . . . a third more than other-make 4-wheelers.

Here are just a few more of the many better ideas from Ford:

- Transmission is fully synchronized. You can downshift to low without gear clash while still moving. A big help in many situations
- Bronco gives you a choice of five models: Bronco Wagon, Pickup and Roadster, plus Sport


Broncos—Wagon and Pickup

- Optional free-running hubs have been improved for easier operation, longer life
- Fresh air heater and defroster are now standard
- Hot and cold carburetor air intake is thermostatically controlled
- Air cleaner is modern dry type
- Door handles are new paddle type. New safety arm rests. New stronger door latches
- Shock absorber is now available for the steering linkage
- Shift lever is on the steering column. Easier to use, less clutter on the floor
- Transfer-case shift lever has 4-wheel-drive lock-in device
- Optional auxiliary

fuel tank gives 26-gallon total capacity • Through-drive transfer case reduces gear noise in 2-wheel drive • Choice of bench or bucket seats. Full 5-inch driver seat adjustment • Dual master cylinder brake system. Brakes are self-adjusting • Let your Ford Dealer show you all the better ideas!

see your Ford Dealer today



 ...has a better idea.

NUMBER OF DEALERS		
Jeepster	Scout	Bronco
1,860	4,073	6,003

SUSPENSION		
Jeepster	Scout	Bronco
FRONT: Single-stage leaf REAR: Single-stage leaf	Single-stage leaf Single-stage leaf	Coil with radius rods Progressive leaf

TRANSMISSION GEARS SYNCHRONIZED		
Jeepster	Scout	Bronco
2nd, 3rd only	2nd, 3rd only	1st, 2nd, 3rd

All competitive information based on latest available at time this folder was prepared

Bronco snowplow deals...

Bronco has special advantages for plowing snow

- Unique Mono-Beam front suspension is anti-dive design, helps keep the plow from digging into the road.
- High ground clearance, sharp turning diameter and good ramp breakover angle give Bronco outstanding mobility and maneuverability in snow.
- Bronco's extra V-8 and Six power get the job done faster.
- Bronco's ruggedly constructed optional snowplow blades plow up to 6-foot, 3-inch-wide paths depending on blade angle.

- Optional Blade Angling Kit lets you angle blade hydraulically from inside cab. Blade goes from 30° right to 30° left in seconds.
- Specially designed lights for night plowing are available.
- Auxiliary air springs fit inside Bronco's coil front springs for extra stability while plowing.

**YOUR FORD DEALER CAN FURNISH YOU ALL THE
SNOWPLOWING EQUIPMENT YOU'LL EVER NEED**





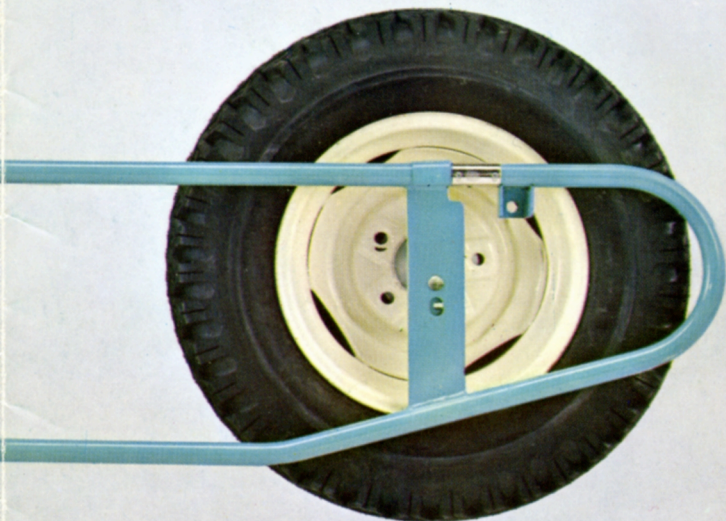


like Swing-Away spare tire!

Only Bronco offers this optional Swing-Away spare tire carrier. It swings away quickly to let you raise and lower the tailgate. It gives you more usable interior space. Easy access to cargo. A flat, unobstructed tailgate surface.

The tire carrier is hinged at the right rear corner post and latches to the tailgate. To lower the tailgate, release the latch and swing the tire out of the way.

To drive with tailgate down, the carrier and tire can be relocated against the body side and secured to a special fixture.



Left: Spare in normal position. **Center:** Spare swings away to allow tailgate to be lowered. **Right:** Carrier attaches to side when driving with tailgate down.

◀ **Turn to Bronco for better ideas all around**

1968

Better
ideas...



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