

1989 FORD BRONCO



FORD BRONCO FOR 1989

When you're considering full-sized utility vehicles, it's smart to consider Bronco first. In fact, for the last 10 years Americans like yourself have put it first in utility truck sales — based on calendar year retail deliveries through July, 1988.

THE CHOICE IS YOURS

Whether it's a fishing trip or the Club on Saturday night, there's a Bronco to do the job.

Notable standard and optional features include: Three trim levels: Eddie Bauer, XLT and Custom ☐ Optional electric Touch-Drive control for shifting "on the fly" from 2WD high to 4WD high and back again at the touch of a button ☐ Standard rear wheel anti-lock braking ☐ Twin-Traction Beam

independent front suspension ☐ Optional trailer towing package ☐ Snow plow capability ☐ Three multiple-port, electronically fuel-injected (EFI) engines: the standard 4.9 liter in-line 6-cylinder plus the optional 5.0 and 5.8 liter V-8s ☐ Standard 5-speed manual overdrive, fully synchronized transmission ☐ Optional 4-speed manual transmission with creeper first gear ☐ Optional 3-speed automatic or 4-speed automatic overdrive transmissions with certain engine combinations.

EDDIE BAUER LUXURY

In the field or around town, the Eddie Bauer Bronco is never out of place. It combines 4WD off-road toughness with urban luxury.

Exterior features include: Privacy glass™ (quarter windows)

☐ Tinted glass all around ☐ Chrome front bumper with black rub strip ☐ Bright grille ☐ Aero-halogen headlamps with high-impact lenses and replaceable bulbs ☐ Bright windshield and wheelip moldings ☐ Dual body accent paint stripe ☐ Two-tone rocker paint ☐ Swing-down tailgate with power window ☐ Wrap-around taillights with high-impact lenses ☐ Deluxe argent-styled steel wheels.

BEST-BUILT AMERICAN TRUCKS

For the past eight consecutive years Ford quality has led all other American automotive companies. That's based on an average of owner-reported problems in a series of surveys of '81-'88 models designed and built in North America.



Eddie Bauer Bronco in Raven Black/Light Chestnut, shown with Preferred Equipment Package 686A.





AN INSIDE LOOK



Eddie Bauer interior shown above in Chestnut. With the seat folded down, Bronco's rear compartment holds 81.6 cubic feet of cargo. Shown at right, the Eddie Bauer floor console features recessed beverage holders and large storage compartment.



THE ENVI AM/FM



An outside look at Ford Bronco says everything you want a 4x4 utility vehicle to say — quality fit and finish, contemporary styling, off-road muscle.

But the inside is where you live. It's where you'll be spending thousands of miles of your life.

Get behind the wheel of a new Bronco. Experience the sense of roadability and freedom that comes with a 4x4.

BRONCO'S DRIVER-FRIENDLY INTERIOR

Bronco's A-shaped steering hub makes it easy to view the entire instrumentation at a glance — an accurate measure of the driver-friendly nature of the Bronco interior.

Notable standard and optional features include: Cargo light ☐ Color-keyed carpet ☐ Color-keyed coat hooks ☐ Floor console ☐ Door trim panels with map pockets ☐ Color-keyed instrument panel with side window demisters and glove box lock ☐ Voltmeter and oil pressure gauges with alert lights ☐ Pivoting vent windows.

EDDIE BAUER INTERIOR

With the Eddie Bauer Bronco you don't have to opt for interior luxury — it comes standard with the package:

Air conditioning ☐ Dual reclining cloth Captain's Chairs with inboard armrests ☐ Light group ☐ Color-keyed carpet ☐ Color-keyed door trim panel with cloth insert and map

pocket ☐ Color-keyed front headliner ☐ Rear cargo light ☐ Additional insulation ☐ Floor console ☐ Electronic AM/FM stereo/cassette with digital clock ☐ Speed control/tilt steering wheel ☐ Black leather-wrapped steering wheel ☐ A two-piece set of Eddie Bauer luggage, sent directly from Eddie Bauer.

For that rich and sporty feeling, Eddie Bauer instrumentation is complemented by a leather-wrapped steering wheel.



Eddie Bauer rear seat in Chestnut.

FORD BRONCO CUSTOM FORD BRONCO XLT

If your Bronco is going to be used for work or for play in the rough outdoors, you'll probably want to take a good look at the Custom trim level.

Exterior features include: Chrome front bumper ☐ Bright grille ☐ Chrome rear step bumper with black rub strip ☐ Complete tinted glass ☐ Aero-halogen headlamps with high-impact lenses ☐ Swing-down tailgate with power window ☐ Sport wheel covers ☐ Wraparound taillights with high-impact lenses ☐ Bright windshield moldings.

On the inside you'll find: Color-keyed vinyl bucket seats with tip/slide mechanism ☐ 3-passenger flip/fold rear bench seat ☐ Black spare tire cover ☐ Black vinyl steering wheel

☐ Pivoting vent windows ☐ Interval windshield wipers ☐ Voltmeter and oil pressure gauge with alert lights.

BRONCO XLT

Notable XLT exterior features include: Chrome front bumper with black rub strip ☐ Chrome

rear step bumper with rub strip ☐ Complete tinted glass ☐ Bright grille ☐ Aero-halogen headlamps with high-impact lenses ☐ Bright windshield, rear quarter window and wheel lip moldings ☐ Lower bodyside protection moldings ☐ Sport wheel covers.



Bronco XLT in Deep Shadow Blue Metallic/Medium Silver Metallic.



The interior is equipped with: Woodtone-appliqué instrument panel ☐ Electronic AM/FM stereo with digital clock ☐ Color-keyed cloth bucket seats with tip/slide mechanism ☐ Floor console ☐ 3-passenger rear flip/fold bench seat ☐ Black spare tire cover ☐ Black leather-wrapped steering wheel ☐ Cloth-covered sun visors with band on LH visor and vanity mirror on RH visor ☐ Interval windshield wipers ☐ Additional insulation ☐ Color-keyed vinyl door panel with cloth insert and map pocket.



Bronco XLT Crystal Blue interior with optional Captain's Chairs featuring tip/slide mechanism for easy rear-seat entry and exit.

Bronco Custom in Scarlet Red.

Some equipment shown on these pages is optional.

THE ENGINEERING BEHIND AMERICA'S BEST-SELLING UTILITY TRUCK

When you take a good look at Ford engineering, it's not hard to understand why Bronco is America's favorite utility truck.

MULTIPLE-PORT EFI ENGINES

Say goodbye to gummy carburetors and frozen chokes that can keep you from getting started on winter mornings. All Bronco engines are multiple-port EFI. The advantages over carbureted engines — precise fuel metering for good fuel economy, enhanced overall response plus easy start-up in extreme temperatures.

I-6 OR V-8 ENGINES

Bronco is the only full-size utility to offer a 6-cylinder engine. The 4.9L I-6, standard in Custom and XLT, produces excellent low-end torque and good fuel economy.*

The 5.0L V-8, standard in Eddie Bauer and optional in Custom and XLT, is the most powerful small V-8 in its class.



Bronco's rugged Twin-Traction Beam independent front suspension lets each front wheel step over bumps individually for a smoother ride.

With a 4.10 rear axle ratio plus automatic overdrive transmission, the 5.0L is rated at a 7,800-pound trailer towing capacity.

The 5.8L V-8 is rated at a 7,200-pound trailer towing capacity with 3.55 axle ratio and automatic transmission.

A CHOICE OF TRANSMISSIONS

The fully synchronized 5-speed manual overdrive is standard in Bronco. A proven performer, it contributes to good overall vehicle performance and fuel economy.*

Options include a 4-speed manual with a creeper 6.32 first gear ratio; a 3-speed automatic; and a 4-speed automatic overdrive.

REAR ANTI-LOCK BRAKING

Rear anti-lock braking — a Ford first in full-size utility trucks — was introduced in 1987. This electronically controlled system is designed to prevent rear

wheel lockup under most 2WD operating conditions.

You've more than likely been taught to pump your brakes when stopping on slick surfaces.

Rear anti-lock braking operates on the same principle. In effect, it applies and releases pressure to the rear brakes, only faster, with computer controlled efficiency.

A computer continuously monitors the system for malfunction. Should malfunction occur, an instrument-panel warning light tells the driver that the computer has shut the system down and returned the rear brakes to conventional operation.

MANUAL LOCKING HUBS

Bronco's standard manual locking front hubs are the free-running type. In the 2WD mode with the hubs unlocked, the front axles and driveshaft remain relatively motionless, reducing friction and wear.

TOUCH-DRIVE AND AUTOMATIC LOCKING HUB OPTIONS

Manual. Automatic. Touch-Drive. Choose the system that best fits your needs.

With the Touch-Drive option you can shift "on the fly" from 2WD high to 4WD high and back again at the touch of a button — at any normal road speed. Touch-Drive is available with the 5.0L engine in combination with automatic overdrive transmissions.

In addition to Touch-Drive, automatic locking hubs are also offered as an option. Automatic locking hubs are simple to operate. Merely stop the vehicle, put it into neutral, then shift into 4-wheel drive. The hubs are automatically locked.

Once the hub locks are engaged, you can shift from 4-wheel drive high to 2-wheel drive and back at any normal road speed.



Bronco XLT with optional Trailer Towing Package, 5.0L engine and 4.10 rear axle ratio (automatic overdrive transmission) has a towing capacity of 7,800 pounds.

*See FUEL ECONOMY, page 11.

OPTIONS AND PREFERRED EQUIPMENT PACKAGES

Bronco trucks are available with a variety of Preferred Equipment Packages. These are groups of popular options which represent a significant savings over the same options if purchased separately.

Once you've chosen your model — Eddie Bauer, XLT or Custom — and Preferred

Equipment Package, a range of other options is still available, allowing you to tailor Bronco to your specific needs.

Bronco Preferred Equipment Packages, plus a list of other standard features and options are detailed on page 9.

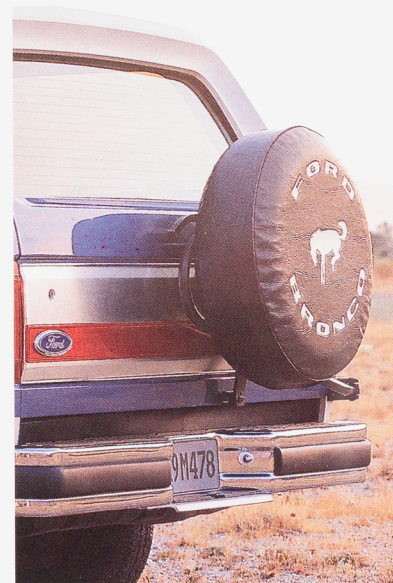
Packages and options are subject to change. See your Ford Dealer for details.



Electronic AM/FM stereo radio with cassette tape player features; digital clock; preset memory for six AM and 12 FM stations; seek tuning; Dolby® noise reduction plus front/rear fader controls.



Deluxe argent-styled steel wheels.



Outside spare tire carrier.



Speed control/tilt steering wheel is standard in XLT and Eddie Bauer and optional in Custom Bronco. Wheel tilts to five positions and makes for easy entry and exit. Speed control includes a resume feature that allows you — while traveling — to return to a previously set speed.



Touch-Drive allows you to shift from 2WD High to 4WD High and back again "on the fly."

MAJOR BRONCO STANDARD FEATURES (choose options from the list below)

- 60 amp. alternator
- 3,800-pound, Twin Traction Beam front axle
- 3,800-pound rear axle
- Maintenance-free, 72 amp-hr. (650 C.C.A.) battery
- Power brakes, with rear wheel anti-lock
- 32-gallon fuel tank with skid plate

- Manual-locking, free-running front hubs
- HD gas shock absorbers
- 2,450-pound front springs
- 3,770-pound rear springs
- Front stabilizer bar
- Power steering

- 2-speed transfer case with skid plate
- Chrome rear step bumper with rub strip (4,000-pound trailer towing rating)
- Tinted glass
- Bright grille
- Aero-halogen headlights with high-impact lenses

- Swing-down tailgate with power window
- Spare tire cover
- Voltmeter and oil pressure gauge with alert lights
- Interval windshield wipers
- 3-passenger, flip-fold rear bench seat
- Front-door, black scuff plates

X = Included (in addition to or in place of standard equipment) 0 = Optional	Custom	XLT		Eddie Bauer
	680A	682A	684A	686A
Electronic AM/FM stereo w/clock	0	X		
Electronic AM/FM stereo w/cassette/digital clock	0	0	X	X
Air conditioning	0	0	X	X
Privacy™ glass (quarter windows)	0	0	X	X
Handling Package (1)	0	0	X	X
Light Group	0	0	X	X
Power door locks/windows		0	X	X
Tachometer	0	0	X	X
Deluxe argent-styled steel wheels	0	0	X	X
Sport wheel covers	X	X		
Leather-wrapped steering wheel		X	X	X
Rear cargo light		X	X	X
Powertrains:				
4.9L EFI/5-speed manual OD	X	X	X	
4.9L EFI/4-speed manual	0	0	0	
4.9L EFI/Automatic (2)	0	0	0	
5.0L EFI/5-speed manual OD (2)	0	0	0	X
5.0L EFI/4-speed manual (2)	0	0	0	0
5.0L EFI/Automatic OD	0	0	0	0
5.8L EFI/Automatic	0	0	0	0
Tires:				
P235/75Rx15XL BSW all-season	X	X		
P235/75Rx15XL RWL all-terrain	0	0	X	X
31x10.50Rx15C RWL all-terrain	0	0	0	0
Seats:				
Vinyl bucket	X			
Cloth and vinyl bucket	0	X		
Cloth and vinyl bench	0	0		
Cloth Captain's Chairs		0	X	X
Miscellaneous Options:				
Limited slip front axle (3)	0	0	0	0
Heavy-duty battery	0	0	0	X
Floor console	0	X	X	X
Super engine cooling	0	0	0	0
Rear window defroster	0	0	0	0
Touch-Drive electric shift	0	0	0	0
Automatic locking hubs (4)	0	0	0	0
Engine block heater	0	0	0	0
Spare tire carrier, outside	0	0	0	0
Heavy-duty suspension (5)	0	0	0	0
Speed control/tilt steering wheel	0	X	X	X
Two-tone, Deluxe	0	0	0	
Two-tone, Victoria	0	0	0	
Trailer Towing Package (6)	0	0	0	0

Note: Some items are subject to restrictions. See your Ford Dealer for details. (1) Includes rear stabilizer bar plus quad front and heavy-duty rear shock absorbers. (2) Not available in California. (3) Requires limited slip rear axle. (4) Included with Touch-Drive. (5) Includes heavy-duty front springs (3,800-pound rating), and heavy-duty rear shock absorbers. (6) Includes trailer towing wiring harness, heavy-duty battery, super engine cooling, auxiliary transmission oil cooler, heavy-duty turn signal flasher and Handling Package.

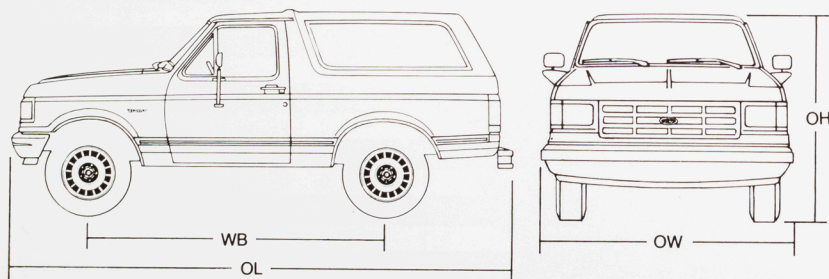
BRONCO SPECIFICATIONS, DIMENSIONS, COLORS & TRIMS

SPECIFICATIONS

Equipment	Standard	Optional
Axle, front rating	3,800 pounds	Limited slip
Axle, rear rating	3,800 pounds	Limited slip. See your Ford Dealer for available ratios
Brakes, front disc/rear drum	Power	—
Clutch, hydraulically actuated, self-adjusting	10-inch diameter 11-inch diameter with 5.0L V-8	—
Electrical Battery, maintenance-free Alternator	72-amp/hr. 60-amp	84-amp/hr. —
Front hubs, free-running	Manual locking	Touch-Drive, auto-locking hubs
Fuel tank	32 gallon	—
Shock absorbers, gas-pressurized	Heavy-duty front, rear	Handling Package, see page 9 for contents
Springs, front	Computer selected coil	HD Front Suspension Package
Springs, rear	Computer selected two-stage leaf	—
Stabilizer bar	Front	Handling Package
Steering	Power	—
Transfer case (part time)	2-speed	—
Transmission	5-speed manual overdrive	4-speed manual, 3-speed automatic, 4-speed automatic overdrive
Tires, P-metric, steel-belted radials	P235/75R15XL BSW (Custom, XLT) P235/75R15XL RWL all-terrain (Eddie Bauer)	See Options Availability, page 9.

DIMENSIONS

Angle of approach	30.8 degrees
Angle of departure	16.2 degrees
Ramp breakover angle	18.9 degrees
Ground clearance at transfer case	9.1"
Front tread	65.1"
Rear tread	64.4"
Wheelbase	104.7"
Front overhang	30.5"
Rear overhang	45.3"
Overall length	180.5"
Overall height	74.0"
Overall width	79.1"
Head room (front/rear)	41.1"/39.2"
Shoulder room (front/rear)	62.27"/64.88"
Leg room (front)	41.2"
Turning diameter (curb-to-curb)	36.5-ft.

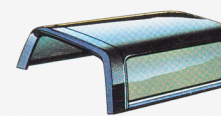
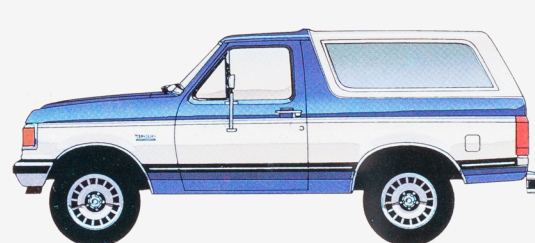


COLORS AND TRIMS

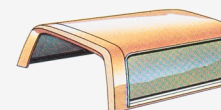
Interior Colors				Exterior Colors
Dark Charcoal (1)	Crystal Blue	Scarlet Red	Chestnut	
X		X	X	Raven Black
X		X		Dark Grey Metallic
X	X	X		Medium Silver Metallic
X		X	X	Scarlet Red
X		X	X	Cabernet Red
			X	Alpine Green Metallic
	X			Bright Regatta Blue Metallic
X	X			Deep Shadow Blue Metallic
X	X	X	X	Colonial White
			X	Desert Tan Metallic
			X	Light Chestnut
			X	Dark Chestnut Metallic

(1) Available with XLT only.

Some of these paint and trim colors are shown throughout the catalog. On the printed page colors are at best only representative of the original. Your Ford Dealer can show you actual samples of paint colors as well as interior trim samples.

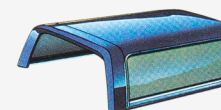
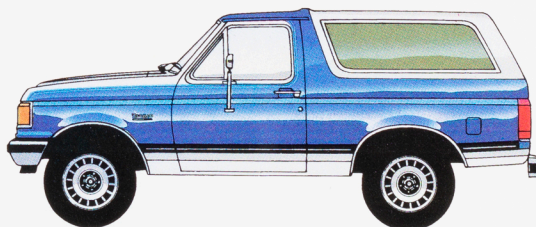


Raven Black

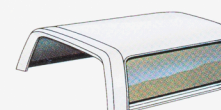


Light Chestnut

Deluxe Two-Tone: Includes accent color on center bodyside area and tailgate between the mid-bodyside tape stripe and the lower bodyside protection molding.



Deep Shadow Blue



Colonial White

Victoria Two-Tone: Includes accent color on hood, upper fender, around door window, and on lower bodyside below the lower bodyside protection molding.

■ Body Color □ Accent Color

Two-Tone effect: Exterior color accented by rear fiberglass roof available in four different colors.

SAFETY AND OWNER BENEFITS

Ford Motor Company strongly encourages all passengers to use their safety belts. Ford urges the use of child restraints. Ford's easy-to-install Tot-Guard (for children 20 to 50 pounds) is available at all Ford Dealers. If a child restraint requires a top-tether, Ford trucks provide for special anchorages.



FORD LIFEGUARD DESIGN SAFETY FEATURES

Vehicle operation

☐ Safety rim wheels and load-rated tires ☐ Split service hydraulic brake system with warning light ☐ Corrosion-resistant brake lines ☐ Turn indicator with lane-changing signal feature ☐ Hazard warning flasher ☐ Back-up lamps ☐ Side marker/Parking lamps coupled with headlamps ☐ Two-speed interval windshield wipers ☐ Windshield washers ☐ Outside rearview mirrors ☐ Glare-reduced instrument panel, windshield wiper arms and windshield pillars ☐ Uniform transmission shift quadrant with safety starting switch (on all vehicles equipped with automatic transmissions) ☐ Clutch or neutral interlock for starter motor (on vehicles with manual transmissions) ☐ Continuously variable control illumination intensity (instrument panel lighting) ☐ Safety hood latch system ☐ Function-rated windshield defroster system ☐ Tamper-resistant (non-reversing) odometer ☐ 55-mph highlighted speedometer ☐ Inertia shut-off switch for electric fuel pumps.

Occupant protection

☐ Safety-designed front end structure ☐ Two position safety door latches ☐ Integral lap and shoulder belts with automatic retractors for occupants of front outboard seats ☐ Positive seat belt fastening reminder warning light and buzzer for the driver's seat ☐ Lap belts for center front and all rear seating positions ☐ Energy-absorbing steering column and steering wheel ☐ Energy-absorbing armrests and safety-designed door handles ☐ Energy-

absorbing instrument panel with padding ☐ Energy-absorbing sun visors ☐ Safety glove box latch ☐ Inside yieldaway rearview mirror ☐ Impact-absorbing laminated safety glass windshield ☐ Flame-resistant interior materials ☐ Safety-designed radio control knobs and push buttons.

6-YEAR/60,000-MILE POWERTRAIN WARRANTY

Ford's powertrain warranty covers all 1989 cars and light trucks for 6 years or 60,000 miles, whichever comes first. This limited warranty covers major powertrain components. Certain restrictions and deductible apply. Ask your dealer for a copy.

6-YEAR/100,000-MILE CORROSION PROTECTION

Bronco's corrosion warranty coverage for outer body panel rust-through is 6 years or 100,000 miles, whichever comes first. See your Ford Dealer for details and a copy of this limited warranty.

SCHEDULED MAINTENANCE

Here are some examples of scheduled maintenance intervals for the 1989 Bronco. For complete maintenance recommendations, refer to the Maintenance Schedule Booklet.

Engine oil change each 7,500 miles or 6 months
Spark plug change each 30,000 miles
Air filter replacement each 30,000 miles
Engine coolant replacement each 30,000 miles or 3 years



Participating Ford Dealers offer the Lifetime Service Guarantee, which guarantees their work on your Ford vehicle for as long as you own it. A covered repair is paid for once. If it ever has to be fixed again, the repairing dealer will fix it free. Ask to see this limited warranty when you visit your participating Ford Dealer.



Optional Ford Extended Service Plans cover major components on new Ford cars and light trucks for longer than the vehicle's basic warranty. Your Ford Dealer has full details.

Motorcraft QUALITY REPLACEMENT PARTS FROM FORD

Genuine Ford and Motorcraft original equipment replacement parts meet the same high standards as those installed in production.



The leasing alternative is available through your Ford Dealer. A participating dealer can arrange financing terms or a Red Carpet Lease* tailored to your circumstances through Ford Credit.

FUEL ECONOMY

1989 EPA mileage estimates were not available at the time this publication was approved for printing. As soon as information is available, your Ford Dealer will be among the first to receive it and will be happy to pass it along to you.

Options availability

Options shown or described in this catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

Product changes

Ford Division reserves the right to change product specifications at any time without incurring obligations.

"Ask your Ford Dealer"

Following publication of this catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Ford Dealer is your best source for up-to-date information.

Ford-paid repair programs after the warranty period

Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.

Technical service bulletins

All vehicles need repairs during their lifetime. Sometimes Ford issues technical service bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs, and new repair procedures. Often a repair now can prevent a more serious repair later.

For more information...

Ask Ford Motor Company or your Ford or Lincoln-Mercury, Scorpio, XR4Ti Dealer about Ford-paid repair programs and/or TSBs relating to your vehicle.

To get copies of these materials for your vehicle or the vehicle of interest to you: Call Ford toll-free at 1-800-241-3673. Alaska/Hawaii call 1-800-241-3711 and in Georgia call 1-800-282-0959.

Or write Ford at:

Ford Customer Information System
Post Office Box 95427
Atlanta, Georgia 30347

We'll need your name and address; year, make, model and vehicle identification number, as well as engine size.

BRONZE
DIV.

