

# FORD BRONCO

1968 ALL-PURPOSE 4-WHEEL-DRIVE UTILITY VEHICLES





# Whatever your brand of work-or-play excitement... Bronco's the way to go!

Bronco's the best way ever to answer the call to adventure. Zip down high-ways... exclusive Mono-Beam front suspension smooths your ride. Shift into 4-wheel drive and Bronco takes you where the fun begins after the roads quit. Discover the excitement of

dashing down a wave-swept beach, exploring a towering forest, locating a long-forgotten fishing spot.

But Bronco's designed for more than fun. It's a real weekday work-horse. Bronco gets you through mud, sand or snow... almost any place

your business takes you. Hook up power take-off and a winch, snowplow or rotary brush and the job's done fast.

Bronco's a great town car, too! Road-smoothing Mono-Beam front suspension lets everyone ride in comfort. Its handsome, good looks rate high wherever you go. Load up the kids... Bronco is a school wagon. Load up the groceries... Bronco is Mom's shopping cart. Load up the camping or picnic gear... Bronco is everyone's fun car. Ford's versatile, surefooted, 4-wheel-drive Bronco is ideal for most any kind of work or play.

## Bronco Wagon

If you want a completely enclosed Bronco, the Wagon is for you. Doors and rear liftgate are lockable; door windows crank up and down. The upper body can be removed when you want to enjoy sun-time fun. Standard equipment includes a big 170-cu. in. Six, fully synchronized 3-speed transmission, 2-speed constant-mesh transfer case, full-width front seat, front and rear shock absorbers, and 15-inch wheels. Choose either the standard or Sport Bronco Wagon.

## Bronco Pickup

The Pickup model is similar to the Wagon, except for its short roof and open cargo box. As with Wagon and Roadster, the tailgate is a full 56 inches wide and has a convenient one-hand-operated latch. The sturdy, lightweight cab roof can be removed for open-air excitement. The cargo box has over 32 cubic feet of load-space. Bronco Pickups are available in standard or Sport Bronco models, and are excellent service station and off-road construction utility vehicles.

## Bronco Roadster

The Roadster is a wide-open all-purpose vehicle, having the same basic equipment as the other models, but without doors and roof. Smoothly contoured door openings give it the sporty appearance sun worshipers love. Optional steel doors are available with glass and frames. A vinyl roof and vinyl doors are dealer-installed accessories. The windshield can be folded and locked flat on the hood. A full-width front seat is standard. Bronco Roadster makes a great beach buggy!



SPORT BRONCO WAGON



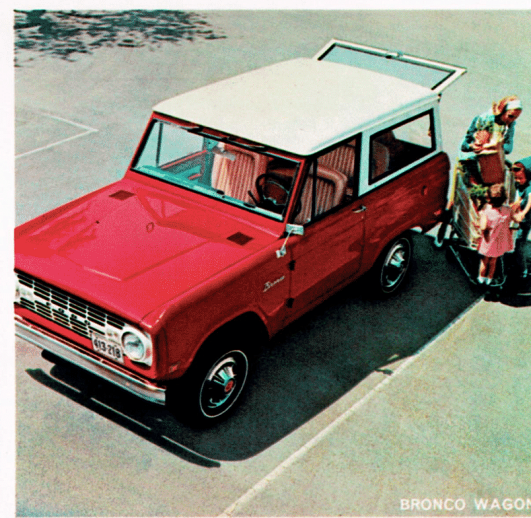
BRONCO PICKUP



BRONCO PICKUP WITH CAMPER BODY



BRONCO ROADSTER



BRONCO WAGON



# Bronco offers luxury and convenience... plus the smoothest ride going!

Rugged as it is, inside Bronco is all comfort! Choose from bench or optional bucket seats for the seating package that best meets your needs. All three offer plenty of legroom for driving comfort. Attractive interiors are designed for convenience. The transmission shift lever is in the familiar steering-column location. Only the single-lever transfer-case control is mounted on the floor. The rear floor cargo area is 55 inches long and 61 inches wide. Roadster and Wagon models with optional front bucket seats have plenty of room for the optional two-passenger rear seat. Six or optional V-8 engine teamed with a fully synchronized 3-speed transmission and 2-speed through-drive transfer case give Bronco performance-plus. Mono-Beam front suspension assures a smooth ride... even at turnpike speeds. Eight strategically located, cushion body mounts soak up road shock and vibration to further soften and quiet Bronco's ride.



SPORT BRONCO INTERIOR



**Front Full-Width Seat.** A spacious, full-width front seat is standard on all Broncos. It's upholstered in parchment-colored vinyl. Front seat travel adjustment is five full inches.



**Front Bucket Seats.** For extra comfort and luxury, you can select attractive bucket seats for added sports flair. These bucket seats are upholstered with durable Ford vinyl.



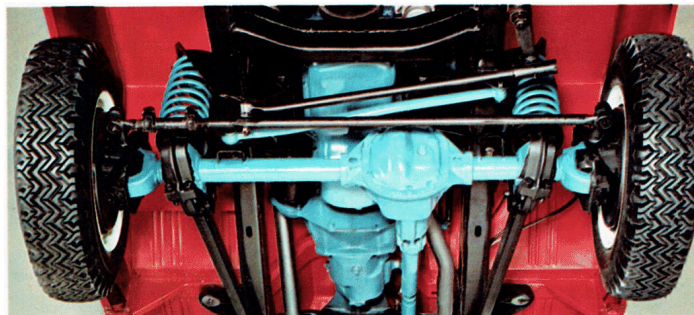
**Bucket Seats Plus Full-Width Rear Seat.** You can have bucket seats installed in front and a matching two-passenger seat in the rear on your Bronco Roadster or Wagon.

## Sport Broncos...Wagon and Pickup

Sport Bronco Wagon and Pickup features, in addition to or in place of standard features, include: Bright-metal "Sport Bronco" emblem • Vinyl-covered door trim panels with bright-metal moldings • Hardboard headlining with bright-metal retainer moldings (Wagon models) • Parchment vinyl simulated-carpet front floor mat with bright-metal retainers • Cigar-cigarette lighter • Satin-finish horn ring • Bright-metal drip rail moldings • Bright-metal windshield and window frames • Bright-metal grille molding, headlight and taillight bezels, tailgate release handle • Chrome bumpers, front and rear • Chrome front bumper guards • Bright-metal wheel covers (w/15-in. wheels only).

## Ford Motor Company Lifeguard Design Bronco Safety Features...

include a dual hydraulic brake system with warning light; glare-reduced windshield wiper arms and blades and horn button; front seat belts; energy-absorbing instrument panel with padding; padded safety sun visors; 4-way emergency flasher; double-yoke safety door latches and safety hinges; inside yield-away, windshield-mounted rearview mirror; outside rearview mirror, left side; double-thick laminate safety glass windshield; windshield washers and variable-speed wipers; safety-designed control knobs; backup lights; side reflectors, front and rear; and many more.



## Exclusive Mono-Beam suspension smooths the roughest roads

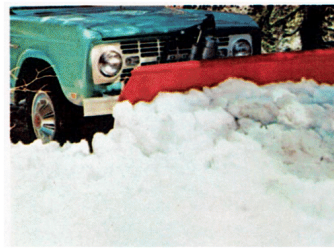
Bronco's Mono-Beam front suspension provides the finest riding quality of any vehicle of its type without sacrificing cross-country durability or maneuverability. This is accomplished through the use of rugged, easy-riding coil springs and sturdy forged steel radius rods that are attached to the axle and the frame through heavy rubber shock-absorbing insulators. A forged-steel track bar extending across the front provides lateral

stability and long-life stamina.

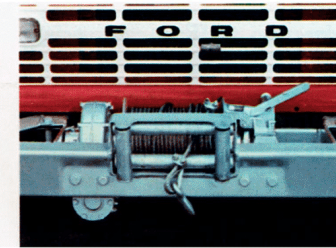
Bronco's new kingpins virtually eliminate front wheel shimmy. They feature new polyurethane-filled bearing caps that compensate for wear and triple the life of the kingpin bearings... lower operating costs.

Also available is an optional steering-linkage shock absorber. It's designed to protect the steering gear from damage in severe off-road operations.

## You can tailor Bronco to meet your needs...and then some!



**Snowplow**... if you live in snow country, equip your Bronco with a snowplow. The blade may be adjusted to various heights and angles from inside the cab for greater operating ease.



**Front-Mounted Winch** is one example of special equipment that can be run by a power take-off unit. Others include a rotary brush, spraying equipment, etc.



**Swing-Away Outside Spare Tire Carrier** gets the tire out of the way for easy access to rear cargo area... allows increased cargo or luggage space.

## Other Custom-Tailoring Options

- ☐ Convenience Package (cigarette lighter, map light, horn ring)
- ☐ Steering linkage shock absorber
- ☐ One-pint oil-bath air cleaner (289 V-8 only)
- ☐ Cigar-cigarette lighter\*
- ☐ Cab doors (w/glass and frames—Roadster)
- ☐ Horn ring\*
- ☐ Right-hand chrome rearview mirror (on models w/doors)
- ☐ Bucket seats
- ☐ Bench-type rear seat (Roadster and Wagon w/front bucket seat option)
- ☐ Front and rear chrome bumpers\*
- ☐ Front chrome bumper guards (w/chrome bumpers only)\*

- ☐ Skid plates for std. fuel tank and transfer case
- ☐ Inside tailgate-mounted spare tire carrier (incl. with rear seat option)
- ☐ Bright-metal wheel covers (15-in. wheels only)\*
- ☐ High-flotation tires
- ☐ Auxiliary 11½-gal. fuel tank with skid plate
- ☐ Manual radio and antenna
- ☐ Courtesy (map) light
- ☐ Bright body side and tailgate molding (requires doors)
- ☐ Bright-metal rocker panel molding
- ☐ Extra cooling equipment
- ☐ Reflectors, front and rear
- ☐ Dana free-running front hubs (manual)
- ☐ Hand-operated throttle

\*Standard on Sport models

## Dealer-Installed Accessories

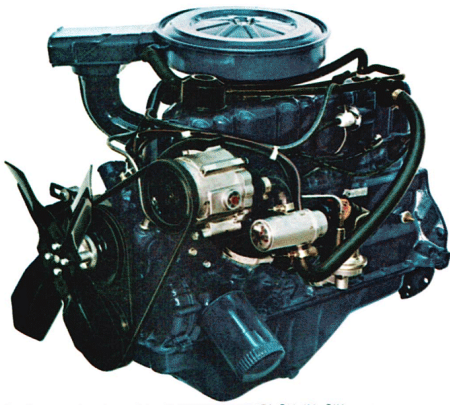
- ☐ Convertible top with vinyl doors and plastic windows (Roadster)
- ☐ Chrome inside handrails
- ☐ Power take-off
- ☐ Rear seat heater
- ☐ Warn free-running front hubs (manual or automatic)
- ☐ Snowplow
- ☐ Front auxiliary air springs
- ☐ Body side step
- ☐ Front-mounted winch
- ☐ Trailer hitch
- ☐ Trailer towing mirror
- ☐ Locking gas caps
- ☐ Rear carpeting
- ☐ Front tow hooks (2)



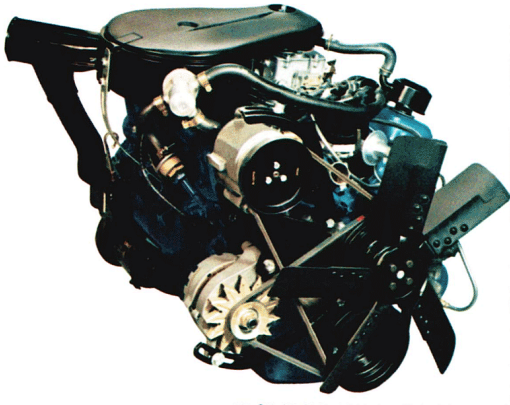
# Big-brute power



You may never use your Bronco for racing, but it's reassuring to know that when you need it, Bronco has power to spare. It's one reason Bronco has won so many of America's top 4-wheel-drive competitive events. Big Bronco power lets you storm up hills, pull trailers, plow deep drifts, blaze new trails. The 170-cu. in. standard Six combines quick power with outstanding economy. The big 289-cu. in. optional V-8 hands you the reins to 195 surging horses. This tough powerplant puts you ahead of the crowd on the trail or turnpike. Both Ford engines are equipped for the hill country with special carburetor, and deep 6-quart oil pan. Thermostatically controlled hot and cold air intake system, and exhaust emission control system are standard.



170-CU. IN. SIX



289-CU. IN. V-8

Engine specifications	170-cu. in. Six (Standard)	289-cu. in. V-8 (2V) (Optional)
Max. Gross HP @ RPM	100 @ 4000	195 @ 4600
Max. Gross Torque (lbs.-ft)	156 @ 2200	288 @ 2600
Bore and Stroke (in.)	3.5 x 2.94	4.00 x 2.87
Compression Ratio	8.7 to 1	8.7 to 1

**6000-mile maintenance schedule**

Chassis lubrication, oil and oil filter change and air cleaner service are required only every 6,000 miles. Consult your Ford Dealer for additional lubrication/service information.

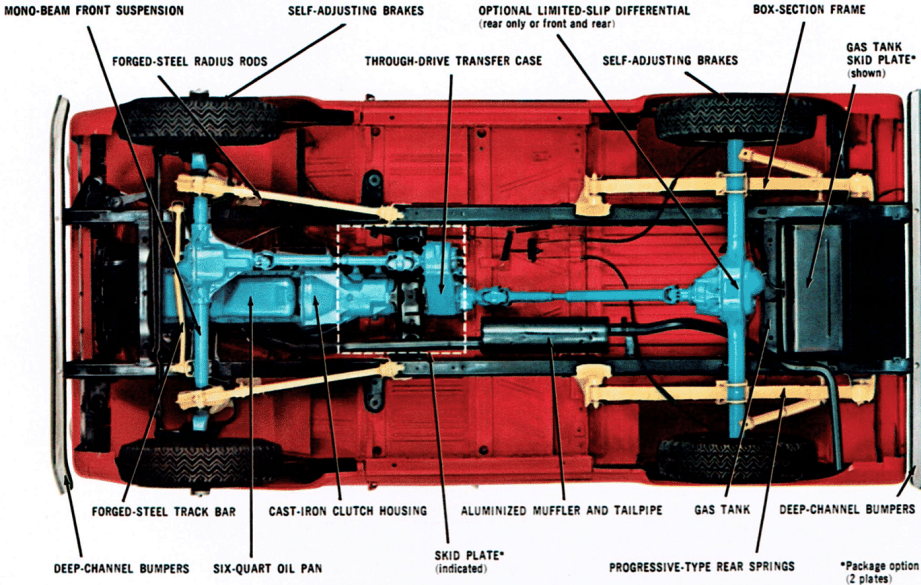
Equipment	Standard	Optional
Alternator:	38 amp., 570 watt.	42 amp., 55 amp.
Axle, Front: Capacity (lb.)—Ratio (to 1)	2500—4.10	Limited-Slip*
Axle, Rear: Capacity (lb.)—Ratio (to 1)	2780—4.11	2780—3.50, 4.57; 3300—3.50, 4.11
Battery: (12 volts)	54 plates, 45 amp-hr.	66 plates, 55 or 70 amp-hr
Brakes, Service: Dual hydraulic system	Self-adjusting.	Self-adjusting.
Size (in.) front	11 x 2	11 x 2
Size (in.) rear	10 x 2 1/2	10 x 2 1/2
Brakes, Parking: Type	Cable actuation of rear brakes.	Cable actuation of rear brakes.
Clutch: Dia. (in.)	9 w/ Six, 11 w/ V-8	HD 9 1/4 w/ Six, 11 w/ V-8
Engine:	170-cu. in. Six	289-cu. in. V-8
Frame: Section Modulus	2.04	2.04
Hubs, Front:	Double-acting.	Free-Running
Shock Absorbers: Front and rear	750	800, 850 or 1000
Springs, Front: Coil, Capacity @ pad (lb. ea.)	Progressive 930	Progressive 1280
Springs, Rear: Capacity @ pad (lb. ea.)	Gemmer worm & roller.	Linkage Shock Absorber
Steering:	14.5 gal.	11.5 gal. auxiliary with skid plate
Tank, Fuel:	2-spd. thru-drive	3-spd. direct
Transfer Case: Constant mesh, Dana 20	5-hole disc—5K**	5-hole disc—5K**
Transmission: Fully synchronized, Ford	Tubeless 7.35 x 15 4PR PT	Tube-type 6.50 x 16 6PR TT**
Wheels: No.—type—rim size (in.)	5-hole disc—5K**	5-hole disc—5K**
Tires:	Tubeless 7.35 x 15 4PR PT	Tube-type 6.50 x 16 6PR TT**
Color Choices: Raven Black, Wimbledon White, Rangoon Red, Harbor Blue, Meadowlark Yellow, Pebble Beige, Lunar Green, Holly Green, Peacock Blue, Sky View Blue, Signal Flare Red and Chrome Yellow. Bronco metal roofs are painted Wimbledon White providing a two-tone paint combination.		

\*Includes 11" x 13" rear brakes. \*\*Provides maximum ground clearance and durability. Other tire sizes also available. For high flotation tire sizes see your Ford Dealer. PT—Passenger type. TT—Truck type. A—Requires free-running hubs and limited-slip rear axle. Note: With standard equipment, Bronco has a GVW rating of 3,800 lb. A special 4700-lb. GVW package may be purchased as a unit. This package includes a Ford 3300-lb. capacity rear axle with 11" x 13" rear brakes, 1280-lb. rear springs and 8.15 x 15 6PR tubeless tires.

# Big-brute stamina



Bronco's built to let you go places and do things you couldn't manage before. It has the extra strength to make you king of the mountain. Bronco's rugged all the way through with an all-welded box section frame, forged-steel front radius rods, high-capacity axles, front and rear channel bumpers, man-sized brakes. And Bronco's brakes are the dual master cylinder hydraulic type with a light to warn you of a failure in either half of the system. Another important feature is Bronco's positive-lock T-bar shift lever that helps prevent accidental jumping out of 4-wheel drive. The gasoline tank is mounted between the frame rails. Skid plates are available for extra protection of the tank and transfer case and one is included with the optional 11½-gallon auxiliary fuel tank.



Ground clearance angles and dimensions		Ground clearance angles and dimensions	
Tires	7.35 x 15 6.50 x 16		
Angle of Approach (AA)	40.6° 45.0°		
Angle of Departure (AD)	27.2° 31.2°		
Ramp Breakover Angle (RBA)	29.1° 34.0°		
Ground Clearance (GC)			
Front Axle	7.65" 9.45"		
Rear Axle Sprung	6.5" 8.4"		
Turning Diameter (Bumper Clearance)	11.5" 13.3"		
	33.6" 33.6"		



# ***Put Bronco's go-anywhere, do-anything versatility to work for you***



## ***Wherever you go, you'll find a Ford Dealer near at hand***

You can't outrun Ford Dealer service! More than 6,000 Ford Dealers in the continental U.S.A. stand ready and willing to serve you and your Bronco wherever and whenever the need arises. This great network of dedicated automotive specialists has the modern facilities, Ford-trained mechanics and replacement parts to provide quick, competent preventive maintenance and repairs whether you own a single unit or a fleet.

The specifications contained herein were in effect at the time this literature was approved for printing. Ford Division of Ford Motor Company reserves the right to discontinue models at any time or change specifications or design without notice and without incurring obligation. All options and accessories illustrated or referred to as optional or available in this literature are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

**Every Ford Bronco has been designed and quality built to provide safer, more dependable service. Safety also depends upon the proper operation and maintenance of a vehicle.**

