



# 1978 FORD BRONCO





# 1978 Ford Bronco

## The Total 4-Wheeler

### Total Toughness

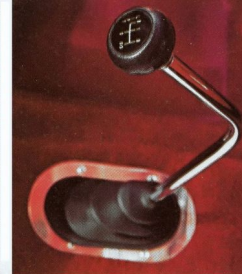
The '78 Bronco is the newest 4-wheeler to come out in years. It's all new, top to bottom, front to rear. New styling and appearance. New interior roominess that can seat up to six adults. Built tough with a rugged truck chassis consisting of a steel ladder frame with extra thick frame rails. New standard equipment and features, too. Look it over. You should like what you see . . . inside and out.

Standard features include a hard-working 5.8 litre (351) V-8 engine, 4-speed transmission, part time 4WD, bucket seats for driver and passenger, padded dash, power front disc brakes, front stabilizer bar, footwell for rear passenger comfort and power tailgate window.



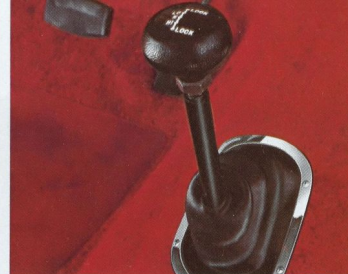
### Handling Package

For operating over rough terrain, Bronco has an optional handling package. It includes gas-filled quad front shock absorbers, heavy-duty rear shock absorbers and a rear stabilizer bar.



### 4-Speed Transmission

Standard for 1978, it has a low, low first gear for that extra power when you need it. And with the 2-speed transfer case it makes your Bronco one tough machine.



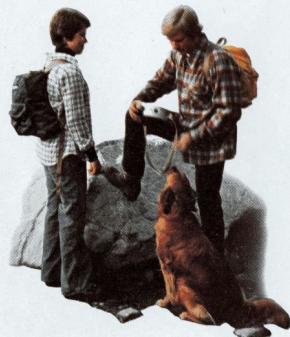
### Full-Time/Part-Time 4-Wheel Drive

Ford gives you the choice of full- or part-time 4WD with Cruise-O-Matic. With part-time you can disengage the front differential when on the road, re-engage it for off-road driving.



### A Great Angle By Design

The new Bronco is a highly maneuverable full-size 4-wheeler. Minimal body "overhang" and excellent ground clearance let you get in, over, and out of places you may not have thought you could.



### Free Wheeling Bronco

Free Wheeling Package includes tricolor striping (available in orange/tan/cream or blue/white/green depending on which of 18\* base colors you select), black bumpers (standard with Custom), dual black low-mount mirrors, sport steering wheel, black glove box applique, and five 15 x 6 styled steel wheels with raised white letter tires. 15 x 8 styled steel wheels available after 11/1/77. \*N.A. with cream.



**NOTE:** Some illustrations include optional equipment. See the standard features for each model, and options on pages 6 and 7 and back cover.



# Total Comfort Family Size

You expect a 4-wheeler to be tough. We think it should be comfortable, too. For '78, Bronco features long, wide rear springs to cushion your ride. Side support contour bucket seats. A rear seat footwell. Plus a front headliner and door armrests. With options like air conditioning, tilt steering wheel, power steering, and full-width bench seats for family-size comfort.



## Ranger XLT

The Ranger XLT offers many luxury features in addition to or in place of what you get with the Bronco Custom. Exterior features include rectangular headlamps, bright front and rear bumpers, bright molding around front windshield, rear side windows, wheel lips and lower section of tailgate, body side molding with black vinyl insert and bright taillight bezels.

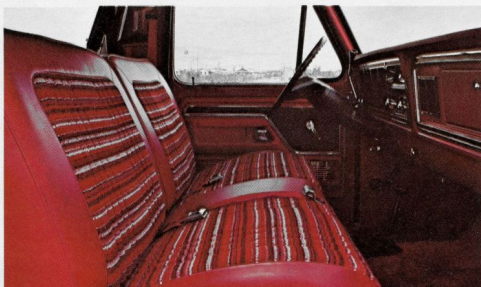
## Custom

This is the standard Bronco model. Among the many attractive exterior features it has are bright hub caps, bright door-mounted mirrors on both left and right sides, and black painted front and rear bumpers. 15 x 8 styled steel wheels available after 11/1/77.

**NOTE:** Some illustrations include optional equipment. See the standard features for each model, and options on pages 6 and 7 and back cover.

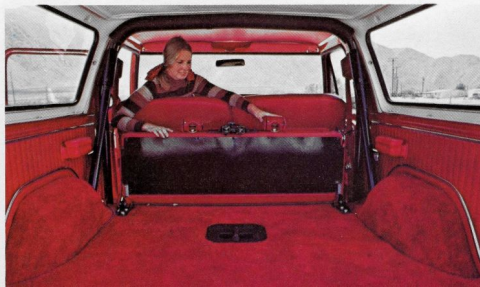
### Ranger XLT Interior

The Ranger XLT (in addition to or in place of the features in the Custom Bronco) has cut-pile carpeting, door trim panels with woodgrain accent, seat covering in vinyl or vinyl and cloth, spare tire cover, woodtone dash with bright moldings, and "Ranger XLT" plaque on the glove box. Optional bench seat shown.



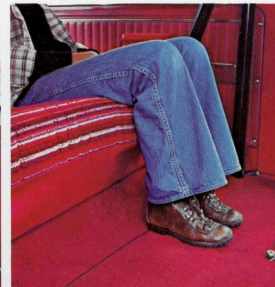
### Full-Width Folding Rear Seat

Optional rear bench seat folds down quickly and easily to give you 81 cubic feet of cargo space. Or the seat can be removed entirely with a minimum of effort.



### Rear Footwell

This comfort feature gives more foot-room to rear seat passengers for a more relaxing ride. Good news for the lanky six-footers among your family and friends.



### Custom Interior

Smart-looking side support bucket seats are deep foam cushioned for comfort and tailored in durable easy-to-clean vinyl. Instrument panel and door trim panels are color-keyed with a choice of red, black, blue, green or tan. Steering wheel and horn pad are black, sun visors are white.





# Options

Ford offers a wide choice of options to make your driving easier . . . your Bronco better equipped for work or personal use. Many are illustrated, others are listed below.

## Appearance

- ☐ Bright wheel lip moldings.
- ☐ Inside spare tire cover.
- ☐ Mag style wheel covers.
- ☐ Narrow bodyside paint stripe.

## Comfort/Convenience

- ☐ ComfortVent heater.
- ☐ Console (with front bucket seats).
- ☐ Convenience group includes intermittent wipers, gathered map pockets and 12" day/night mirror.
- ☐ Heavy-duty scissor-type jack.
- ☐ Insulation package (included with Ranger XLT and with A.C.).
- ☐ Lighted visor vanity mirror.
- ☐ Rear floor mat (Custom).

## Seats:

- ☐ Front bench.
  - ☐ Rear bench, folding (includes rear floor mat).
  - ☐ Tinted glass all around.
  - ☐ Visibility group includes lights in glove box, ashtray and underhood.
- Also instrument panel courtesy lights and dome light with integral map light (not included with front bench seat).

## Performance

- ☐ Full-time 4-wheel drive with automatic transmission.
- ☐ Handling package includes rear stabilizer bar, quad front and heavy-duty rear shocks.
- ☐ Northland special package includes 68 amp-hr. battery, 60 amp. alternator, dual 600 watt engine block heaters and limited slip rear axle.
- ☐ Rear stabilizer bar.
- ☐ Skid plates for standard fuel tank and transfer case.
- ☐ Trailer towing packages (light and heavy-duty).
- ☐ 26.7 Imp. Gal. fuel tank in lieu of standard (includes skid plate).

## Protection

- ☐ Inside locking hood release.
- ☐ Protection group: includes bright door edge guards, front bumper guards and front bumper rub strip (requires chrome bumper with Custom).
- ☐ Security group includes locking gas cap, inside door release lock, spare tire lock and locking glove box.

## Free Wheeling Package

(see pages 2 & 3)

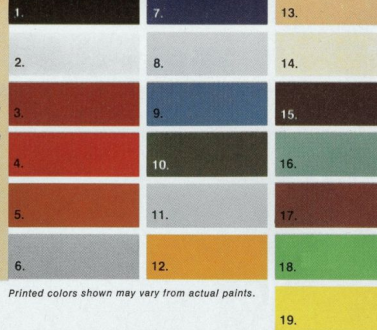
**NOTE:** Options are not necessarily available in all series or models. Some options are required, or are not available, in combination with other options.

## Colors

Color choices available are: 1. Raven Black, 2. Wimbledon White, 3. Candyapple Red, 4. Castillo Red, 5. Medium Copper, 6. Silver Metallic, 7. Midnight Blue Metallic, 8. Light Blue, 9. Bahama Blue, 10. Dark Jade Metallic, 11. Light Jade, 12. Chrome Yellow, 13. Tan, 14. Cream, 15. Dark Brown Metallic, 16. Jade Glow and 17. Dark Cinnamon Glow. 18. Bright Emerald and 19. Bright Yellow are Bronco exclusives.

Bronco offers a choice of a black or white fiberglass rear roof section to go with whatever exterior color you select.

Printed colors shown may vary from actual paints.



## Tu-Tone choices



**Special Hood and Roof Tu-Tone**—black or white only to match black or white fiberglass roof. Available with all solid exterior body colors.

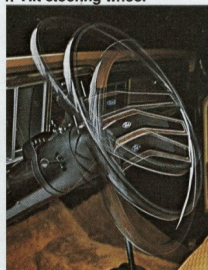


**Combination Tu-Tone**—hood/roof/bodyside in black or white only to match black or white fiberglass roof. Includes special hood/roof and Deluxe Tu-Tone with moldings.



**Deluxe Tu-Tone**—accent color applied within bodyside molding and upper and lower tailgate. Bodyside molding included.

1. Tilt steering wheel



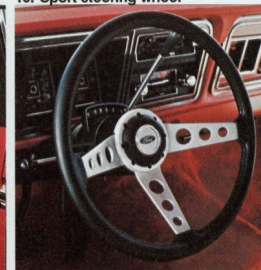
4. Air conditioning



7. Recreation mirrors



10. Sport steering wheel



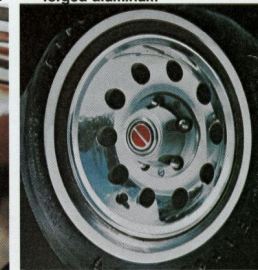
12. Maintenance-free battery



16. 40-channel CB radio



19. 10-hole forged aluminum



2. Privacy™ Glass



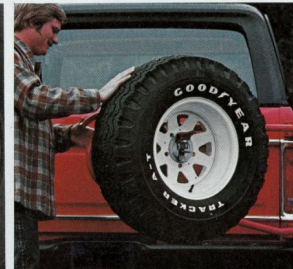
5. AM digital clock radio



8. Sliding side windows



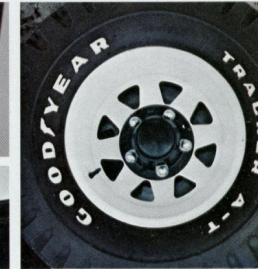
11. 5-slot forged aluminum



15. Swingaway spare tire carrier



18. Contour bumpers



20. Painted styled steel

3. Low-mount western mirrors

6. Quad front shock absorbers

9. GT bar

1. **Tilt steering wheel** adjusts to five different positions. Shown with simulated leather-wrapped wheel.

2. **Privacy™ Glass** lets you see out, makes it hard to see in.

3. **Low-mount western mirrors** measure 9" x 6".

4. **Air conditioning** is a compact, efficient unit that's integral with the heater for year-round comfort.

5. **AM digital clock radio.** AM/FM stereo also available.

6. **Quad front shock absorbers** are gas-filled, give excellent control and handling.

7. **Recreation swing-out mirrors** measure 6 3/4" x 9 1/2".

8. **Sliding side windows** open quickly and easily. Includes tinted glass.

9. **GT bar** made of strong, black tubular steel with black foam padding.

10. **Sport steering wheel** with simulated leather wrapping to give you a good grip on the wheel.

11. **5-slot forged aluminum** 15-in wheels (4).

12. **New maintenance-free battery.** This 68 amp-hr 78 plate battery is also available as an auxiliary with dual circuit system.

13. **SelectShift Cruise-O-Matic** provides a choice of automatic or manual shifting.

14. **Speed control** maintains set speed. Handy to have on long trips.

15. **Swingaway spare tire carrier** puts spare outside on the rear. Swings away easily. 15 x 8 wheels shown avail. after 11/1/77.

16. **New 40-channel CB radio** is an integral, factory-installed unit. Receives through any optional radio.

17. **Front tow hooks** are a handy option in an emergency.

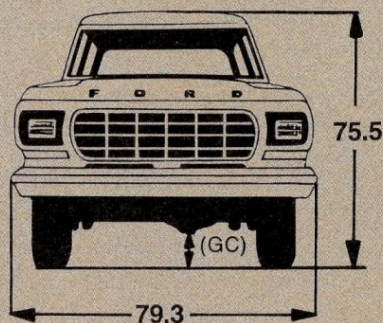
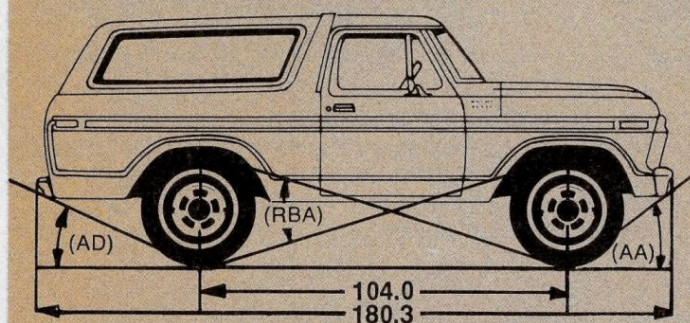
18. **Front and rear contour bumpers** in gleaming chrome.

19. **10-hole forged aluminum** 15-in. wheels (4).

20. **Painted styled steel** white 15 x 6 wheels (5), included in Free Wheeling Bronco Package. 15 x 8 wheels shown avail. after 11/1/77.



# Specifications



## Dimensions

|                                 |         |
|---------------------------------|---------|
| Tires                           | L78-15B |
| Angle of Approach (AA)          | 37.5°   |
| Angle of Departure (AD)         | 23.4°   |
| Ramp Breakover Angle (RBA)      | 24.9°   |
| Ground Clearance (GC)           |         |
| Front Axle                      | 8.1"    |
| Rear Axle                       | 7.8"    |
| At RBA                          | 9.6"    |
| Turning Diameter (Curb to Curb) |         |
| With Manual Steering            | 38.00'  |
| With Power Steering             | 35.40'  |

## See For Yourself

### Compare Bronco to any 4-wheeler, anywhere.

| STANDARD  | BRONCO                              | OTHERS                   |
|---|-------------------------------------|--------------------------|
| 5.8 litre (351) V-8 engine                          | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 4-speed transmission                                | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Bucket seats (2)                                    | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Power front disc brakes                             | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Rear footwell                                       | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Power tailgate window                               | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Front stabilizer bar                                | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| OPTIONS   |                                     |                          |
| Choice of part-time or full-time 4WD with automatic | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Rear flip-fold seat with easy release               | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Off-road handling package                           | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Privacy™ Glass                                      | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Free Wheeling Package                               | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

|  | Standard<br>2 Passenger* | Optional<br>3 Passenger | Optional<br>5 Passenger | Optional<br>6 Passenger |
|--|--------------------------|-------------------------|-------------------------|-------------------------|
| <b>Passenger Package:</b>                          |                          |                         |                         |                         |
| <b>Passenger, Luggage &amp; Load (lbs.) Rating</b> |                          |                         |                         |                         |
| Std. Susp., lbs.                                   | 700                      | 750                     | 850                     | 900                     |
| HD Susp., lbs.                                     | 1000                     | 950                     | 850                     | 900                     |
| <b>Seating Package:</b>                            |                          |                         |                         |                         |
| LH/RH Front Bucket                                 | X                        | —                       | X                       | —                       |
| Front Bench  | —                        | X                       | —                       | X                       |
| Rear Bench   | —                        | —                       | X                       | X                       |

\*Available with driver's seat only. Rear seat not available.

| Equipment                     | Standard                           | Optional  |
|-------------------------------|------------------------------------|---|
| <b>Alternator:</b>            | 40 amp.                            | 60 amp.   |
| <b>Axle, Front:</b>           |                                    |   |
| Rating (lbs.)-Ratio (to 1)    | 3,550                              | —   |
| <b>Axle, Rear:</b>            |                                    |   |
| Rating (lbs.)-Ratio (to 1)    | 3,750-3.5                          | Traction Lok                                      |
| <b>Battery: Amp-hr.</b>       | 41                                 | 68, 68 aux.                                       |
| <b>Brakes, Service:</b>       | Power                              | —   |
| <b>Brakes, Parking: Type</b>  | Cable actuation of rear brakes     | —   |
| <b>Clutch: Diameter (in.)</b> | 11                                 | —   |
| <b>Engine:</b>                | 5.8 L (351 cu. in.) V-8            | 6.6 L (400 cu. in.) V-8                           |
| <b>Frame: Section Modulus</b> | 3.95                               | —   |
| <b>Hubs, Front:</b>           | Free running with part-time drive  | —   |
| <b>Shock Absorbers:</b>       | Front and rear                     | Quad front, HD rear                               |
| <b>Springs, Front:</b>        | Coil, computer selected            | —   |
| <b>Springs, Rear:</b>         | Leaf, two-stage, computer selected | —   |
| <b>Stabilizer Bar:</b>        | Front                              | Rear  |
| <b>Steering:</b>              | Manual                             | Integral power                                    |
| <b>Tank, Fuel:</b>            |                                    |   |
| Refill capacity               | 20.8 Imp. Gal.                     | 26.7 Imp. Gal. with skid plate                    |
| <b>Transfer Case:</b>         | 2-speed                            | 2-speed full-time 4WD w/C.O.M.                    |
| <b>Transmission:</b>          | 4-speed                            | Cruise-O-Matic                                    |
| <b>Tires:</b>                 | L78-15B                            | Tube-type 7.00x15D & radials                      |
| <b>Wheels:</b>                |                                    |   |
| No.—type—rim size (in.)       | 5 5-hole disc-5.5K                 | 4 10-hole alum.—4 slotted alum.<br>5 styled steel |

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