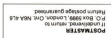




Special prices on special packages,  
for a limited time only.

# TOUGH NEW 4x4 EXPLORERS



## SEE THE TOUGH NEW 4x4's AT THE 10th ANNUAL EXPLORER PICKUP SALE.



**Special prices  
on special packages**

4 x 4 illustrated shown with optional Protection Group, Mirrors, Mud and Snow Tires, Rear Bumper and Radio.



When North America needs a better idea,  
Ford puts it on wheels.



## A red Ford Bronco is shown driving on a rocky, mountainous road. The truck is a two-door model with a white stripe running along the side. The front grille prominently displays the 'FORD' logo. A woman is driving, and a man is in the passenger seat. The background consists of steep, rocky hillsides under a clear sky.

## A red and white Ford Bronco is parked on a grassy hillside. The truck is facing right, showing its front and side profile. The background features a range of mountains under a clear sky. The image is a color photograph with a slightly aged appearance.



# SEE THE TOUGH 4x4 PICKUPS



Box rails and mud and snow tires shown are optional at extra cost and are not part of the Explorer Package.

## Ford's 4x4's make the impassable possible.



### Tough Mono-Beam

**Front Suspension.** Ford's Mono-Beam front suspension combines off-road stamina with a remarkably smooth ride. Big coil springs, forged-steel radius rods, track bar, steering linkage shock absorber and free-running front hubs (with part-time 4wd) are all standard.



**(The Inside Story) Double-Wall Strength.** An all-welded Styleside box with double-wall tailgate and sidewall construction means good strength, protection and value. Rounded corners make the box easy to clean.



### Rugged Frame, Tough Backbone.

Ford's sturdy frame side rails are up to 7 inches deep... with a yield strength of 36,000 psi. Frame rails are flared at the rear to allow for wide track rear axles.

Long, wide, progressive rear leaf springs adjust to load conditions for a good ride—light or loaded. The rear leaf springs also provide control over lateral axle motion and help absorb driving and braking forces.

**New power to 400-cu.-in. . . on any kind of gas.** New for '77, New High efficiency 351 and 400 V-8's are now offered in 4x4's. Engines specially strengthened for truck service. The standard 302 Six has been improved for even greater durability than last year's. Dual Spark solid state ignition is standard on all engines for good starting and less maintenance. And all of these engines are designed to run on any kind of gasoline. Important because where these tough Ford 4x4's can go... you don't always have a choice.



### New Protection Against Rust...

Every Ford Styleside pickup has over 350 sq. ft. of pre-coated steel. Special vinyl sealers and aluminum wax spray-ons are also designed to keep Ford Pickups looking young, lasting long.



### No-Rust Liners—

**Another New Better Idea on Trucks.** Now front fender liners that can't ever rust—a Ford Pickup exclusive. Molded polypropylene plastic liners are designed for fender wells and help prevent mud, salt and snow from packing against the wheel wells.

### A Choice of Full-Time or Part-Time 4-Wheel Drive.

To keep you moving on or off-road, Ford offers a choice of part-time or full-time 4-wheel drive. Our standard part-time system with free-running front hubs is available with a manual (4-speed) or the SelectShift Cruise-O-Matic automatic transmission with V8's only. It has free-running front hubs and delivers equal and constant power to each axle when the hubs are engaged.



### PART-TIME (CONVENTIONAL) FOUR-WHEEL DRIVE

Optional full-time front-wheel drive is available with the SelectShift Cruise-O-Matic transmission and either the 351 cubic-inch or 400 cubic-inch V-8. It provides differential traction at all four wheels and added stability and driving control over all road conditions.

In addition, this system features a mechanical lockout which the driver can use to convert to a conventional 4x4.



### FULL-TIME FOUR-WHEEL DRIVE

ENGINE AVAILABILITY		
Engine	Standard	Optional
360-cu. in. Six	F-150/F-250	
381-cu. in. 290 V-8		F-150, F-250
400-cu. in. 291 V-8		F-150, F-250

## Bronco 4x4... Tough on the Trail. Sm-o-o-th on the Road.

Bronco is an adventuresome breed of four-wheeler that can get up, over, around or through all kinds of obstacles that might stop the others. The key angles of approach, breakover and departure are maximized to give optimum off-road freedom and mobility.

Bronco's Mono-Beam front suspension with big coil springs provides great

durability and reliability... yet a smooth ride on the highway.

A steering linkage shock absorber is standard for added protection against violent jolts in off-road operation.

And a spirited standard 302 V-8 engine puts plenty of power at each wheel for terrain-conquering performance through mud, snow or sand.

