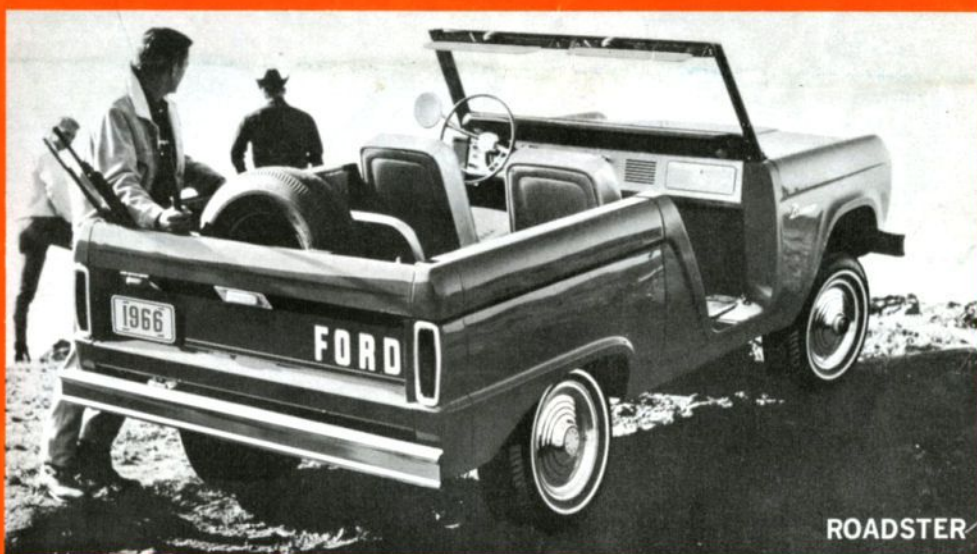




# '66 BRONCO



SPORTS UTILITY



ROADSTER



WAGON

# BRONCO... Ford's new 4-wheel-drive vehicle



## FOR OUTDOOR RECREATION . . .

Bronco brings the great outdoors to you. Surefooted all-wheel drive takes you into uncluttered deep country and back. Designed for rugged, cross-country operation, Bronco's unique Mono-Beam front suspension smooths out the bumps; shortest turning radius of any vehicle of its type gets you around any obstacle; good ground clearance in front, under and behind minimizes chance of being "hung up."



**FOR IN-CITY ERRANDS . . .** How about quick service on that special part that's holding up the job? You can count on real service when your supplier drives a Bronco, the vehicle of 1,001 uses. Ideal for city use, Bronco is nimble in tight spaces, operates very economically, shrugs off high idle, stop-and-go traffic, carries all you want to take with you within easy reach because of a full-width tailgate and one-hand-operated tailgate latch.



**FOR RANCHING . . .** Bronco is a natural for farm and ranch! With special equipment, readily obtainable from or through your Ford Dealer, it will dig postholes, winch out logs, spray trees, cut grass, dig trenches, cut timber, fight fires, stalk predators . . . yes, and even herd cattle. Bronco's big 170-cu. in. six-cylinder engine and an optional power take-off runs all kinds of front- or rear-mounted auxiliary equipment. Home on the range was never like this!

## BRONCO . . . DESIGNED TO GO ANYWHERE, DESIGNED TO BE VERSATILE!

In most states, your all-purpose Ford Bronco may be registered as either a passenger car or truck, depending upon the way you use the vehicle. Check with your state motor vehicle department when you buy your license plates.

# takes you beyond the end of the road !



**FOR CONSTRUCTION SUPERVISORS . . .** Bronco is a handy vehicle for getting around a construction site. It gets you out to the job in a hurry in conventional two-wheel drive. Flick the single transfer case lever into four-wheel drive, and go barreling along over rocks and ruts right up to where you're needed. With Bronco, you don't walk to the job; you drive! No need to baby Bronco, either. Like its namesake, Bronco is a sturdy mount . . . with lots of heart and stamina.



**FOR SERVICE STATION OWNERS . . .** Save your heavy wrecker for the big jobs. Your Bronco can't be beat for chasing parts, taking first aid out to a motorist in distress, pushing stalled cars, making business calls, as a courtesy loaner. Hook on a snowplow or rotary broom to keep your driveways clear. Properly equipped with the many attachments available, it will push, pull, lift and lower. And you'll find driving your Bronco a pleasure, too!



**FOR RALLYING . . .** Like a challenge? So does Bronco. Take it along with you to the next cross-country rally, and you'll find you have a real winner! Up hill, down dale, across streams, up steep grades and over rock-strewn terrain, Bronco has the stuff that makes champions. Six-cylinder engine, fully synchronized transmission, single-lever shift with two-speed transfer case, 4-wheel drive, oil pressure gauge and ammeter are standard.

# BRONCO...Ford's new 4-wheel drive vehicle

**OUTDOORSMEN** will appreciate this rugged new vehicle's driving performance. The sure-footed traction of its all-wheel drive means that you can take Bronco just about anywhere. Bronco's ready and able to work for its living too. Service stations, construction companies, farmers and prospectors—everyone whose work needs a tough vehicle for tough terrain and loads—will find that Bronco delivers their kind of goods with economy, ruggedness, and dashing good looks.

**ROADSTER . . .** The standard Bronco Roadster is a lively, sporty open-top vehicle with smoothly contoured door openings, a fold-flat windshield and a three-person front bench seat. Doors available as optional equipment can be supplied with or without glass and frames. Vinyl doors and a convertible top are also available. A rear bench seat can be supplied when Bronco is equipped with either the front, bucket seat option for driver only, or for both driver and passenger. A steel bulkhead behind the front seat is deleted when the rear bench seat is supplied, permitting easy passage from front to rear.



**SPORTS UTILITY . . .** The Sports Utility has all the standard features of the Roadster plus a short steel roof and side doors equipped with roll-up windows, a combination that provides complete weather protection. The sturdy roof top weighs only 70 pounds and is bolted on for ready removal when desired. A full width bench type front seat is standard. Optional bucket seats are available for driver or for driver and passenger. The double-walled rear area has over 32 cubic feet of space for your camping or other gear. Wheel housings are flat on top for extra convenience. The Sports Utility, along with the Roadster and Wagon, has a full width 56 inch tailgate with a handy one-hand-operated latch.



**WAGON . . .** The Wagon has a full-length roof with upper body sides installed on the basic body. The two driver-passenger doors are steel with roll-up windows. The upper body sides have large fixed windows. The rear liftgate also has a large fixed window and may be locked in the open position for ventilation. The tailgate may be left in the horizontal position for carrying long items. The entire enclosed area can be completely locked. The top and upper body sides are bolted on and can be removed if desired. A bench type rear seat is available on wagons equipped with the optional bucket seats. The steel bulkhead is deleted when the rear seat option is supplied.



# takes you beyond the end of the road!

## BRONCO OFFERS SEATING VERSATILITY!



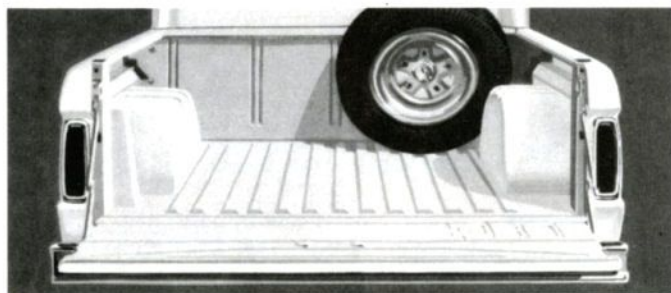
**FRONT BENCH SEAT . . .** A three-man, bench type front seat is standard on all Broncos. This full-width seat, mounted on Bronco's flat floor, offers amazing spaciousness in a utility vehicle. Bronco has a front-and-back seat travel of five full inches, a generous amount for any vehicle of its class. Two sturdy seat belts come as standard equipment.



**FRONT BUCKET SEATS . . .** For extra comfort and luxury, attractive bucket seats are available. You may select a matching pair. If you prefer, however, you may have your Bronco equipped with a single bucket seat, leaving the passenger space free for cargo. Seats are upholstered in handsome silver-gray vinyl fabric colour-keyed to the instrument panel.



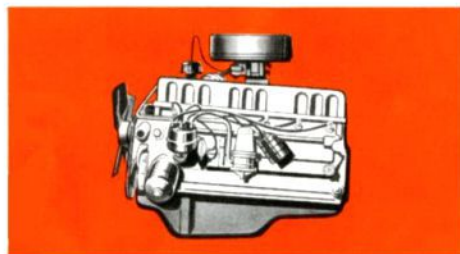
**BUCKET SEATS PLUS REAR BENCH SEAT . . .** Want to go sporty? You can have a pair of bucket seats installed in front with a matching bench seat in the rear. When ordered this way, the steel bulkhead divider is deleted, leaving plenty of space for walking through from front to rear. Rear bench seat accommodates two persons comfortably.



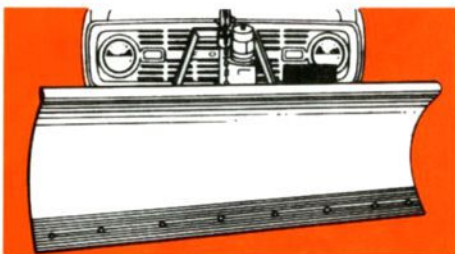
**BRONCO CAPACITY LETS YOU CARRY BIGGER LOADS . . . 32.1 CUBIC FEET . . .** Bronco's rear area gives you plenty of space for all kinds of camping or other gear . . . and then some. The body is an integral steel unit with double sidewall construction that protects exterior sheetmetal from damage from within.



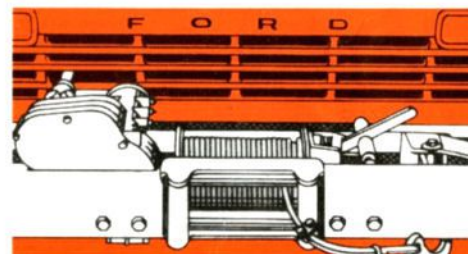
**FULL WIDTH TAILGATE—WITH ONE-HAND-OPERATED LATCH . . .** The 56-inch wide tailgate, by far the widest of any utility vehicle, lets you load bulky items with ease. Pull and the tailgate opens; push and it snaps shut . . . no hooks or chains. Very handy, especially when your arms are full.



**POWER . . .** The big 170-cubic inch six-cylinder engine in the Bronco is the most powerful standard engine in any utility vehicle and provides all the power and performance needed for both maximum hill climbing ability and satisfactory highway speeds.

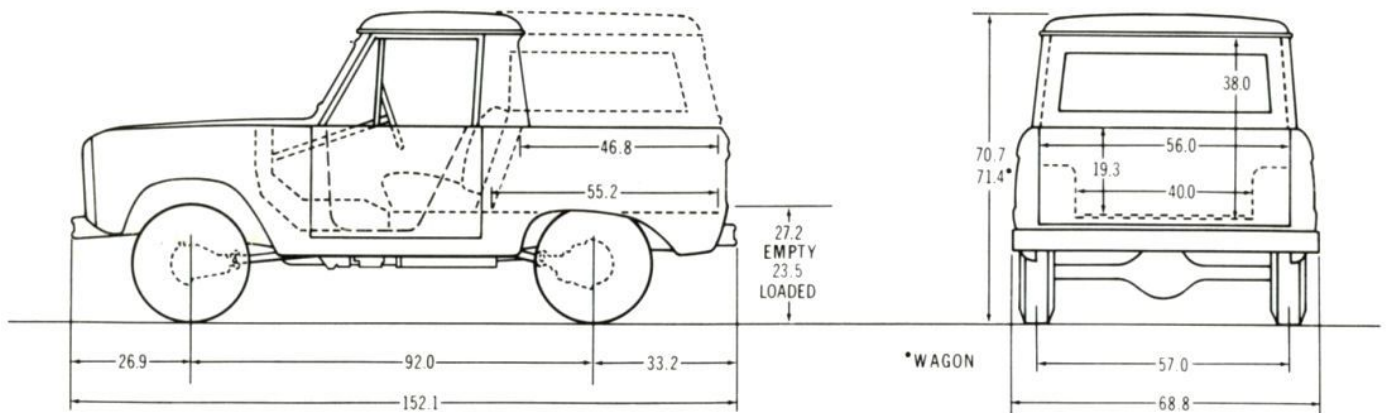


**SNOWPLOW . . .** Equip your Bronco with a 78-inch snowplow. Controlled from the cab, the blade may be adjusted to various angles for most effective use.



**FRONT-MOUNTED WINCH . . .** An 8000-pound capacity winch is available for your Bronco. Winch has 150 feet of 5/16-inch cable to pull vehicles that are twice Bronco's own weight.

# BRONCO body and chassis specifications



## SPECIFICATIONS

| EQUIPMENT  | STANDARD                              | OPTIONAL                      |
|--|---------------------------------------|-------------------------------|
| ALTERNATOR   | 38 amp. 570 watt                      | 45 amp., 55 amp.              |
| AXLE, FRONT: Capacity (lb.)  | 2500                                  | —                             |
| AXLE, REAR: Capacity (lb.) Ratio (to 1)  | 2780—4.11                             | 2780—4.57, 3300*—4.11 or 4.57 |
|  | Ratios for 2780 and 3300 limited slip | 4.11 or 4.57                  |
| BATTERY: (12 volts)  | 54 plates—45 amp-hr.                  | 66 plates—55 or 70 amp-hr     |
| BRAKES, SERVICE:   |                                       |                               |
| Size (in.) front   | 11 x 2                                | —                             |
| rear   | 10 x 2½                               | —                             |
| BRAKES, PARKING: Type  | Cable actuation of rear brakes        | —                             |
| CLUTCH: Dia. (in.)—Area (Sq. in.)  | 9½—81.5                               | 9½—81.5 HD                    |
| ENGINE:  | 170 cu. in. Six                       | —                             |
| FRAME: Section Modulus   | 2.04                                  | —                             |
| SHOCK ABSORBERS: Front and Rear  | Double-acting                         | —                             |
| SPRINGS, FRONT, Coil: Capacity @ pad (lb. ea.)   | 760                                   | 850                           |
| SPRINGS, REAR, Single-stage: Capacity @ pad (lb. ea.)  | 930                                   | 1280                          |
| STEERING: Gemmer   | Worm & Roller                         | —                             |
| TRANSFER CASE: Constant mesh, Dana 20  | 2-spd. thru-drive                     | —                             |
| TRANSMISSION: Fully synchronized, Ford   | 3-spd. direct                         | —                             |
| WHEELS: No.—type—rim size (in.)  | 5-5-hole disc—5½K                     | 5-5-hole disc—5K**            |
| TIRES:   | Tubeless 7.35-15 4 PR PT              | Tube Type 6.50-16 6 PR TT**   |
| STANDARD COLORS: Raven Black, Wimbledon White, Rangoon Red, Arcadian Blue, Springtime Yellow, Sahara Beige, Marlin Blue, Holly Green, Caribbean Turquoise, Chrome Yellow and Pure White. Bronco metal roofs are painted Wimbledon White to provide a two-tone paint combination. |                                       |                               |

\*Includes 11" x 1¼" rear brakes

\*\*Maximum available; for additional tires and wheels, see your Ford or Mercury Dealer

## DEALER WARRANTED — OUR PROOF OF DEPENDABILITY.

Dealer Warranted for 24,000 miles or 24 months (whichever comes first).

### STANDARD CONVENIENCE FEATURES

- fresh air heater and defroster (optional on roadster)
- weatherproof seals on roof and/or windshield
- large door windows—sports utility and wagon
- liftgate lock—wagon
- turn signals
- dual windshield wipers w/dual vacuum motors
- vinyl-covered rubber floor mat

### CUSTOM EQUIPMENT PACKAGE

- front and rear chrome bumpers
- bright-metal tailgate bezels
- L & R armrests
- cigarette lighter
- chrome horn ring
- L & R padded sun visors
- bright-metal wheel covers for 15" wheels

The specifications contained herein were in effect at the time this folder was approved for printing. Ford Motor Company of Canada, Limited, reserves the right to discontinue models at any time, or change specifications or design without notice and without incurring obligation. Some of the items illustrated or referred to are optional at extra cost.



# SEE THEM AT YOUR FORD or MERCURY



DEALER

Litho in Canada