

# FORD **BRONCO** '74







*Sport Bronco with optional radio, rear seat, and special order solid exterior paint treatment (in addition to front winch and bumper)*

## FORD BRONCOS HAVE ALL THE RIGHT ANGLES



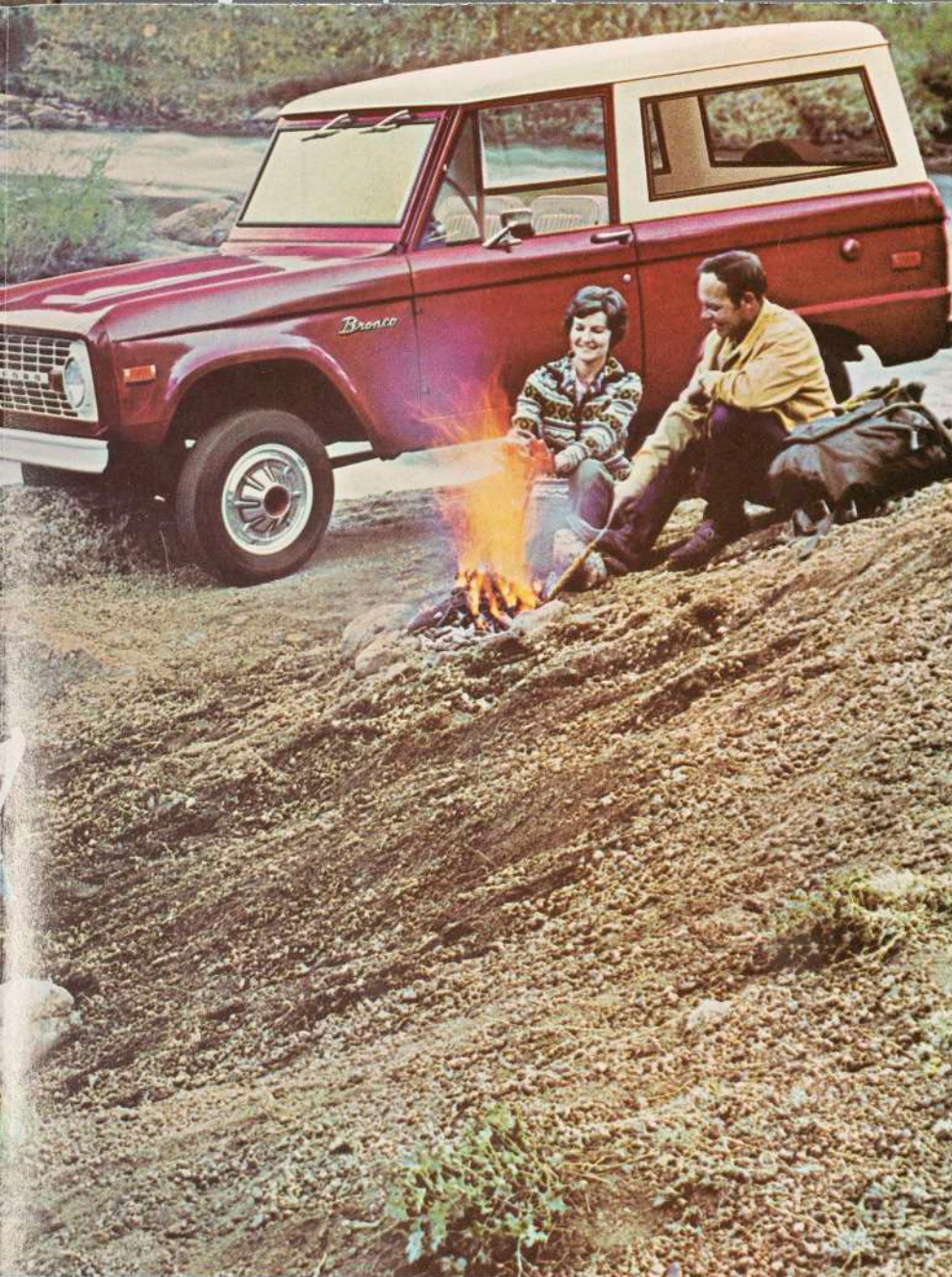
Rugged Ford Broncos combine all the right angles for off-road agility with a choice of power and dress-up options. The durable 7-main bearing 200-cu. in. Six is standard with the big, performance-proven 302-cu. in. V-8 optional. And with this popular V-8, both SelectShift Cruise-O-Matic and power steering are optional. SelectShift Cruise-O-Matic gives you a choice of fully automatic or manual shifting for driving ease

in traffic with full off-road control. Ford's integral type power steering provides quick steering response and easy handling in some of the roughest terrain.

Bronco's interior is uncluttered, functional, roomy and practical. Sporty front bucket seats with foam padding in seat cushion and back are standard. A two-passenger rear seat is available. Standard seats are upholstered with attractive, long-wearing vinyl. The convenient transmission shift lever is in the familiar steering-column location.







Bronco with optional wheel covers

## TO TAME MOST ANY TERRAIN...

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 (details on the back cover) are maximized to give optimum off-road freedom and mobility. High angles of approach and departure permit getting up and down steep inclines or into and out of deep ditches. Big breakover angle helps climbing over peaked projections without hanging up amidships. High ground clearance and tough, protected underside further aid in negotiating difficult obstructions. Bronco's big Dana heavy-duty front axle with

free-running hubs and forged-steel radius rods provide great durability and reliability. A steering-linkage shock absorber is standard for added protection against violent jolts in off-road operations. Same wide stance, front and rear, helps when the going is tough. Front wheels break a trail through brush, snow or sand, and the rear wheels have a matching track so they can follow right through with minimum resistance. You get a smooth ride and have power in reserve for the bad spots.

Ford's Mono-Beam front suspension with big coil springs smooths the ride while it reinforces durability. Bronco gives you a comfortable ride on the



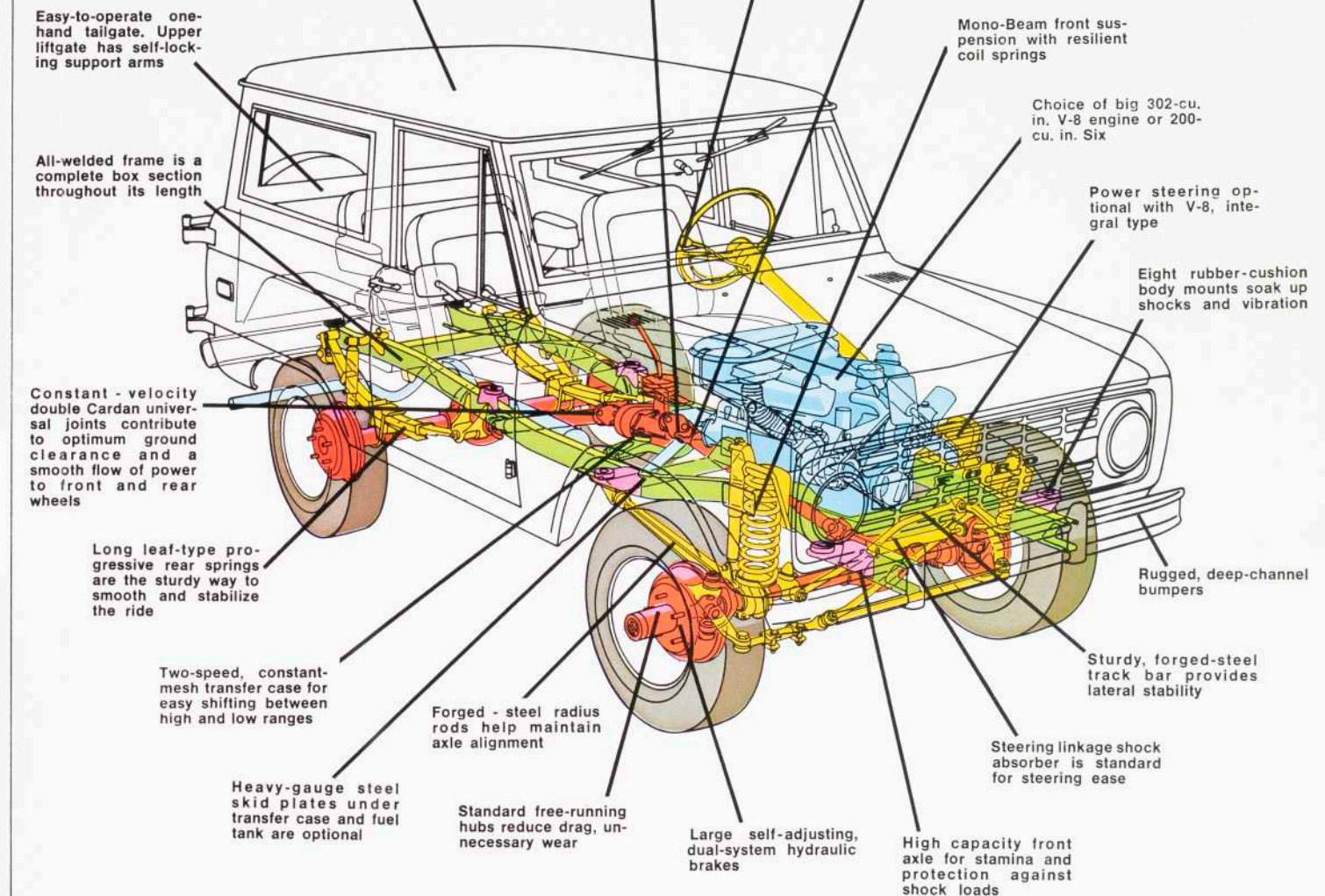
**Heavy-duty front axle.** Bronco's exceptional ability to get up and over high obstructions is matched by its ability to take it when crashing down. Punishing shock loads are just routine off-road work for Bronco's heavy-duty front axle. And rugged Mono-Beam front suspension provides strong support for the big axle.



**Excellent on- or off-road maneuverability.** Maneuvering around boulders and other off-road obstacles is a cinch with a nimble Bronco. Wide-track front axle with 37° turn angle provides outstanding maneuverability. Bronco can turn in a small 33.6-foot circle—tree to tree.



**Slope-hugging stability.** Bronco has the optimum track width. Wheels are set wide apart for excellent off-road stability, yet narrow enough to negotiate twisting paths and trails. And the identical track of Bronco's front and rear axles allows the rear wheels to follow in the same path made by the front wheels for easier trailblazing.



highway and is remarkably well-behaved on off-road jaunts. Wide-track axles provide stability on the slopes and sharp-turning maneuverability. All in all, Bronco is the smooth, sure way to reach those difficult job sites or faraway recreation spots.

Spirited Six or V-8 engine puts plenty of power at each wheel for terrain-conquering performance through mud, snow or sand. The big 302-cu. in. V-8 is a popular option. 200-cu. in. Six is standard.

Engine specifications	200 Six (standard)	302 V-8 (optional)
Displacement	200 cu. in.	302 cu. in.
Bore and Stroke (in.)	3.68 x 3.126	4.0 x 3.0

### BRONCO GVW PACKAGE SELECTOR

GVW Package Ratings:	4300*	4450*	4500*	4900**
Maximum Load Rating:	940	1035	1105	1340
GVW Package Includes:				
Axle, Rear	2780	2780	2780	3300
Springs, Rear—Rating @ Ground	1240	1240	1475	1475
Tires	E78-15 B	E78-15 B	G78-15 B	G78-15 B

\*Optional GVW package and rating.  
#Requires rear bench seat.

\*Standard GVW.

\*\*Requires 302 V-8 engine.

Bronco GVW packages are designed to aid in selecting the proper vehicle for your needs. By determining the maximum load that will be carried (including the weight of driver and passengers, cargo, and any special equipment), you determine which package to choose. For example, a Bronco that will carry over 1,300 pounds requires the 4,900 lb. GVW package. This package includes higher-rated components to provide optimum dependability and durability.





*Bronco interior with optional Ranger Package, Cruise-O-Matic and radio*



*Sport Bronco interior*

## AND OPTIONS FOR DRIVING EASE, COMFORT!



**Sport Bronco features**, in addition to or in place of standard, include:

- Vinyl door trim panels with bright moldings
- Hardboard headliner with bright retainers
- Vinyl parchment simulated carpet front floor mat with bright retainers (matching rear mat with optional rear seat)
- Cigar lighter
- Horn ring
- Bright-metal windshield and window frames
- Bright grille frame molding and tailgate release handle
- Bright headlight, side marker light and rear reflector bezels
- Argent painted grille
- Bright

Bronco's tight body and suspended foot pedals help seal out noise, dust and road splash. Fresh air heater/defroster, lockable glove compartment, dome light, padded instrument panel, two-speed electric windshield wipers, sun visors, vinyl-coated rubber floor mat and painted channel-type steel bumpers (front and rear) are all standard.

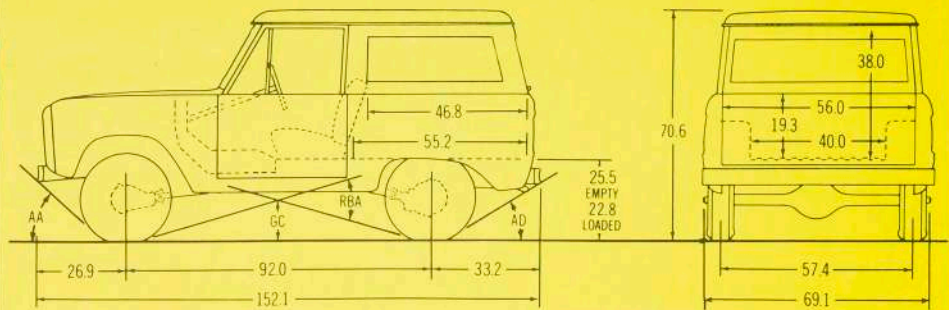
bumpers, front and rear • Bright front bumper guards • Bright-metal wheel covers.

**Ranger Package features**, in addition to or in place of Sport Bronco, include: Color-keyed, full carpeting (including tailgate and wheelhousings) • Color-keyed vinyl door trim panels with woodtone accent • Color-keyed vinyl trim with insulation on rear quarter panels • Cloth and vinyl seat trim in ginger, blue or avocado • Color-keyed instrument panel paint • Hood and lower bodyside tape stripes, white stripe with orange accent • Swing-away spare tire carrier • Spare tire cover, white vinyl with orange accent and Bronco insignia • Coat hook.



## Ground clearance angles and dimensions

Tires	E78-15	7.00 x 15
Angle of Approach (AA)	40.2°	44.3°
Angle of Departure (AD)	26.5°	30.1°
Ramp Breakover Angle (RBA)	28.6°	33.0°
Ground Clearance (GC)		
Front Axle	6.7"	8.4"
Rear Axle	6.4"	8.1"
At RBA	11.3"	13.2"
Turning Diameter (Bumper Clearance)	33.6'	33.6'



## Equipment

## Standard

## Optional

Alternator:	38 amp.	55 amp.
Axle, Front: Rating (lb.)	3000	Limited-Slip <sup>†</sup>
Axle, Rear: Rating (lb.)—Ratio (to 1)	2780—4.11, 3.50 w/V-8	2780—4.57
Ratios for 2780 and 3300* Traction-Lok		3.50, 4.11†
Battery: (12 volts)	54 plates, 45 amp-hr	66 plates, 70 amp-hr
Brakes, Service: Dual hydraulic system	Self-adjusting	—
Size (in.) front	11 x 2	—
rear	10 x 2½	—
Brakes, Parking: Type	Cable actuation of rear brakes	—
Clutch: Dia. (in.)	9½ w/Six, 11 w/V-8	—
Engine:	200-cu. in. Six†	302-cu. in. V-8
Frame: Section Modulus	2.04	—
Hubs, Front:	Free-running	—
Shock Absorbers: Front and rear	Double-acting	—
Springs, Front: Coil, Rating @ ground (lb.)	1025 w/Six, 1075 w/V-8	1075 w/Six, 1130 w/V-8
Springs, Rear: Rating @ ground (lb.)	Progressive 1240	Progressive 1475†
Steering:	Ross worm & roller w/linkage shock absorber	Power w/V-8
Tank, Fuel: (evaporative control system)	12.2 gal.	7.5 gal. auxiliary with skid plate
Transfer Case: Constant mesh, Dana 20	2-spd. thru-drive	—
Transmission: Fully synchronized, Ford	3-spd. direct	Automatic w/V-8†
Tires: (load range)	Tubeless E78-15 B PT	Tube-type 7.00 x 15C TT**
Wheels: No.—type—rim size (in.)	5—5-hole disc—5.5K	—

**Bronco color choices:** Wimbledon White, Candyapple Red, Wind Blue, Light Grabber Blue, Midnight Blue Metallic, Pastel Lime, Samoa Lime, Limestone Green Metallic, Village Green, Sequoia Brown Metallic, Hot Ginger Metallic, Burnt Orange, Bold Orange, Sandpiper Yellow, Chrome Yellow, Raven Black. Color Glow points—Ivy Glow and Gold Glow—are optional. Bronco roofs are painted Wimbledon White providing a two-tone paint combination.

\*Includes 11" x 1¾" rear brakes. †Requires Traction-Lok rear axle. \*\*Provides maximum ground clearance and durability. Other tire sizes also available. For high flotation tire sizes see your Ford Dealer. TT=Truck type. PT=Passenger type. †With 4300-lb., included with 4450-lb. GVW package. ‡N.A. in Calif. Note: With standard equipment, Bronco has a GVW rating of 4300 lb.

**Custom-Tailoring Options:** Convenience group (cigarette lighter\*, inside 10-in. day/night mirror, map light, horn ring\*) • Left-hand chrome remote-control mirror • Rear seat (includes seat belts and armrests) • Chrome bumpers with chrome front guards\* • Skid plates for standard fuel tank and transfer case • Exterior rear-mounted swing-away tire carrier • Bright-metal wheel covers\* • High-flotation tires • Auxiliary 7.5 gal. fuel tank with skid plate • Manual radio • Bright bodyside and tailgate moldings • Bright-metal rocker panel molding • Hand-operated throttle • Extra cooling radiator (V-8 w/manual transmission).

\*Standard on Sport models

**Dealer-Installed Accessories:** Warn free-running front hubs (manual or automatic) • Snowplows • Snowplow angling kits • Front auxiliary air springs • Trailer hitch • Locking gas cap • Front tow hooks • Fire extinguisher • Tachometer • Air horns.



◀ **Snowplow Blade** may be adjusted easily to various heights and angles (with kit) from within the cab.

**Swing-Away Spare Tire Carrier** ▶ puts spare out of the way for more cargo or luggage area, easier access.



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Availability subject to Environmental Protection Agency certification.



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