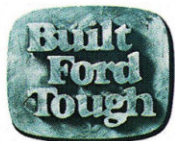


1981 FORD



BRONCO



**AN ADVANCED
FAMILY 4-WHEELER**

1981 FORD BRONCO.

An advanced family 4-wheeler.

Tough '81 Ford Broncos feature advanced off-road technology with Twin-Traction Beam independent front suspension. It's the only family-size 4-wheeler built in North America with this advanced-design independent front suspension. A suspension that provides a better ride and off-road control than conventional suspensions because front wheels can step over bumps independently. And new automatic front hubs are available for '81. Broncos are trim outside for maneuverability...roomy inside. The family-size

Bronco has room for six adults with optional front and rear bench seats. They're tough lookin', too, with great Free Wheeling options. And Bronco offers overdrive as a new option for '81.

Miles per gallon.

Gas mileage has become a major concern to everyone, and Ford recognizes the need for fuel efficiency. Although the latest figures were unavailable at the time of publication, 1981 Ford Bronco mileage estimates are expected to be as good as or better than last year's. See your Ford or Mercury Dealer for '81 figures.

1. Long cruising range.

Ford Broncos with optional maximum capacity fuel tank provide 121L (26.6 Imp. gal.) capacity—for an extended driving range between fill-ups.

2. 4-spd. manual trans. with overdrive.

A new Ford Bronco option for '81! The 4-speed manual transmission makes driving fun and thrifty, too. Overdrive reduces RPM's for less engine wear.

3. Independent front suspension.

Only Ford Broncos have tough Twin-Traction Beam suspension on a family-size North American 4-wheeler to ease the wheels over bumps independently for a more stable and controlled ride than conventional suspensions.

4. New Snow Plow Preparation Package.

Designed for popular snow plow attachments. See page 6 for details.

5. New automatic locking hubs.

Now front hubs can run free on the highway and then lock in as needed for 4x4 traction...after you start out in 4-wheel drive. This important new option for '81 provides the economy of free wheeling hubs with the convenience of automatic hubs. There's no longer any need to get out of the vehicle and manually lock both front hubs. And once the automatic hubs are locked in, you can shift from 2-wheel to 4-wheel drive while the vehicle is moving. Also, unlike some designs, the Ford system allows engine compression braking, to assist in downhill maneuvers.

2-spd. transfer case.

The efficient chain-driven transfer case minimizes power loss. It's easy to shift,

and the forward location of the transfer case shift lever in 2-WD position provides more foot room than the previous design.

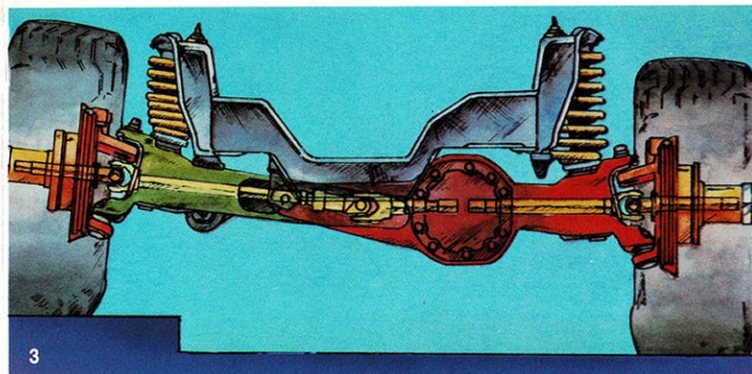
3-Year Corrosion Perforation Warranty

All Ford Broncos are covered by a no-extra-charge 36-month unlimited distance manufacturer's warranty against corrosion perforation. This warranty, transferable to succeeding owners during this warranty period, covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system components are excluded. The basic 12-month/20,000 kilometre warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your Dealer for details.

ADDITIONAL STANDARD FEATURES:

- P-metric steel-belted radial tires
- Halogen headlamps
- Tough ladder-type frame
- Integral front axle skid plate
- Power tailgate window
- Free-running front hubs

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 6 and 7.



AN ADVANCED FAMILY 4-WHEELER

1981 FORD BRONCO RANGER XLT

The tough look of the top-of-the-line. **Notable standard exterior features** include (in addition to or in place of the Ford Custom): Brushed aluminum tailgate applique with bright letters • Chrome bumpers • Bright rear side window moldings • Bright lower bodyside protection molding with black vinyl insert • Ranger XLT plaques.

Standard interior features: Cloth seat trim • Cut-pile carpeting,* including rear cargo area • Bright and woodtone accents on door trim panels with lower area carpeted* • Rear quarter trim

panels* with armrests • Storage bin and cargo lamp • Front vinyl headliner on foam padding • Deluxe seat belts • Black vinyl spare tire cover • Courtesy lighting (both doors) • Soft-wrap steering wheel • Visor vanity mirror, RH (on Ranger XLT's built after 10/6/80) • Cigar lighter • Woodtone accent around horn pad • Polished woodtone applique on instrument panel with bright molding around instruments.

*Color keyed.

1981 FORD BRONCO CUSTOM

Custom is the value-packed standard trim level with all these **notable standard exterior features:** Black front and rear bumpers • Black grille with bright surround • Bright windshield molding • Bright hub caps • Bright door-mounted mirrors • Swing-down tailgate with power-operated window • Bright tailgate letters.

On the inside, it's attractive and comfortable with all these **standard features:** Driver's bucket seat with travel adjustment • Fixed passenger bucket seat that pivots forward for easy entry • Patterned

vinyl seat trim* • Vinyl sun visors* • Handsome instrument panel* with full-width padding and brow warning lights • Glove box door with horizontal hold position and coin/token slots plus two cup depressions on the inner side • Door trim panel with integral full-padded armrests* • Windshield header and "A" pillar moldings* • Dome lamp • Antitheft sliding door lock buttons • Locking steering column • Inside hood release • Cowl side trim* • Textured rubber floor mat front* and rear with insulated backing • Big 2.91 cubic meters (103 cu. ft.) of

rear cargo space without rear seat to handle most anything from groceries to camping gear • And more.

Interior colors for both Custom and Bronco Ranger XLT: Black, Red, Medium Blue, Fawn, Nutmeg, and Spruce.

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 6 and 7.

*Color keyed.

1981 FORD BRONCO FREE WHEELING

Free Wheeling "A" Package features: Pinstripes along the bodyside, hood, tailgate and around door windows (tri-color tape stripe or chromatic tape stripe optional in place of pinstripe) • Sport wheel covers (4) • Bright bumpers (standard with Ranger XLT).

Free Wheeling "B" Package adds: Sports Instrumentation (including tachometer, trip odometer, oil pressure gauge and ammeter) • Soft-wrap steering wheel (standard with Ranger XLT) • Fog lamps with covers • Bumper guards • Handling Package • GT bar • White styled steel wheels (5, in place of sport wheel covers).



**AN ADVANCED
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1981 FORD BRONCO OPTIONS

For the Ford Bronco of your choice, there is a wide selection of Ford options. These can multiply the usefulness and enjoyment of your vehicle many times over. Go down this list and check off the options that will help you "create" a Ford Bronco just right for your needs.

Options Availability. 1981 Ford Bronco options are not confined to these pages but are shown throughout the catalog. Options, whether or not they are identified, are offered at extra cost. Some options are included, required, or are not available, in combination with other options. Availability of some models and features described here and elsewhere may be subject to delay. Consult your Ford or Mercury Dealer for the latest information.

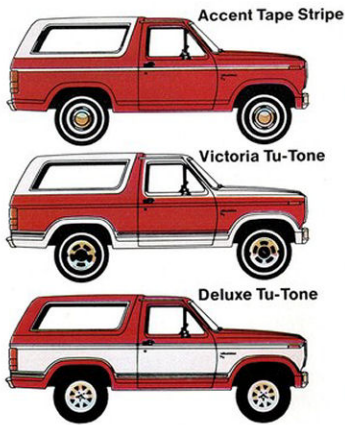
Tu-Tone combinations.

Tu-Tone effect. Exterior body color accented by roof available in six different colors. (Shown with accent tape stripe.)

Accent Tape Stripe. Available with solid exterior color, Tu-Tone effect and Victoria Tu-Tone.

Victoria Tu-Tone. Accent color is on the front roof, hood and lower bodyside. Includes lower bodyside protection molding with black vinyl insert.

Deluxe Tu-Tone. Accent color covers center bodyside panel. Includes lower bodyside protection molding with black vinyl insert.



Exterior colors: ** 1. Raven Black, 2. Wimbledon White, 3. Silver Metallic, 4. Medium Grey Metallic, 5. Candyapple Red, 6. Maroon, 7. Medium Blue, 8. Midnight Blue Metallic, 9. Dark Spruce Metallic, 10. Fawn, 11. Dark Cocoa Metallic, 12. Dark Chamois Metallic, 13. Medium Caramel Metallic, 14. Light Caramel, 15. Tan, 16. Bittersweet Glow®, 17. Medium Blue Glow®, 18. Medium Spruce Glow®, 19. Fawn Glow®.
*Optional Glamour colors.



**Printed colors may vary from actual paints.

"Top off" your new Ford Bronco with one of six attractive fiberglass roof colors:



Appearance

- Chrome grille.
- Accent tape stripe.
- Tri-color tape stripe in Coral, Bright Red, Dark Red; Light Blue, Medium Blue, Dark Blue; Light Chamois, Medium Chamois, Dark Chamois; Silver, Dark Pewter, Charcoal Pewter; Light Spruce, Medium Spruce, Dark Spruce; or Light Beige, Orange, Dark Copper.
- Chromatic tape (reflective).
- Upper bodyside tape stripe.
- Lower bodyside protection molding with black vinyl insert (for Custom).
- Upper bodyside protection molding.
- Bright wheelip moldings (Custom).

- (A) GT bar, tubular design painted black with black padding.

Audio

- AM radio.
- AM/FM monaural (single speaker).
- AM/FM stereo (quad speakers).
- AM/FM stereo with cassette tape player (quad speakers).

- (B) AM/FM stereo with 8-track tape player (quad speakers).

Comfort/Convenience

- (C) Air conditioning.

Heater:

- High output.
- Auxiliary.
- Electric rear window defroster.
- Convenience Group includes intermittent wipers, 305 mm (12 in.) day/night mirror, map box in doors, headlamps-on warning buzzer, RH door courtesy light switch (Custom), and visor vanity mirror, RH (Customs built after 10/6/80).

- (D) Light Group includes movable underhood worklight with 20-ft. retractable cord (shown) plus lights in glove box, ashtray, under instrument panel, dome lamp with map light (standard dome lamp only with optional front bench seat), RH door courtesy light switch (Custom), and headlamps-on warning buzzer.

- Remote control Western mirrors, bright low-mount swingaway 228 mm x 152 mm (9 in. x 6 in.) electrically actuated.
- Western mirrors, bright low-mount swingaway 228 mm x 152 mm (9 in. x 6 in.).
- Recreation mirrors, bright low-mount 2-position swingout 228 mm x 152 mm (9 in. x 6 in.).
- Soft-wrap steering wheel (Custom).

- (E) Tilt steering wheel.
- Fingertip Speed Control with resume feature.
 - Sliding rear quarter windows (tinted).
 - Power front windows.
 - Tinted glass all around.
 - Privacy™ glass in fixed quarter windows.

- (F) Tool storage box located under the hood (includes movable underhood worklight with 20-ft. retractable cord and inside locking hood release).
- Swingaway outside spare tire carrier with lock and black or white cover. Included with 10/10R x 15 C tires.
 - Spare tire cover for Custom with inside carrier, black.
 - Electronic digital clock tells the time, date, and lapsed time at the push of a button.

- Center console (between bucket seats or Captain's Chairs).

Seats:

- Captain's Chairs (reclining driver and passenger).
- Front bench.
- Flip/fold rear bench (easily removable).

Performance

- Automatic locking hubs.
- 4-speed manual transmission with overdrive.
- SelectShift automatic transmission.
- Handling Package includes front stabilizer bar, quad HD front and dual HD rear shock absorbers.
- Quad heavy-duty front shocks and dual HD rear shocks.
- Heavy-duty rear shocks.
- Heavy-duty air cleaner.
- Gauges: ammeter and oil pressure.

- (G) Sports Instrumentation includes tachometer (0 to 6,000 RPM), ammeter, oil pressure gauge and trip odometer.
- Engine block heater: single with 4.9L (300) Six and 5.0L (302) V-8, dual with 5.8L (351) V-8.
 - Maximum capacity fuel tank, 121L (26.6 imp. gal.) in place of std. tank.
 - Super Engine Cooling Package.
 - Extra Engine Cooling Package.
 - Auxiliary transmission oil cooler (with SelectShift automatic).
 - Trailer Towing Packages.

Snow Plow Preparation Packages:

- Base includes 1,724 kg (3,800 lb.) front axle, HD front springs, HD rear shocks and HD alternator.
- Plus package adds HD battery, oil pressure gauge, ammeter and extra engine cooling.

Note: Total weight of plow and associated hardware not to exceed 308 kg (680 lb.) with maximum fixed portion allowance of 122 kg (270 lb.). See your Ford or Mercury Dealer for application details.

Protection

- Heavy duty front end package.
 - Skid plates.
 - Dual electric horns.
 - Fog lamps (include plastic covers and bright front bumper guards).
 - Power front door locks.
 - Exterior Protection Group includes bright door edge guards, front bumper guards and rub strip.
 - Security Lock Group includes locking gas cap, and locks on inside hood release, glove box and spare tire.
- Bumpers:**
- Chrome front, or front and rear.
 - Chrome rear step bumper.
 - Argent rear step bumper.

Wheels and Wheel Covers

- (H) Styled steel painted white (5)*.
- (I) 10-hole polished forged aluminum with clear plastic coating (5)*.
- (J) Sport wheel covers (4).
- (K) 5-slot brushed forged aluminum with clear plastic coating (5)*.

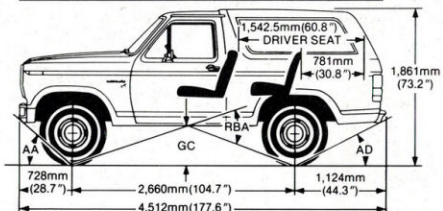
Free Wheeling Packages (see page 5).
*Or four with steel spare.



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1981 FORD BRONCO Specifications

Dimensions (loaded)	
Tires	P215/75R-15SL
Angle of Approach (AA)	34.3°
Angle of Departure (AD)	20.7°
Ramp of Breakover Angle (RBA)	20.4°
Ground Clearance (GC) at Transfer Case	234mm (9.2")



Equipment	Standard	Optional
Axle, Front Rating	1,610 kg (3,550 lb.)	Limited Slip
Axle, Rear Rating	1,701 kg (3,750 lb.)	Traction-Lok
Brakes	Power	-
Clutch Diameter	279 mm (11 in.)	-
Electrical		
Battery (amp-hr.)	36‡	63†
Alternator (amp.)	40	81 aux. w/ 63‡
Engine	4.9L (300) I-6	5.0L (302) V-8
Front Hubs	Free Running	Automatic Locking
Fuel Tank	95L (20.8 Imp. gal.)	121L (26.6 Imp. gal.)†
Shock Absorbers	Front (HD) & Rear.	HD Rear
		Quad HD Front & HD Rear
Springs, Front	Coil	-
Springs, Rear	Single-Stage Leaf	-
Stabilizer Bars	-	Front & Rear
Steering	Power	-
Transfer Case (part-time)	2-Spd.	-
Transmission	4-Spd.	4-Spd. manual with OverDrive, Automatic
Tires (Tubeless)	P215/75R-15SL	7.00x15D** H78x15B (no-cost option in place of std. tire), L78x15C, P235/75R SL or XL†† and 10 or 10Rx15C RWL multi-surface
Wheels	5.5-hole disc 15x5.5K	4 or 5-10-hole or 5-slot aluminum, styled steel

† In lieu of standard †† Avail. only with Snow Plow Prep Pkgs. ‡ Maintenance-free ** Tube-type



Replacement Parts

Be sure to specify genuine Ford-approved Motorcraft parts from your Ford or Mercury Dealer.

...FOR SURE

Buy or lease a tough Ford Bronco — a great choice either way!



The Ford Extended Service Plan

When you're choosing options for your Ford Bronco, consider the merits of ordering the Ford Extended Service Plan. Your dealer has full details. It provides extended repair cost protection, as specified, for parts and labour, for repairs to major components of the mechanical and electrical systems. The plan is offered by Ford Motor Company of Canada, Limited, and is honoured by participating Ford and Mercury dealers throughout Canada and the United States.

This brochure has been prepared only as a general guide to the customer and every effort has been made to ensure that all information is correct at the time of printing. However, some errors may have been included and some of the information or specifications may have been changed since the time of printing. Your dealer will have full details of any changes and/or corrections and you should ask him to bring you up to date at the time of your purchase. Ford Motor Company of Canada, Limited reserves the right to change prices, colours, materials, specifications and models and to discontinue models without notice and without incurring obligations of any kind. Some features described or shown may be optional at extra cost. Some options are required in combination with other options.



FORD BRONCO

