

Bronco



A Look Back on an Iconic Brand

Throughout automotive history there have only been a few brands that have managed to instantly conjure up a distinct image when mentioned ... such is the case with the **legendary Bronco**. An iconic name that instantly connects to the essence of off-road capability!



To celebrate the return of Bronco and its upcoming family of off-road vehicles, let's take a moment to look back at its impressive history.



The Original — 1966-1977

The first Bronco was a small workhorse designed to adapt and capably take on whatever tasks were thrown at it. Riding on its own unique frame, the style was an exercise in simplicity featuring flat body panels, bumpers and glass areas. The small, go-anywhere package combined with a functional interior, capable in-line six and available four-wheel drive that spoke to all of this vehicle's rugged possibilities. It was originally available in three body styles:

- **Roadster** — an open air model
- **Half-cab** — a small pickup
- **Wagon** — two doors and a removable top

Add to that an exciting array of accessories and **the original Bronco was a compact, go-anywhere, do-all off-roader.**

1978-1979

The next iteration of Bronco saw an increase in size and power as the platform moved to a shortened F-100 foundation equipped with a solid front axle and V8 engine. Rugged enough to take on all sorts of tasks, this Bronco featured a more comfortable interior, removable rear top and a rear window that lowered into the tailgate.



1980-1986

Now based on a shortened F-150 platform, customers could choose between six- or eight-cylinder options. The solid front axle was replaced by independent front suspension, enhancing ride comfort and control.



Bronco II — 1984-1990

Introduced as a smaller alternative, **Bronco II** was based on the Ford Ranger frame and was designed and proportioned similarly to the original Bronco. This was a sporty SUV that appealed to a wide variety of customers who appreciated capability and compact size. Production ended in 1990, just as the soon-to-be legendary Ford Explorer would be first introduced.



1987-1991



Like its F-150 sibling, this model received new aerodynamic treatment to its design. It also received a variety of other mechanical enhancements, such as electronic fuel injection and a variety of safety features including rear anti-lock brakes. In addition to continuing to deliver on its rugged appeal, this generation also saw the introduction of specialty models such as the *Eddie Bauer® Edition* and in 1991, a *Silver Anniversary Package* that celebrated 25 years of Bronco heritage.

1992-1996



The final iteration saw more safety innovations added, including a driver's side airbag, three-point safety belts and crumple zones designed into the body. What originally had begun as a basic all-terrain, do-all vehicle had evolved. At the time, tastes and trends were changing in the market and customers began moving away from "two-door" SUVs and toward products such as the four-door Ford Explorer and Expedition.

Next Generation

After 25 years of being corralled, the Bronco Brand is ready to be unleashed and its wide ranging appeal will be nothing short of trend changing once again. Look to *Frontline* for more information about this exciting new line — **Bronco!**

Resources: ford.com, fordsourcebook.com.

