

FORD

1980 BRONCO

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1980 Ford Bronco: an advanced family 4-wheeler

New Ford Bronco—now with new Twin-Traction Beam. And Bronco is the only full-size family 4-wheel drive truck built in America with this new independent front suspension. Bronco also has a new aerodynamic design with Six or V-8 engines that provide excellent fuel economy. See EPA estimates at far right.

Bronco has a trim new size and provides excellent maneuverability. But there's room for as many as six adults inside with optional bench seats. And the new '80 interior provides master control seating with increased front leg room, a functional new instrument panel with brow cluster warning lights, and improved climate control. The 1980 Bronco is built tough on a Ford Truck chassis, tested tough at Ford's Arizona Proving Ground.



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

Bronco Ranger XLT

Great new look of the Eighties! The exterior features include (in addition to or in place of Custom on page 5): Brushed aluminum tailgate applique with bright letters • Chrome bumpers • Bright rear side window moldings • Bright lower bodyside molding with black vinyl insert • Ranger XLT Plaque. Interior features: Cloth trim* or patterned vinyl* • Cut-pile carpeting,* including rear cargo area • Bright accents on door trim panels with lower area carpeted* • Rear quarter trim panels* with integral armrests, storage bin and cargo lamp • Front vinyl headliner on foam padding • Deluxe seat belts* • Black vinyl spare tire cover • Courtesy lighting (both doors) • Simulated leather-wrapped steering wheel • Cigar lighter • Woodtone accent around horn pad • Polished woodtone applique on instrument panel with bright molding around instruments. *Color keyed.

Best Est. MPG
V-8 4x4 utility with automatic

15 EPA est. MPG with opt. 5.0L (302) V-8 and automatic transmission. California excluded.

More mileage information. Compare these estimates with others. Your mileage and range may differ depending on speed, distance and weather. Actual highway mileage and range will probably be less than estimated.



Tough new Twin-Traction Beam independent front suspension eases wheels over bumps separately to assist off-road control, providing a smoother ride than last year's Mono-Beam system.

New Ford Bronco Free Wheeling Flair

A beautiful new way to go . . . get that Free Wheeling spirit with a Bronco Free Wheeling Package for 1980.

Free Wheeling "A" features: New pinstripes along the bodyside, hood, tailgate and around door windows • Sport wheel covers (4) • Bright bumpers (standard with Ranger XLT).

Free Wheeling "B" adds: Sports Instrumentation (including tachometer, trip odometer, oil pressure gauge and ammeter) • Simulated leather-wrapped 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).

Tricolor tape stripe (in lieu of pinstripes) and RWL tires (shown) are popular options with Free Wheeling.



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Ford Bronco Custom

Custom is the value-packed standard trim level of 1980 Broncos. The 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 more attractive and comfortable—with all these features: Driver's bucket seat with increased travel adjustment • Fixed passenger bucket seat that pivots forward for easy entry • Patterned vinyl seat trim* • Vinyl sun visors* • All-new 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 gear • And much, much more.

(Shown with optional center console.)

*Color keyed.



Options

Go down this list and check off the options that will help you "create" a Bronco just right for your needs.

Appearance

- Chrome grille.
- Accent tape stripe.
- Tricolor tape stripe on hood and sides in Tri-Tone Red, Orange/Tan/Creme, Tri-Tone Yellow or Tri-Tone Blue (with Free Wheeling only).
- Lower bodyside 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

- Radios include traveler's advisory setting.
- AM radio.
 - AM/FM monaural (single speaker).
 - Dual door speakers (for single speaker radios)
 - 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).
 - (C) 40-channel CB radio. New features include direct access to Channel 9, automatic scanning of your five favorite channels or all 40, and more.

Comfort/Convenience

- Air conditioning.
- Heater:
 - High output.
 - ComfortVent.
 - Auxiliary.
- Convenience Group includes intermittent wipers, 305 mm (12 in.) day/night mirror, map box in doors, headlamp-on warning buzzer, and RH door courtesy light switch (Custom).
- Light Group includes lights in glove box, ashtray, under instrument panel, dome lamp with map light (standard dome lamp only with



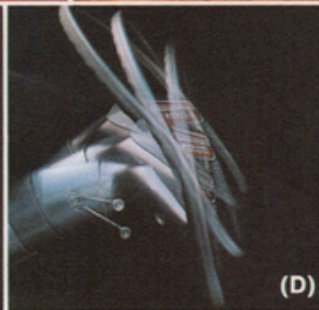
(A)



(B)



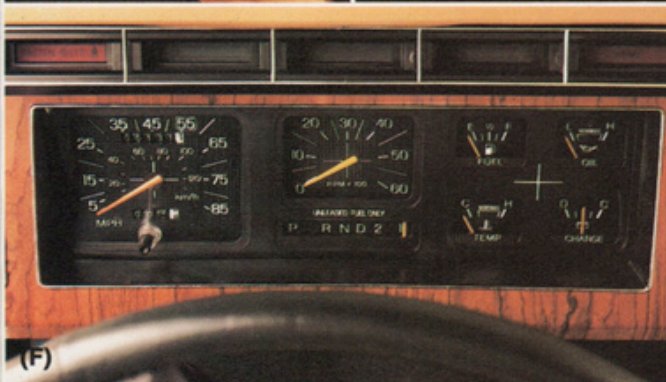
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(D)



(E)



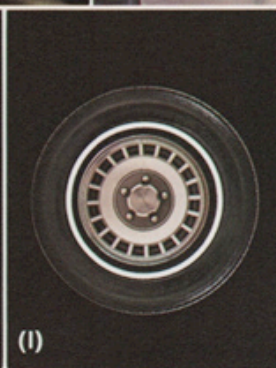
(F)



(G)



(H)



(I)



(J)

- optional front bench seat), RH door courtesy light switch (Custom), and headlamp-on warning buzzer. Also new movable underhood worklight with 20-ft. retractable cord.
- Western mirrors, bright low-mount swingaway 228 mm x 152 mm (9" x 6").
- Recreation mirrors, bright low-mount swingaway 228 mm x 152 mm (9 in. x 6 in.).
- Simulated leather-wrapped steering wheel (Custom).
- (D) Tilt steering wheel.
- Fingertip Speed Control with resume feature.
- Sliding rear quarter windows (tinted).
- Tinted glass all around.
- Privacy™ glass in fixed quarter windows.
- (E) 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 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.

Performance

- SelectShift automatic transmission.
- Handling Package includes front stabilizer bar, Quad HD hydraulic front and rear shock absorbers.
- Quad heavy-duty front shocks and HD rear shocks.
- Heavy-duty rear shocks.
- Heavy-duty air cleaner.

- Gauges: oil pressure, ammeter.
- (F) 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.
- Special Altitude Performance Package.
- Maximum capacity fuel tank, 121L (32 gal.) (in place of std. tank).
- Super Engine Cooling Package.
- Extra Engine Cooling Package.
- Auxiliary transmission oil cooler (with SelectShift automatic).
- Trailer Towing Packages.

Protection

- Skid plates.
- Dual electric horns.
- Fog lamps (include plastic covers and bright front bumper guards).
- Halogen headlamps.
- Exterior Protection Group includes bright door edge guards, front bumper guards and rub strip.

Under the hood—4.9L (300) Six standard, with your choice of 5.0L (302)* or 5.8L (351) V-8 engines. *Std. in Calif.

Rear fiberglass roof now available in six colors as shown on back cover.

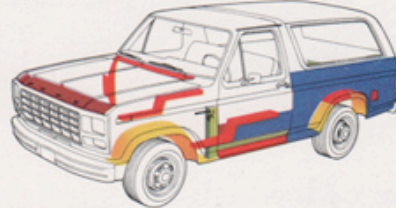


Twin-Traction Beam independent front suspension.

No-cost 36-month limited perforation warranty on trucks under 10,000-lb. GVWR excludes exhaust system components. See your dealer for full details.

Rust protection

- Polymer fender liners
- Galvanized
- Zinc-coated steel
- Zinc-rich primer
- Aluminized wax sealer



Exterior colors: 1. Raven Black, 2. Wimbledon White, 3. Candyapple Red, 4. Silver Metallic, 5. Light Sand, 6. Maroon, 7. Dark Chamois Metallic, 8. Midnight Blue Metallic, 9. Medium Blue, 10. Light Caramel, 11. Dark Pine Metallic, 12. Medium Grey Metallic, 13. Dark Silver Blue Metallic, 14. Light Medium Pine, 15. Chamois Glow,* 16. Walnut Glow,* 17. Sand Glow,* 18. Medium Copper, 19. Bright Yellow.

*Optional Glamour colors.

Motorcraft



TESTED TOUGH

Replacement Parts

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



Security Lock Group includes locking gas cap, and locks on inside hood release, glove box and spare tire.

Bumpers:

- Chrome front and/or rear.
- Chrome rear step bumper.
- Argent rear step bumper.

Wheels and Wheel Covers

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

Free Wheeling Packages (see page 4).

*Or four with steel spare.

Note: Options are not necessarily available in all series or models. Some options are included, required, or are not available, in combination with other options.

Tu-Tone combinations.

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

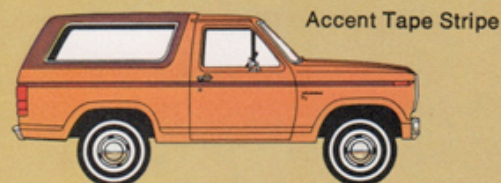
Accent Tape Stripe available with solid color or Victoria Tu-Tone.

Deluxe Tu-Tone. Accent color covers center bodyside panel. Lower molding is brushed aluminum on Custom.

Victoria Tu-Tone. Accent color is on the front of roof, hood and around door window. Accent also covers lower bodyside.

Extended Service Plan

Ford Motor Company's optional Extended Service Plan covers certain selected components on new Ford Broncos for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Ask your Ford Dealer for more information about the Plan.



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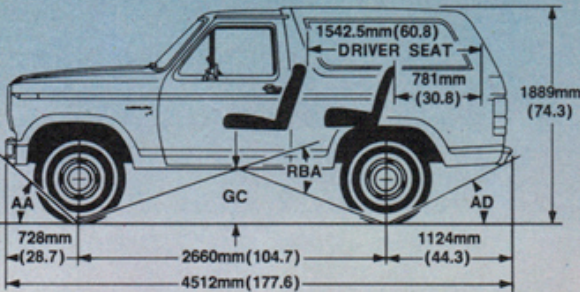
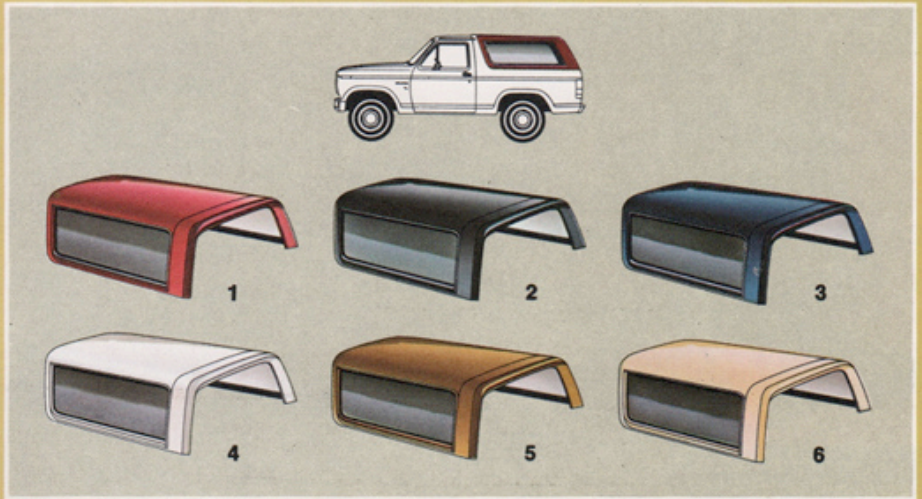
—the beautiful way to go.

Now with your choice of six fiberglass roof colors:

1. Candyapple Red, 2. Raven Black,
3. Midnight Blue, 4. Wimbledon White,
5. Dark Chamois, 6. Light Sand.

Specifications, descriptions and illustrative material contained herein were as accurate as known at the time this publication was approved for printing. Ford Division reserves the right to discontinue models or options at any time or change specifications, equipment or design without notice and without incurring obligation. All options and accessories illustrated or referred to as optional or available in this publication are at extra cost. Some options are required in combination with other options. For the price of the model with the equipment you desire or verification of specifications contained herein, see your Ford Dealer.

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



Dimensions (loaded)	
Tires	L78-15B
Angle of Approach (AA)	37.6°
Angle of Departure (AD)	22.7°
Ramp Breakover Angle (RBA)	22.9°
Ground Clearance (GC) at Transfer Case	244mm (9.6")

Bronco Specifications

Equipment	Standard	Optional
Axle, Front: Rating	1610 kg (3550 lb.)	Limited Slip
Axle, Rear: Rating	1701 kg (3750 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) Six	60 5.0L (302) V-8* 5.8L (351) V-8
Front Hubs	Free Running	—
Fuel Tank	95L (25 gal.)	121L (32 gal.)†
Shock Absorbers	Front (HD) & Rear	HD Rear Quad HD Front & HD Rear
Springs, Front	Coll.	—
Springs, Rear	Two-Stage Leaf	—
Stabilizer Bars	—	Front & Rear
Steering	Power	—
Transfer Case: (part-time)	2-Spd.	—
Transmission	4-Spd.	Automatic
Tires: (Tubeless)	L78-15B	7.00x15D** L78x15C, P235/75R 15XL and 10x15C RWL on/off road
Wheels	5, 5-hole disc 15x5.5K	4 or 5-10-hole or 5-slot aluminum, styled steel

†in lieu of standard ‡Maintenance-free
*Std. in California **Tube-Type



FORD BRONCO

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