

# FORD

# 1980 BRONCO







## 1980 Ford Bronco: America's most advanced family 4-wheeler

New Ford Bronco—America's only 4-wheeler with Twin-Traction Beam independent front suspension. And you have the option of unique new Automatic Locking Hubs for extra convenience.

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.



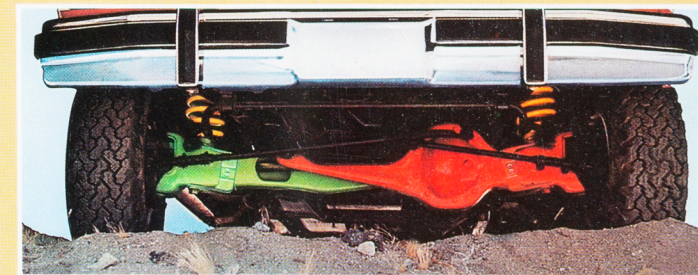
## Bronco Ranger XLT

Great new look of the Eighties! The *exterior* features include (in addition to or in place of Custom features shown 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.

The roomy, comfortable *interior* features: Attractive cloth trim\* or patterned vinyl\* • Wall-to-wall cut-pile carpeting,\* including rear cargo area • Bright accents on door trim panels with lower area carpeted\* • Rear quarter trim panels\* with integral armrests and storage bin • Cargo lamp • Front vinyl headliner on foam padding • Deluxe seat belts\* • Ranger XLT plaque • Black vinyl spare tire cover (except 10x15 spare) • Courtesy lighting with passenger side door switch, as well as driver's • Simulated leather-wrapped steering wheel • Cigar lighter • Woodtone accent around the steering wheel horn pad • Polished woodtone applique on instrument panel with bright molding around instruments • Added insulation. (Shown with optional Captain's Chairs.)

\*Color keyed.

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



**Tough new Twin-Traction Beam independent front suspension** eases wheels over bumps separately to cushion the vehicle, smooth the going, and improve off-road control. It's smooth on the road—tough off the road.

**Automatic Locking Hubs** run free on the highway and lock in automatically—in "auto." mode—when you need extra traction of 4wd. A new option for 1980.



# 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.



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





# 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 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 and tilting back • Fixed passenger bucket seat that pivots forward for easy entry (shown with optional bench seat) • 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\* in front compartment 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.

\*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).
- ☐ 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).
- ☐ 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 optional front bench seat), 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. Carrier included with 10 x 15 spare.



- ☐ 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.
  - ☐ Seat trim. Cloth inserts with Ranger XLT on front buckets or bench, or rear flip/fold bench.

## Performance

- ☐ Automatic Locking Hubs (with SelectShift automatic transmission).
- ☐ 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).



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

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

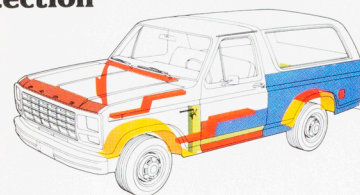


Twin-Traction Beam independent front suspension.

Special floorpan design reduces mud and snow packing, and rocker panels have been redesigned to reduce road abrasion.

## Rust protection

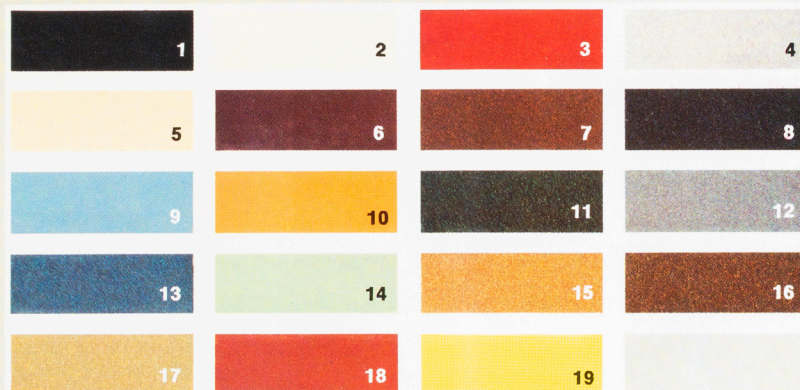
- Polymer fender liners
- Galvanized
- Zinc-coated steel
- Zinc-rich primer
- Aluminized wax sealer



Ask your Dealer about Ford's anti-corrosion warranty.

**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.



☐ 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 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.

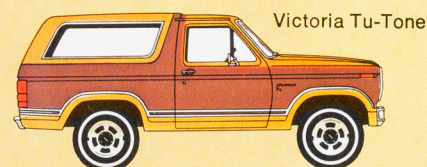
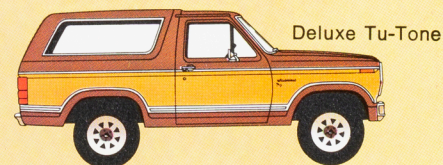
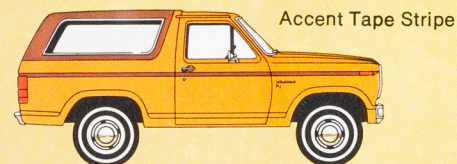
## Tu-Tone combinations.

**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.





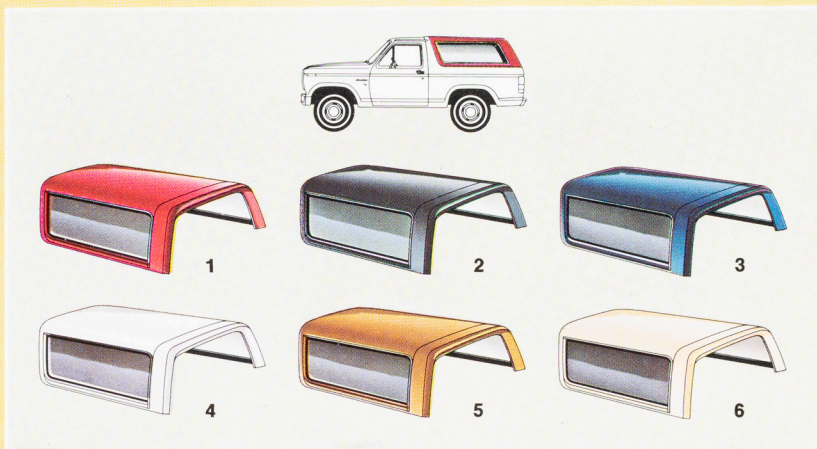
# 1980 Ford Bronco

## —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.



**Motorcraft** 



**TESTED TOUGH**

### Replacement Parts

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

### 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.

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



**FORD BRONCO**

FORD DIVISION

