



NEWS FROM THE WORLD OF FORD

Contact: Woody Haines
(313) 845-2968

IMMEDIATE RELEASE

The full-sized utility vehicle of the future -- the Ford Boss Bronco -- is making the rounds at 1992 auto shows across the United States. It's a Ford Bronco dressed up in a futuristic color and designed and equipped for the new generation light truck buyers who want off-road ruggedness in a vehicle with the styling elegance, comfort, conveniences and plushness of the car they left behind.

"The Boss Bronco is just a concept now," said Andrew K. Jacobson, Ford truck design director. "But there is nothing on the truck that we couldn't produce to meet the demands of increasingly more discriminating buyers as we move through the Nineties and on into the next century."

Because it started out as a Bronco, the concept Ford full-sized utility vehicle has the ruggedness and the muscle to tame the toughest of backwoods trails. But it also incorporates a host of sports car design cues and touring car manners.

The bright "Lone Star" yellow exterior color of the Boss Bronco immediately gives it a character all its own. The unique design approach is continued from front to back with a one-piece grille and headlamp complimented by integral fog lamps and cooling slots.

A new hood is highlighted by an integral power dome. The special roof is retractable and is accented by new roof rails with removable flush side glass panels and a light bar with driving lights that are aero-shaped for reduced wind resistance.

At the rear of the truck, a new wraparound rear step bumper has a heavy-duty frame-mounted functional trailer hitch for towing boats, campers and trailers.

Inside the emphasis is on elegance, convenience and load-carrying capabilities. Interior and trim accents are in a mottled blue/black leather finish. Front bucket seats are multi-functional and the rear bench seat folds down for additional cargo space when it's needed.

The Boss Bronco is powered by Ford's 5.0-liter electronically fuel injected (EFI) V-8 engine, which is teamed with the smooth electronic four-speed overdrive (E4OD) transmission.

Other major equipment includes the Ford Touch Drive electric transfer case and aggressive 17-inch wheels and tires.

"The Ford Boss Bronco is a spirited, 4x4 thoroughbred with the elegance, handling characteristics, driveability, power and toughness expected from a Ford truck," Mr. Jacobson said. "It could be just the type of vehicle we'll see somewhere down a future trail as we strive to keep the Ford Bronco out front in the full-sized utility vehicle market."

#

11/19/91