Sport Bronco with optional radio, rear seat, and special order solid exterior paint treatment (in addition to front winch)

'73 BRONCOS HAVE ALL THE RIGHT ANGLES

For '73, Ford Broncos combine all the right angles for off-road agility with important new power and dress-up options. The durable 7-main bearing 200-cu. in. Six is standard with the big, performance-proven 302-cu. in. V-8 optional. And with this popular V-8, both SelectShift Cruise-O-Matic and power steering are optional. SelectShift Cruise-O-Matic gives you a choice of fully automatic or manual shifting for driving ease in traffic with full off-road control. Ford's integral-type power steering gives quick steering response and easy handling even in the roughest terrain.

Inside, Bronco's uncluttered, functional interior is roomy and practical. Sporty front bucket seats with foam padding in seat cushion and back are standard. A two-passenger rear seat is available. Seats are upholstered with attractive, long-wearing vinyl. The convenient transmission shift lever is in the familiar steering-column location.