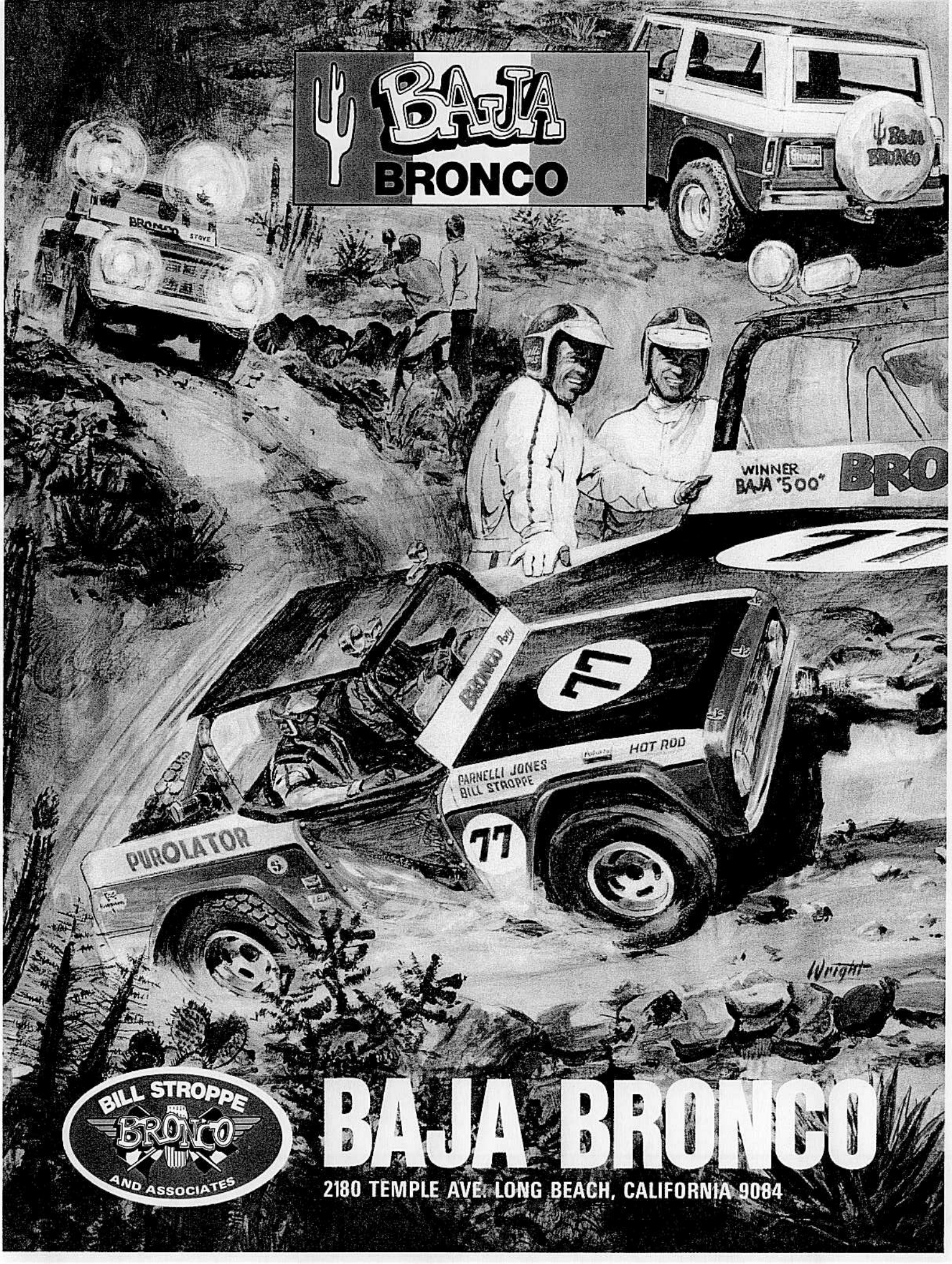

BAJA
BRONCO
WINNER
BAJA "500"
77
HOT ROD
PARNELLI JONES
BILL STROPPE
PUROLATOR
77
Wright
BILL STROPPE
BRONCO
AND ASSOCIATES
BAJA BRONCO
2180 TEMPLE AVE. LONG BEACH, CALIFORNIA 9084

"As good a combination of off-road vehicle and on-highway car as is possible to build today . . . a package that combines every performance and safety feature that off-roaders are seeking."

That's Bill Stroppe talking about the BAJA BRONCO . . . a limited-production version of the Ford Bronco built at the Bill Stroppe and Associates facility in Long Beach, California. And when Bill Stroppe uses words like *"performance"* and *"off-road"*, both the racing and recreation worlds sit up and listen. He's the man who practically wrote the book.

BAJA BRONCO starts off in life as a Ford Bronco. But although that's a powerful head start for any vehicle, it's just the beginning. Using the lessons learned in winning event after event in the grueling world of 4-wheel drive and off-road racing, Bill Stroppe and his staff turn each well mannered but tough Sport Bronco Wagon into a performing brute that even the world's toughest terrain won't stop. Each one incorporates all the safety and endurance features that off-roaders have come to demand both for victory and survival.

Features of the basic vehicle — Ford's Sport Bronco Wagon — are retained. They include pleated parchment vinyl front bucket seats, vinyl door trim panels, bright metal grille, bumpers and window moldings, plus horn ring and cigarette lighter. Bodies are painted red, white and blue, with a flat back, non-glare hood . . . the color scheme made famous by Bill Stroppe's winning off-road racing teams.

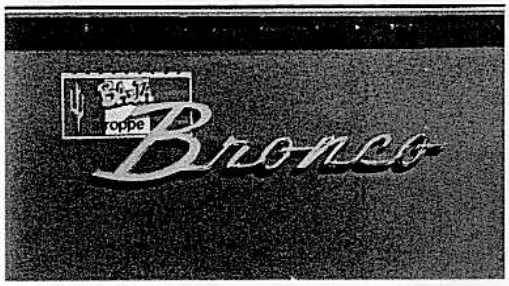
From this point, the buyer can go either of two routes. He can stop at the *"standard"* BAJA BRONCO package or specify the many specially engineered options available for the ultimate in off-road performance. All BAJA BRONCO equipment — standard as well as optional — is installed at the Stroppe facility in Long Beach, California.











ON THE JOB... AT PLAY... OR BABY SITTING-

One-purpose vehicle? Don't you believe it! The BAJA BRONCO's just as ready to go to school, to the supermarket or out to the town's finest restaurant as it is to climb over boulders or up the steepest inclines. *(And in between times, you'll find it the greatest way yet to get to those difficult job sites through brush, snow or sand.)*

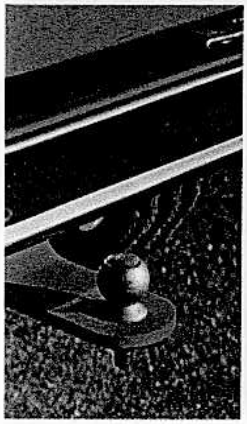
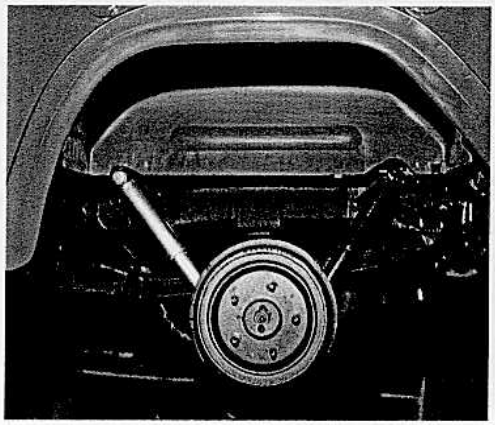
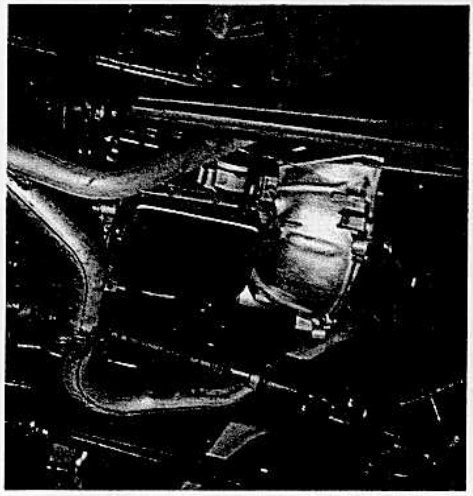
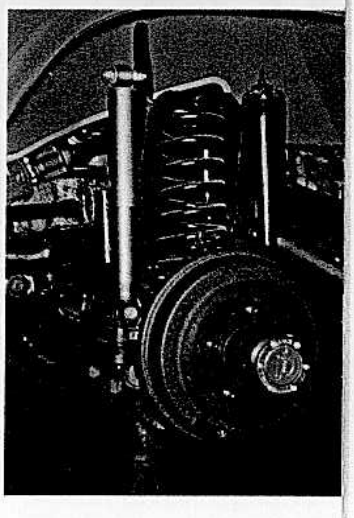
The BAJA BRONCO's the he-man's car that women just love to take over. It's a tiger in the back country and a kitten on the pavement. And the clean, uncluttered interior is handsomely appointed **plus** being practical and long-wearing. Noise, dust and road splash are sealed out.

And the Class II trailer hitch that's standard equipment lets you take your comfort off the highway . . . back where the wilderness begins. Unhitch, and you and your family are off to new adventure for the day . . . out where kids can see what the world's really all about.







Every BAJA BRONCO includes Ford's powerful 302 cubic-inch V-8 with automatic transmission plus the following equipment and features . . .

Roll Bar
Double shock absorbers front and rear
Eight-inch wide wheels (painted) and 9.15 x 15 off-road tires
Rear fender flares
Modified front fender flares and front fenders
Rubber-coated safety steering wheel
Heavy-duty suspension package (permitting a 4700-pound GVW) including 3300-pound rear axle and heavy-duty 1280-pound rear springs
Extra cooling package
Free-running front hubs
Auxiliary 10.3-gallon fuel tank
Swing-away spare tire carrier
Outboard braces to front bumper
Class II trailer hitch
BAJA BRONCO nameplates

For the off-roader eager for country that would make a burro think twice . . . or who wants to be ready for competitive runs . . . Stroppe will install an optional 4-speed transmission with floor-mounted controls.

Also available as options are . . .

- *A higher-performance version of the 302 V-8*
- *Detroit Locker no-spin rear axle*
- *Tachometer*
- *Air conditioning*
- *Competition seat belts and shoulder harness*
- *Carpeting throughout*

BAJA BRONCOS retain all the excellent inherent off-road characteristics that have made the Ford Bronco the industry's best-selling utility/sports vehicle. Its wide 57.4-inch tread, tight turning circle of only 31 feet *(less than a Pinto!)*, excellent angle of approach *(40 degrees)* and departure *(27 degrees)* and 11.5-inch ground clearance make the BAJA BRONCO the world's acknowledged leader in off-road maneuvering. Added feature in 1971 models is the heavy-duty Dana 44 front axle, proven by Bill Stroppe's racing teams in conquering the metal-shattering terrain of the Baja California peninsula.

(For those who want to combine touring comfort with exciting recreation, the Class II trailer hitch makes it possible to tow trailers up to 3500 pounds with a tongue weight of 500 pounds.)

The flexibility and experience of Bill Stroppe's facilities in Long Beach make it ideal for converting Ford Broncos to BAJA BRONCOS with the exact features wanted by each buyer. While BAJA BRONCOS are sold through many Ford dealers, warranty on the conversion is covered by Bill Stroppe and Associates.

2180 TEMPLE AVE. LONG BEACH, CALIFORNIA 90804 PHONE (213) 439-2156

BILL STROPPE BRONCO AND ASSOCIATES



MAIL TO:
BILL STROPPE & ASSOCIATES
2180 TEMPLE AVE.
LONG BEACH, CALIFORNIA 90804
PHONE (213) 439-2156, 439-0918, 775-6688
P.O. BOX 1891, LONG BEACH, CA 90801

PURCHASER: _____ DATE: _____ PHONE: _____

ADDRESS: _____ ZIP: _____ ORDER TAKEN BY: _____

Enter my Order for the Ford Bronco and Stroppe Baja Bronco Package under the Terms, Conditions and Specifications set forth below. Factory options are Baja Bronco Standard Equipment and none may be deleted.

STANDARD CURRENT YEAR MODEL U15 BRONCO INCLUDING FACTORY OPTIONS LISTED BELOW:

Bronco Station Wagon (Standard Factory Equipment includes Dana 44 front axle, front bucket seats, free running front hubs)
Factory RPO Equipment
Bench type rear seat — includes seat belts and tail gate mounted tire carrier
Swing-away tire carrier
302 V8 engine — includes 11" clutch and #800 front springs
Sport Package
Extra Cooling Package — Radiator
Exhaust System, reduced sound level
Auxiliary fuel tank with skid plate — 10.3 gal.
Chrome Mirror — right hand
Chrome Mirror — remote control — left hand
Bright Body Side and Tailgate Molding
#3300 (GVW Package required)
GVW Package — #4700 (includes #3300 rear axle, #1280 rear springs & G78-15-PR-D tires)
PTO Paint
Transportation

CONTACT YOUR LOCAL FORD DEALER

STROPPE BAJA BRONCO PACKAGE DESCRIPTION:

Automatic Transmission
Gates 10.00 x 15 Commando Tires
8 1/2 x 15 Wheels — painted
Double Shock Absorbers — Front and Rear
Rear Fender Flares
Roll Bar
Rear Trailer Hitch
Spare Tire Cover
Baja Bronco Name Plate
Front Fender Flange Trim
Bright Lug Nuts
Rubberized Steering Wheel

CONTACT YOUR LOCAL FORD DEALER

CHECK MUST ACCOMPANY ORDER OR PAYMENT MUST BE MADE BY CASHIER'S CHECK BEFORE DELIVERY.
TERMS: FOB — Long Beach
APPROXIMATE DELIVERY DATE: .....

RESALE NO. Check if on file YES ( ) NO ( )	I.D. NO.	KEY NO.	TAB NO.	Confirm release of vehicle from Ford rec'd on Date .....

RECEIPT OF COMPLETED COPY OF THIS AGREEMENT IS HEREBY ACKNOWLEDGED BY PURCHASER:

PURCHASER: .....

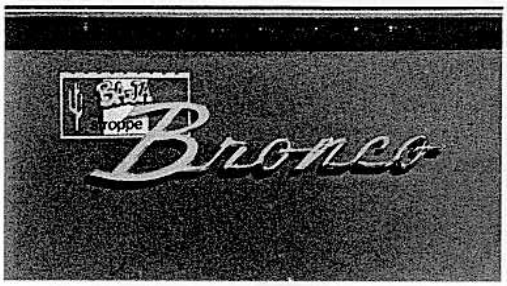
BY: .....

DATE: ..... DEALER CODE # .....









ON THE JOB...
AT PLAY...
OR BABY SITTING-

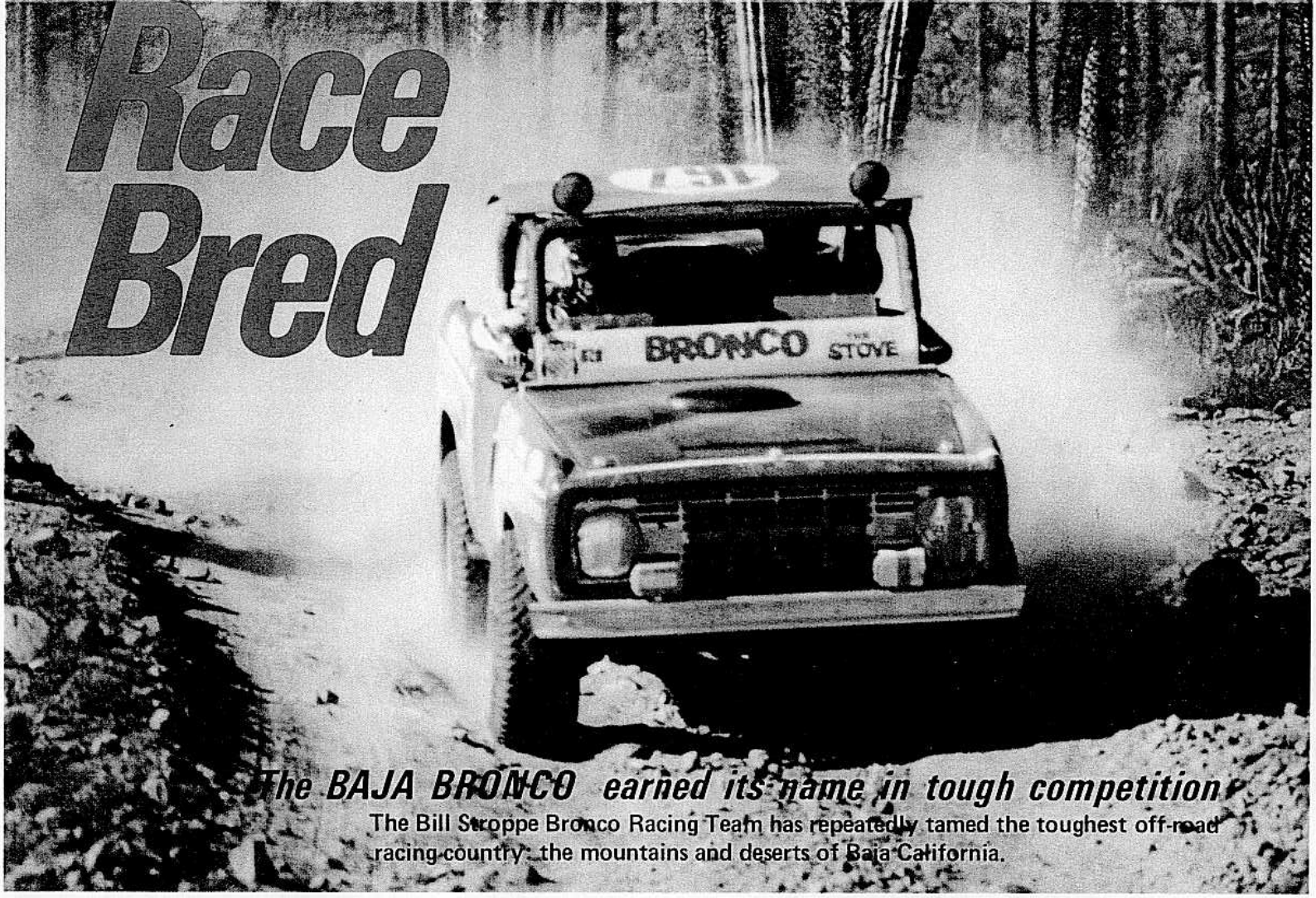
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Race Bred



The BAJA BRONCO earned its name in tough competition.

The Bill Stroppe Bronco Racing Team has repeatedly tamed the toughest off-road racing country: the mountains and deserts of Baja California.

Behind the BAJA BRONCO is a man who knows what it takes to get through to the finish line and a series of races where he and his adventuresome team of four-wheelers have proved it all. And if Bill Stroppe's engineering know-how plus Parnelli Jones' world-famous driving skills can bring the BAJA BRONCO home a winner, just think what **you** and **your** BAJA BRONCO can do in the back country!

Four-wheel victories have already been posted by Stroppe-designed cars at Riverside, the Skyline Snow Rally, the Mint 400, the Stardust 7-11, the Baja 500, and the world's most punishing race over this hemisphere's worst terrain — the Baja 1000.

The same heavy-duty suspension . . . the special cooling . . . the front and rear double shocks . . . the skid plates . . . the auxiliary fuel tanks and the other features that kept the BAJA BRONCOS going where other vehicles had to be towed home are the same features that will take **you** back where adventure's waiting.

And comfort? The BAJA BRONCO's like an iron glove with a velvet lining! As smooth riding as it's sturdy. As fine to handle on the freeway and to the supermarket as it is on the way to those faraway-from-the-crowd recreation spots.







BILL STROPPE BRONCO AND ASSOCIATES

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