

FREE SAMPLE

The opening pages of

1967 Ford Bronco Restoration Guide

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RESTORATION ESSENTIALS

1967 Ford Bronco

Factory-Correct Restoration Guide

RestorationEssentials single-year guide · Model year 1967 only · Early Bronco (first generation), 92-inch wheelbase

KEY FACTS AT A GLANCE

- **Model year covered:** 1967 only. This guide does not cover other years except where differences from 1967 are explicitly noted.
- **Body styles (1967):** U13 Roadster, U14 Pickup (renamed from Sports Utility), U15 Wagon — all three offered.
- **Engines (1967):** 170 cu in inline six (F) — 105 hp (SAE gross) at launch rating; 289 cu in V8 (N) — 200 hp (SAE gross).
- **Transmission (1967):** 3-speed manual, column shift, fully synchronized. No automatic. Dana 20, T-bar shifter — the positive-lock knob on the T-bar is deleted this year.
- **Front axle / brakes (1967):** Dana 30; Drums all around (11-inch front, 10-inch rear), now self-adjusting, with a dual-reservoir master cylinder.
- **Production (1967):** 14,230 total — 698 roadsters, 2,602 pickups, 10,930 wagons (Consumer Guide production record). Hagerty cites 16,100 as a sales figure — see the corrections file..

1. Manufacturer history: Ford

Ford Motor Company was incorporated on June 16, 1903. By the mid-1960s Ford had deep four-wheel-drive experience — it had built more than 270,000 Jeeps during World War II and designed the M151 MUTT in 1951 — but no civilian off-roader of its own. Product manager Donald Frey and Lee Iacocca saw Jeep's CJ-5 and International Harvester's Scout selling strongly and wanted a share of that market.

The Bronco, introduced in August 1965 as a 1966 model, was Ford's answer: a purpose-built short-wheelbase (92-inch) 4x4 on its own box-section frame, shared with no other Ford line, with coil-sprung Mono-Beam front suspension, radius arms, and a track bar — a more civilized machine than the CJ, with roll-up windows, a padded dash, and a fully synchronized three-speed. It ran twelve model years essentially unchanged in outline, evolving by accumulation — safety equipment, a stronger front axle, an automatic, power steering, disc brakes — before the full-size F-Series-based Bronco replaced it for 1978.

2. Model history: the early Bronco, and where 1967 sits

The first-generation Bronco ran 1966–1977 on its own chassis: U13 Roadster, U14 half-cab Pickup, and U15 Wagon at launch; the Roadster ended after 1968, the Pickup after 1972, and the Wagon carried the line alone to 1977. The changes that matter, in order: safety equipment and the Sport package (1967), federal markers and the end of the 289 and the Roadster (1968), the 302 and a strengthened body (1969), Sport as a trim level (1970), the Dana 44 front axle and the Stroppe Baja Bronco (1971), net ratings, the J-pattern shifter, and the Ranger package (1972), the 200 six, the C4 automatic, and power steering (1973), detail-only changes (1974), the V8-only range (1975), front disc brakes and quicker steering (1976), and the final-year revisions (1977). This guide covers 1967 only; the year-change register in Section 3 states exactly what 1967 changed, what it kept, and what it ended.

3. What is unique about the 1967 Bronco

- The Sport package appears — the Bronco's first appearance package: bodyside and tailgate moldings, bright instrument-panel trim, headlight and taillight bezels, and a fancier horn ring, bundled as a \$189 option for the pickup and wagon.
- The U14 is renamed: 'Sports Utility' becomes 'Pickup' for 1967. A 1967 half-cab wearing Sports Utility badging in period literature is showing 1966 carryover copy.
- Safety hardware steps up ahead of the new federal standards: dual-reservoir brake master cylinder, self-adjusting brakes, and standard backup lights.
- Padded sun visors move from the option list to standard equipment.
- Variable-speed windshield wipers replace the launch specification (wipers remain vacuum-operated).
- Roadster production collapses to 698 — the beginning of the end for the U13.

Year-change register — 1967 vs. the year before:

- NEW: Sport package (pickup and wagon). NEW: dual-reservoir master cylinder, self-adjusting brakes, standard backup lights, standard padded sun visors, variable-speed wipers.
- CHANGED: U14 renamed Sports Utility → Pickup. T-bar transfer-case shifter loses its positive-lock knob. Auxiliary fuel tank option listed at 11.5 gallons (Hagerty) — 1966 literature listed an 11-gallon auxiliary tank, so verify tank capacity on the truck, not from the year alone.
- CARRIED OVER: 170 / 289 engines, Dana 30 front axle, drum brakes, vacuum wipers, fold-down windshield.

4. Technical restoration data — 1967 Ford Bronco

4.1 Specification table (1967)

Item	1967 specification
Body styles	U13 Roadster, U14 Pickup (renamed from Sports Utility), U15 Wagon — all three offered
Transmission / transfer case	3-speed manual, column shift, fully synchronized. No automatic. Dana 20, T-bar shifter — the positive-lock knob on the T-bar is deleted this year.
Front axle	Dana 30
Rear axle	Ford 9-inch
Brakes	Drums all around (11-inch front, 10-inch rear), now self-adjusting, with a dual-reservoir master cylinder
Steering	Manual steering only
Production	14,230 total — 698 roadsters, 2,602 pickups, 10,930 wagons (Consumer Guide production record). Hagerty cites 16,100 as a sales figure — see the corrections file.
Prices	Sport package: \$189 dress-up option on pickup and wagon (Consumer Guide). Full base-price list not printed — see the corrections file.
Colors	13 colors (Hagerty).

Engines (1967):

Engine	Rating	Notes
170 cu in inline six (F)	105 hp (SAE gross) at launch rating	Standard engine, unchanged mechanically. Some later listings quote 100 hp gross for the 170 in this period — see the corrections file.
289 cu in V8 (N)	200 hp (SAE gross)	Optional all year (it was a March addition in 1966).

4.2 VIN and warranty-plate decoding

The VIN is carried on the warranty plate on the inner face of the glovebox door, and the same number is stamped on top of the right frame rail near the passenger footwell / body mount. The two must match; the frame stamp governs when they disagree. The warranty plate also carries paint, trim, axle, transmission, and DSO codes — decode the plate, then verify the axle ratio against the tag on the axle housing, because gears are the most commonly changed item on these trucks.

Code	Meaning
U13	Roadster (1966–1968 only)
U14	Half-cab Pickup (called Sports Utility in 1966)
U15	Wagon
F	170 cu in inline six
S	200 cu in inline six (1973–1974)