

2022 PRESS KIT



Early Ford Bronco Specialists
Outdoor Advocates & Purveyors of Leisure



Los Angeles, California
[V04-2022]

Agaso

OUTDOOR





OVERVIEW. STORY. & MISSION.

Agaso Outdoor is where founders August Paro & Lisa Cady carry out their vision of what a sympathetically modernized early Ford Bronco should be. This vision encompasses uncompromising quality with refined, timeless aesthetics. Both partners have design backgrounds and are hands-on with vehicle systems engineering. With a growing team of technicians and engineers that are true artists in their own right, the company continues to expand capacity and refine its core product while consistently adding to its catalog. Agaso Outdoor is a house of early Bronco connoisseurs with decades of experience in vintage 4x4s and a passion for making each unit better than the last.

Any full build by Agaso has been re-engineered across every system to perform with longevity, age gracefully, and provide simplicity in service. The focus is on the entire ownership experience both before and after delivery. Every client should drive their build, not just store it, and each build is intended to be driven in any environment. To that end, Agaso offers products that make the off-road and outdoor experience even more enjoyable, and help expand the boundaries of both the journey and destination. The team's mission stems from a love of connected experiences and maintaining the soul and integrity of every product offered.



ABOUT US. THE TEAM.

Founders Lisa Cady and August Paro each bring unique perspectives to Agaso Outdoor but share an uncompromising commitment to the core mission. Lisa comes from a residential interior design and historic preservation background, while August has a background in hospitality, set, and furniture design, and has been restoring vehicles for most of his life.

Both founders work tirelessly in all aspects of the mission to consistently innovate and refine products and services. All operations and builds are executed by a team of skilled project managers and technicians. Agaso's in-house training program allows efficient education of various crafts to all types of technicians, with a rigid structure to adhere to the shop's specific standards and assembly practices.



Photography By Brian Overend.



RESTORATION. PROCESS. & SPECS.

The soul of the build reflects years of development and engineering efforts.

Each build is bespoke and specified for each individual client, and the ultimate expression of a timeless experience with contemporary reliability. Custom builds feature a brand new steel body tub made in-house with a new modern specification chassis. Options include a full custom weatherproof wiring harness and hand-built blueprinted engine featuring an all aluminum or cast iron block, custom cylinder heads and custom cam profile. The engine was specifically developed to have throttle response, drivability and a flat torque curve. Beyond this are many upgrades including bespoke interior options, exterior colors, overdrive manual and automatic transmission options, as well as audio offerings.

The directive is to maintain the magic of the original truck while bringing functionality up to modern spec. All builds have daily driver dependability and world class quality. From sound deadening to corrosion protection, sanitary wiring to specialty hardware, every aspect of each build has been painstakingly planned and executed. Since a true assembly line isn't appropriate for such limited volume, fully digital manufacturing operational protocols are used, ensuring mass production consistency while delivering bespoke quality. This ensures repeatable quality at any scale and on any platform. The DNA of Agaso is to prioritize user experience over build stats. To that end, you need to drive one of these builds to truly understand it.







CUSTOM. ASSETS. GLOSSARY.

- AUDIO .** Completely hidden yet rated for marine environments, various upgrades available.
- AXLES .** Brand new, powder coated Dana 44 front axle and Ford 9" rear axle and Ford 9" rear axle using all new parts including nodular iron center section, Eaton Tru Trac carriers and the highest quality US-made axle shafts. Selective locker options available. Custom all new, front and rear Ford 9" options available in multiple configurations.
- BODY & FRAME .** Brand new body tub, then stripped to the substrate. Metal is reconditioned to above factory spec. Completely rust encapsulated inside and out with 100% polyurea and world class surfacing and finishing. Sound deadening and heat protection are used throughout.
- BRAKES .** Front and rear disc brakes, stainless hard and soft lines throughout with hydroboost power. Many brake upgrades available.
- DRIVELINE .** A 328 cubic inch Ford pattern 5.0 roller cam engine utilizing a custom new block and aluminum heads; hand-built, blueprinted and dyno-tuned, then coated Ford corporate blue to appear factory. This engine is available in cast iron or aluminum block options. ARP hardware used throughout with all new pulley system and accessories. Automatic overdrive or 5-speed manual transmission. Factory Dana 20 transfer case reconditioned with our proprietary parts and hardened countershaft and billet front adjustable end cap. Atlas 3-1 aluminum transfer case available as an option. Heavy duty, fully splined driveshafts for higher quality and longer service life.
- ELECTRICAL .** Custom wiring harness hand-loomed in the best materials available. Routed thoughtfully to look factory while accessible to maintain serviceability. Battery cables are fabricated in-house from US made military specification cable. Factory-spec LED headlights. Completely custom mil-spec wiring harness with Deutsch connectors and custom bulkhead available for the ultimate reliability and longevity in the harshest environments.
- EXTERIOR .** Vintage period design narratives are a specialty. Factory and custom colors are available, cut flares or uncut quarters as well.
- FUEL .** Multiport electronic fuel injection with stainless lines and AN fittings throughout, high quality submerged pump in a custom 23-gallon stainless, powder coated fuel tank.
- GLASS & TRIM .** Factory green tint solex glass throughout. Silver contrast grill with molding. Option to add belt line molding and window trim.
- HARD TOP .** A necessity in some climates and available in both full and half-cab factory configurations.
- HEAT & A/C .** Customized Vintage Air Gen 4 system, a must for warm climates.
- INTERIOR .** Materials are sourced individually and per project, every vehicle built is unique and will be the only one of its kind.
- NAVIGATION .** A touch screen in the console can be elegantly hidden to maintain an authentic driving experience.
- POWER LOCKS .** Power locks and alarm for extra security.
- POWER STEPS .** Amp Research retractable power steps are available.
- POWER WINDOWS .** Power windows upgrade available.
- SPARE TIRE .** Any restoration can be configured with or without a spare tire carrier. 33" or larger tires come with a custom, frame mounted carrier. Stock configurations equipped with special bushings and modified to reduce rattles.
- STEERING .** Heavy duty aerospace 1-ton powder coated aluminum steering linkage, stock-style steering wheel and highest quality 4-turn gear box chosen for road feel and trail durability.
- SUSPENSION .** Front coil and rear leaf springs chosen for ride quality while maintaining trail capability. Custom chassis with 4-link suspension available.
- WHEELS .** Custom steel wheels with appropriate backspacing for fenders and uncut quarter panels. BF Goodrich A/T tires, sizing varies by option package. 17" CNC aluminum upgrade available along with many other custom wheel options.



BUILDS. 2022. RAVEN BLACK.



THE RAVEN BLACK

JANUARY 01, 2022.

This is **Raven Black** and it is the latest restoration from Agaso Outdoor. The directive for this build was to keep everything looking as stock as possible while incorporating all of the upgrades we have developed over the years. It seemed simple enough but it was a real challenge as there is barely a stock part left on the truck. It's a real imposter.

Email for full the spec sheet at hello@agasoooutdoor.com.

PRESS KIT 2022 | BUILDS.





IDENTITY. LOGO.

AGASO SCRIPT LOGO - WHITE



AGASO SCRIPT LOGO - BLACK



CAR TECH - FORD BRONCO 1966-77 .

How To Restore. By August Paro.



Photography by Brian Overend.

Ford Bronco 1966-77: How to Restore . By August Paro for Car Tech. Coming Soon.

A passion of co-founder August Paro is writing, along with his knowledge and skills when it comes to helping others understand the innerworkings of what's underneath the beautiful exterior. The Car Tech book launch is set for fall 2022.

Excerpt : When Ford debuted the Bronco in fall of 1965, it was not their first foray into 4 wheel drive utility vehicles. A little known fact is that Ford was one of a handful of manufacturers called upon to build general purpose all terrain vehicles for World War II. That run numbered in the hundred of thousands and that vehicle would later become known as the Jeep. A few decades later the Jeeps were sold as surplus to civilians and were used to explore parts of America where pavement was hard to come by. This created a market for personal off road vehicles that was small but consistent and owned almost entirely by Jeep who was at that point selling civilian models straight to consumers. That market was upended when International Harvester introduced the Scout for model year 1962. The strong sales of the Scout let executives at Ford know there was untapped potential in the off road market and the Bronco was born. The first series Bronco covers model year 1966 through model year 1977. For an American car company, this was a long run without a full redesign. This was intentional as the Jeep would go many years with only minor changes and Ford believed the Bronco would be accepted the same way. This, I believe, has helped establish the Bronco as iconic in the vintage 4x4 world.

Stay tuned for the launch date TBD.

Hagerty Magazine. 2022 . December - January. Issue.
Written By Lyn Woodward.



The Service Department
Parts and Labor

The O.G. Corral

A vintage Bronco shop gallops into the future.

Words by Lyn Woodward
Photos by Evan Klein

Before walking up the ramp inside an unmarked building to say hello to Agaso Outdoor owners Lisa Cady and August Paro, visitors must first go through Luca. The compact 10-year-old brindle dachshund mix lords over this domain. Once you pass his sniff test, you're welcomed in. He trots you past a row of vehicles in various states of completion to Cady, who sports a blue bandanna around her neck just like Luca's.

The shop's name, Agaso, means "jockey" in Latin, and it might not make sense until you learn that Cady and Paro specialize in restoring and modifying first-generation Ford Broncos. The 5000 square feet that Agaso occupies in the industrial Los Angeles suburb of Gardena is already cramped, a testament to the vintage off-roader boom ripping through the surviving stock of the roughly 225,000 first-generation Broncos produced from 1965 through 1977.

The current shop space stretches long enough to accommodate five cars and one lift. Natural light floods through the skylights aided by the artificial fluorescent glow. A solitary navy blue Agaso Outdoor logo graces a pristine white wall while Johnny Cash's "One Piece at a Time" echoes through the space, with its New York loft-chic vibe. Cady and Paro have been business partners since 2012, and during our visit, three of their eight full- and part-time employees work on a piano-black Bronco tub that returned from paint just that morning—and over three weeks late.

"We plan on expanding. We want to do our own metalwork and paint in the new location we're on the hunt for," Cady says out of the gate. When they outsource work to vendors, they have no control over how

long that work takes. Looking around, control seems of paramount importance here. From the orderly rows of motor oil and hydraulic fluid to the color-coded electrical-tape rack, everything has a place. Even the jack stands have a stand. A complete stranger could come in and easily get to work, that's how meticulously the shop is organized. "If one person puts it back, then someone else knows where it is," says Cady. She joked that when she was setting up the shop, she wore her Brother P-touch label maker around in a tool belt.

Cady doesn't come from a car background. She never restored cars with an uncle or her dad. At 19, she moved from Northern California to New York to attend the Parsons School of Design to study architecture and interior design. She admired cars as a spectator and, like Paro, has loved Jeeps and off-road vehicles since high school.

After 10 years in New York, and looking for something else to do, she moved to Michigan and started renovating the interiors of vintage homes. Shortly after, Cady bought a '69 Bronco and, piece by piece, started restoring it herself. She sees a lot of connection between architecture and car restoration. "They're both technical and mechanical, but they're also creative and beautiful," she says.

Cady's partner is a product of the 1960s. In those days, Paro and his buddies would drive their trucks to Ocean City, Maryland, and he once bought a fishing license just so he could run his rescued '76 Bronco on the beach. He restored the truck himself, learning as he went, but not without help from a friend who was a painter at a local Mercedes-Benz dealer. Paro traded him a new air compressor for his time.

Lisa Cady and August Paro discuss the next steps in the rebuild of this first-generation Ford Bronco.



Cady and Paro set through metal blocks after both moved to Southern California. Consequently, they had to be better acquainted in a few states and one city. Lisa Cady and August Paro met through mutual friends and reconnected by phone. Cady had moved only to that state a year and a half before Paro.

The original Bronco's optional 302 cubic-inch V-8 engine made the light-colored Bronco's original "backcountry" gear. The Bronco's original 302 cubic-inch V-8 engine was replaced from 1967 through 2000 and which equipped the original Bronco. The Bronco's original 302 cubic-inch V-8 engine was replaced from 1967 through 2000 and which equipped the original Bronco. The Bronco's original 302 cubic-inch V-8 engine was replaced from 1967 through 2000 and which equipped the original Bronco.



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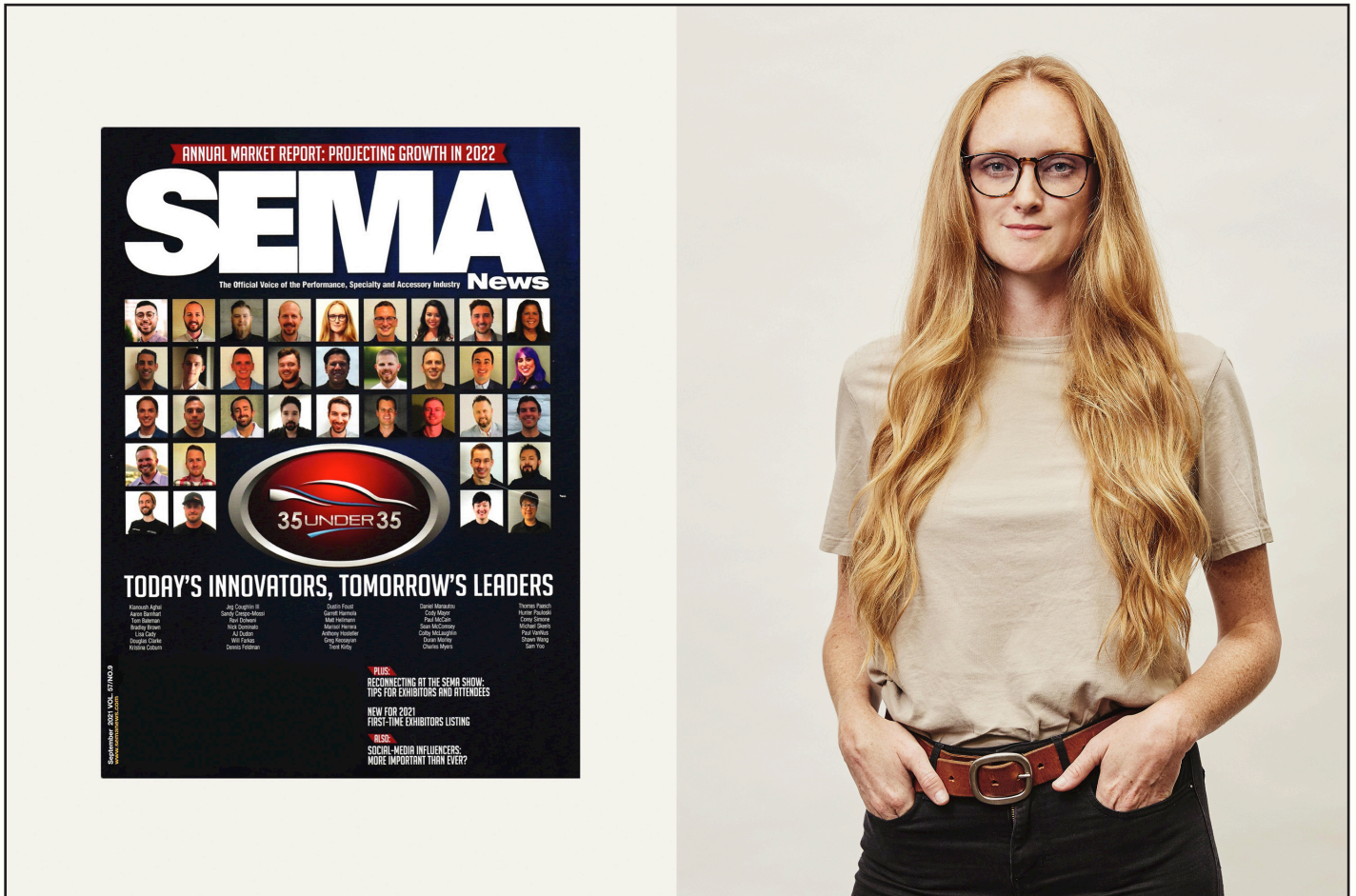
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HAGERTY Drivers Club

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2022 Bull Market List

SEMA MAG 2021 . LISA CADY - 35 UNDER 35 .
By the SEMA News Editors for SEMA Magazine.



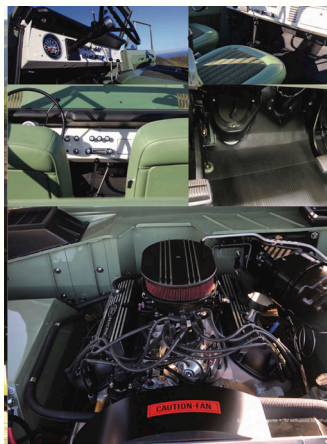
Photography by Brian Overend.

Originally, Lisa Cady studied architecture and interior design, working in historic preservation and renovation for many years. Five years ago, she co-founded Agaso Outdoor, a fast-growing Southern California restorations and parts business that works closely with some of the industry's best-known brands. She considers it her greatest career accomplishment. "I've always loved history, and it was a natural segue from historic homes to vintage cars," she explained.

Peers describe Cady as a skilled technician and builder. Equally important, she's adept at design, engineering, business management and the adoption of emerging technologies. She's currently directing a Porsche 912 EV conversion, working with her team to create a kit for the platform that she intends to scale and sell, but her true specialty is early Ford Broncos. "I was particularly drawn to the 4x4 world, as you're not limited to pavement," she said. "Our customers come to us with a nostalgic feeling that they're looking to create or recreate. It's challenging getting the Bronco platform to function far better than it ever did from the factory. The quality of the aftermarket parts we use is paramount."

LINK : <https://www.sema.org/news-media/magazine/2021/09/35-under-35>

Bronco Driver. 2020. Issue 83.
Written By Bronco Driver.



Photography By Chris Kinman & Marcos Zavitsanos.



EVENTS. 2022.

BRANCOS & BURRITOS SPRING 2022

AGASO OUTDOOR X THE MOTORING CLUB .

Los Angeles, CA.

We. Are. Back. Broncos and Burritos has returned for another event at The Motoring Club in Marina Del Rey. Join us as we celebrate the vintage off-road community with an eclectic mix of early Broncos and other vintage 4x4's at a perfect location and venue. Help us support a great organization, The Motoring Club, and have some fun along the way. Full details for 2022 coming soon.

SUMMER RUN 2022

AGASO OUTDOOR

Los Angeles, CA.

Join us as we head to the mountains, on the annual summer run. We hit the coast with the team of Agaso and those like minded truck advocates on a day journey none other. Grab your bud, your Bronco and meet us in Malibu. Full etails for 2022 coming soon.

FULL INFO COMING SOON. UNTIL THEN FOR PRESS AND OR X-COLLABORATIONS PLEASE EMAIL US AND SAY HI AT HELLO@AGASOOUTDOOR.COM . EVENT GALLERIES ON IG @AGASOOUTDOOR .



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