

INTRODUCING
THE ALL-NEW
FORD
TAURUS





Ford Taurus. Introduced ten years ago, it was hailed as a major breakthrough in design. A car so distinctive, so unique, it had the power to shape the course of automotive design for years to come.

True to its mission, Taurus began a decade-long era of design leadership—and created, as we well expected it would, a large following of imitators.

This year, an exciting new era of leadership in automotive design begins.

Introducing the all-new Ford Taurus.

LEADING-EDGE STYLING

Every dynamic line, every graceful curve comes together purposefully and beautifully to form a design that is sleeker, more progressive.

It's the shape of the future, conceived of new ideas that have evolved out of our longstanding dedication to creating advanced air-flow designs.

Take a look around at the many Taurus-inspired aerodynamic cars on the road today.

After the launch of the all-new Ford Taurus, you're going to be seeing a lot more of them.

METICULOUS CRAFTSMANSHIP

Designing high quality *for* a car on the drawing board is one thing; building it *into* the car is another.

That's why we have developed quality control measures such as No Adjust Car Build (NACB).

With NACB, sheet metal, glass and trim panels, for example, are designed to be joined with greater precision, for improved fit/finish and reduced noise.

The designer's vision of quality is thus realized.



WORLD-CLASS INTERIOR

Seat yourself in the new Ford Taurus.

Notice how superbly integrated it is in design and function throughout. Handsomely appointed. Roomy and comfortable. And crafted with care.

And the instrumentation and controls—you can say they're ultra-ergonomic, in much the way that the Taurus body shell is ultra-aerodynamic.

Add "surprise and delight" features such as a particulate air filter, full solar tinted glass, and rear seat climate control vents. Everything is world-class.

DYNAMIC SAFETY ENGINEERING

As you'd expect, Taurus is well engineered to protect you and your passengers. With "safety cell" construction. Dual air bags.* Seats designed to help hold occupants in place. Available ABS brakes, too.

In the Taurus sedan there's even a lap/shoulder belt for the center rear passenger.

The new Taurus instrument panel is as advanced in function as it looks, carefully designed around your needs for comfort and operating convenience. Note the Integrated Control Panel that combines the audio and climate controls into one ergonomically designed unit.

*Always buckle up your safety belts.

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THE ALL-NEW FORD TAURUS. ONCE AGAIN, IN A CLASS BY ITSELF.



All Taurus engines do not require a scheduled tune-up until 100,000 miles.*



From any viewpoint, the new Ford Taurus presents an ultra-modern aerodynamic shape.



Taurus offers front bucket seats (shown) or a 3-passenger seat with center storage console.

COMPREHENSIVE SECURITY SYSTEMS

Taurus offers available security systems to help safeguard you and your family and protect your car. There are remote keyless entry and computer-monitored anti-theft systems. The power locks let you unlock only the driver's door or all the doors, and have a disable feature that prevents locked-in keys.

There's even a battery saver that turns off the interior lights after 40 minutes if they're left on. You get our no-cost 24-hour Roadside Assistance Program, too, of course.

SOPHISTICATED PERFORMANCE

Style and performance. State your preference and Taurus responds, with a line of three unique trim levels, each powered by an engine all its own

SPECIFICATIONS

Wheelbase	108.5"
Length	197.5" (sedan); 199.6" (wagon)
Height	55.1" (sedan); 57.8" (wagon)
Width	73.0"
Front tread	61.6"
Rear tread	61.4" (sedan); 61.8" (wagon)
Front head room	39.2" (sedan); 39.3" (wagon)
Rear head room	36.2" (sedan); 38.9" (wagon)
Front leg room	42.6"
Rear leg room	38.9" (sedan); 38.5" (wagon)
Trunk/cargo volume (cu. ft.)	15.5 (sedan); 84.6* (wagon)
Passenger capacity	Five (with front bucket seats); six (with front bench seat)
Engines	3.0-liter V-6 (GL); 3.0-liter, 24-valve Duratec V-6 (LX); 3.4-liter, 32-valve V-8 (SHO)
Fuel system	Sequential electronic fuel injection
Transaxle	Electronic 4-speed automatic overdrive
Suspension	MacPherson front suspension and Quadralink rear system; gas-pressurized hydraulic struts and stabilizer bars; plus semi-active handling system in SHO
Steering	Power rack-and-pinion (GL, LX; unique system in SHO)
Brakes	Power front disc/rear drum (GL sedan); power 4-wheel disc (GL wagon) Anti-lock Brake System (std. on LX, SHO; opt. on GL)
Tires	P205/65R15 BSW all-season (GL, LX) P225/55VR16 BSW all-season performance (SHO)
Fuel capacity	16.1 gallons

*With rear seat backs down; 38.2 cu. ft. with rear seat backs up.

featuring EEC-V computer-controlled sequential electronic fuel injection plus the precise shifting of an electronic 4-speed automatic overdrive transaxle. And what's more, every Ford Taurus can travel 100,000 miles—the equivalent to four trips around the world—before a scheduled tune-up is needed.*

SUPERB DRIVING DYNAMICS

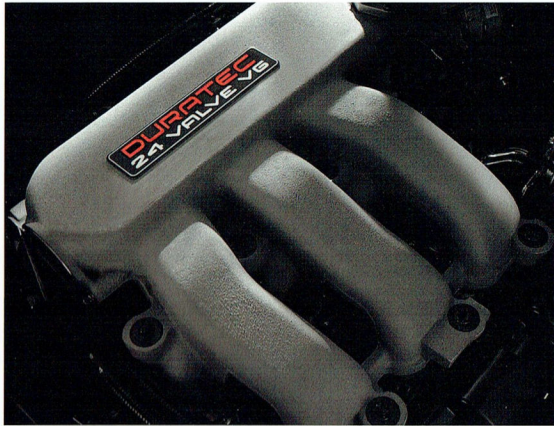
In designing the new Taurus, we lengthened the wheelbase and stiffened the body structure. We also, among many other things, redesigned the steering system and put in a new Quadralink independent rear suspension that adjusts the rear wheels in sync with the front wheels.

Truly, as the ultra-aerodynamic shape suggests, the ride and handling of this new Taurus are superb.

*Except Flexible Fuel Vehicles.



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