



ALL-NEW 2008 TAURUS

AMERICA'S
IDEAL
FAMILY CAR



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SAFETY ▶ | INTERIOR ▶ | PERFORMANCE ▶ | SYNC/TECH ▶ | SPECS ▶

A reputation for being the BEST.

When it was originally introduced, Taurus forever changed the way cars look, feel and drive. Today's Taurus is better than ever; it's rated America's safest¹ full-size car. A bold chrome grille catches the eye, while the award-winning 263-hp V6 stirs the soul. Safe, spacious, smart and so versatile, Taurus is America's best new car for families on the go.



SAFEST¹

5-Star crash test ratings from NHTSA; "Top Safety Pick" from IIHS

ROOMIEST

Best-in-class³ interior space; Best-in-class seat comfort⁴

HANDIEST

Exclusive Ford SYNC voice-activated communications;⁵ Interior versatility; Biggest trunk

LIVELIEST

263-hp V6 – Ward's "10 Best Engines"⁶

¹Based on NHTSA 5-Star crash test ratings and with optional electronic stability control, IIHS "Top Safety Pick." Star ratings are part of U. S. Dept. of Transportation's Safercar.gov program (www.safercar.gov).
²All-Wheel Drive optional. ³Standard 5-passenger Large Car class. ⁴2006 Global Quality Research System (at 3 months in service). ⁵Standard on Limited, available on SEL. ⁶WardsAuto.com, January 2007.

ULTRA-RIGID CHASSIS
(crash-modeled on a Cray® supercomputer)

6 AIRBAGS, STANDARD
(2 dual-stage front airbags;
2 front-seat side airbags;
2 side-curtain airbags,
plus a rollover sensor)

PERSONAL SAFETY SYSTEM®
(with Front-Passenger Sensing System)



TRIPOD DESIGN
(high-strength steel
“ring of protection”)

SPACE (Side Protection
And Cabin Enhancement)
ARCHITECTURE™

LASER-WELDED SIDE PILLARS
(plus laser-welded steel sheets)

Cray is a registered trademark of Cray, Inc.

[SAFETY ▶](#)

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Rated America's SAFEST¹ full-size car.

Taurus provides unmatched, class-leading protection. Its crash safety rates the full 5 Stars from the National Highway Traffic Safety Administration (NHTSA). Equipped with optional electronic stability control, Taurus also is an Insurance Institute for Highway Safety (IIHS) “Top Safety Pick.”

It's the only vehicle in its class to achieve top crash test results across the board from NHTSA and earn the highest ratings in all 3 IIHS categories. Rigorous IIHS criteria include a 40-mph frontal offset crash test assessing structural design, a side-impact crash test simulating what it's like to be struck by an SUV or pickup, and a rear crash-protection test focusing on whiplash prevention. Taurus = Family Insurance Plan.



5 STARS
in every crash
test category:



Driver frontal
crash rating



Passenger frontal
crash rating



Front-seat side
crash rating



Rear-seat side
crash rating

Additional Safety and Security Features Standard on Every Ford Taurus:

Class-exclusive keyless-entry keypad unlocks at a touch • Auto-dimming rearview mirror cuts glare • Tire Pressure Monitoring System alerts for underinflation • ABS and Traction Control work at all speeds



¹Based on NHTSA 5-Star crash test ratings and with optional electronic stability control, IIHS “Top Safety Pick.” Star ratings are part of U. S. Dept. of Transportation's Safercar.gov program (www.safercar.gov).


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Class-exclusive COMMAND SEATING.™

Take hold of the leather-wrapped wheel of Taurus and take charge. An experience enhanced by class-exclusive Command Seating, which sits you comfortably upright and tall, provides SUV-like panoramic visibility, and allows for effortless entry and exit.

Bright accents abound, from the door handles and instrument panel gauges to the console controls and shifter. The look is rich, with a feeling of confidence: audio buttons on the steering wheel, and available power-adjustable pedals, extend your command. Take that family trip in style – and in certainty – from San Diego to Savannah with the optional Navigation System as co-pilot.



Voice-Activated, ▶ DVD-Based Navigation System

Eliminates travel guesswork. The generous 6.5" color LCD monitor clearly displays maps and menus, pinpointing where you are and providing turn-by-turn Route Guidance. More than 20 different functions – many of which can simply be voice prompted – are accessible on this option.

Dual-Zone Control ▶

Dual-zone Electronic Automatic Temperature Control is standard on Taurus Limited, allowing you and your front passenger to choose precise climate settings independently.





SAFETY ▶

INTERIOR ▶

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SPECS ▶

Best-in-class SPACE and seat COMFORT.

Welcome to the most sizable family-friendly interior in the class: a full 129.2 cu. ft. to be exact. Within this wealth of room, guests can bask in class-best rear passenger volume. Up front, a genuine wood-accented steering wheel and shift knob are available to play up Taurus luxury.

Emphasizing proper thigh, back and head support for short or long hauls, the ergonomically designed seats rank #1 in the class for comfort. A big thanks goes to the available plush, perforated-leather trim – finely adorned with color-contrasted stitching. And Taurus Limited ups the ante, treating you to an 8-way power driver seat and a 4-way power passenger seat; front seats can be heated in either of 2 settings. Definitely desirable.



Adjustable Rear Ventilation ▲

Climate vents are furnished for backseat travelers – who also have the advantage of being able to slide their feet under the front seat for added comfort.

Truly Quiet Interior

Hydraulic engine mounts, aerodynamic sideview mirrors, a specially tuned suspension, and advanced, patented sound-deadening materials guarantee the Articulation Index – measuring the clarity of conversing inside of Taurus – is nothing less than superb.



SAFETY ▶ | INTERIOR ▶ | PERFORMANCE ▶ | SYNC/TECH ▶ | SPECS ▶

A place for EVERYONE and EVERYTHING.

No other car can handle it all like Taurus, which is always happy to lend a helping hand. While family savors the comfort of the cabin, keep cargo in the trunk – by far the biggest of any sedan in North America. Measuring a whopping 21.2 cu. ft., it packs a load with room to spare.

Lower either or both sections of the 60/40 split-folding rear seat, and then drop the fold-flat front-passenger seat. You've just equipped yourself with the weather-protected ability to haul objects almost 10' in length. Stow smaller-scale items within each door's built-in storage pocket or the locking glove compartment. Taurus versatility extends to the 8 beverage holders, three 12-volt power points, and a nifty foldaway rear armrest.

Versatility ▲

Items up to 9' long are a cinch to transport with the handy fold-flat front-passenger seat and split-folding rear seat.

In-Dash Storage

This covered, centrally located compartment conveniently pops open for lots of on-the-go essentials. ▼



Clamshell Center Console ▶

Two-tiered storage is integrated within the center console on Taurus Limited. Open the armrest cover to access the upper tier; lift the cover and upper tier to get to the oversized lower bin.



263 HP &
28 MPG
HIGHWAY



Award winner in the 13th annual *Ward's 10 Best Engines*¹ review: "Along with inspired mid-range snap, the Duratec 35 3.5L DOHC V6 fronts what we believe to be class-leading refinement." And it posts some impressive EPA-estimated fuel economy figures: 18 MPG CITY/28 HWY for front-wheel drive; 17 MPG CITY/24 HWY for All-Wheel Drive. Just as noteworthy is the astounding 528-MILE RANGE you can achieve on a full tank of gas.

¹WardsAuto.com, January 2007.



SAFETY ▶

INTERIOR ▶

PERFORMANCE ▶

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SPECS ▶

Calm, cool, collected: CONFIDENT.

On-demand acceleration gives you the strength to make things happen. Ford's most powerful V6 ever is one of the cleanest-running, which marks another first in Ford history: The V6 achieves PZEV (Partial Zero Emissions Vehicle) in certain states²; so it's as eco-responsible as a hybrid vehicle.

The die-cast, aluminum-block engine produces a robust 263 horsepower and 249 lb.-ft. of torque; employs intake variable cam timing (iVCT) for optimal horsepower per liter; attains peak performance on regular unleaded gasoline; and is teamed with a new, class-exclusive standard 6-speed automatic. It delivers impressive fuel economy and ultra-smooth precision shifts. V6 acceleration never felt so good.

All-Wheel Defense



ALL-WHEEL DRIVE (AWD) is optional on all models for enhanced safety, increased control and superior performance. Taurus AWD utilizes an on-demand electronic center coupler to deliver the ideal amount of torque to all 4 wheels independently. So wheel slippage is anticipated – and virtually eliminated – before it can occur.

ADVANCETRAC[®] ELECTRONIC STABILITY CONTROL manages engine torque and applies braking to help keep Taurus tracking safely on the intended path. Studies show this option can be a true lifesaver.

²CA, MA, ME, NY and VT.



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Link Your Digital Media Player

Just connect your player to SYNC's USB port, press the  button on the steering wheel and start talking. SYNC even charges most media players for you.



You talk. SYNC listens.™

Introducing the new standard for in-vehicle communications. Ford SYNC,™ developed in association with Microsoft,® is a voice-activated, customizable media system that integrates Taurus with most Bluetooth®-enabled mobile phones and most popular digital media players.

With Microsoft Auto software actually embedded in your Ford Taurus, SYNC allows you to operate your Bluetooth-enabled mobile phone and your media player using simple voice commands. SYNC is so well-designed, it's received an "Editor's Choice" award from *Popular Mechanics* magazine. *Jalopnik.com* concurs: "... definitely the most robust system we've yet seen... for in-auto infotainment."

Link Your Bluetooth-Enabled Mobile Phone ▶

When you enter Ford Taurus with a compatible and paired Bluetooth-enabled mobile phone, SYNC automatically recognizes its presence. Then you just press a button and use simple voice commands to make calls, take calls and more – with both hands on the wheel.



Driving while distracted can result in a loss of vehicle control. Only use mobile phones (even with voice commands) and other devices not essential to driving when it is safe to do so. Microsoft is a registered trademark of Microsoft Corporation. The Bluetooth word mark is a registered trademark owned by the Bluetooth SIG, Inc. Go to SyncMyRide.com for more details.



SIRIUS Satellite Radio¹

This option offers more than 130 channels of crystal-clear, digital-quality sound. This factory-installed option is your passport to an amazing range of music (all of it 100% commercial-free), sports, news, talk and entertainment. SIRIUS coast-to-coast coverage is seamless in the contiguous U.S., and as a subscriber, you'll also receive free online access to all music channels. To top it off, a complimentary 6-month subscription to SIRIUS is included in the price.

¹See your Ford Dealer or contact SIRIUS at 1-888-539-7474 for more information.



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Play up the PLEASURE.

Take the show – and those games – on the road. The next-generation DVD Family Entertainment System is the perfect option. Its flip-down, full-color LCD screen is sized a generous 8". Two infrared wireless headphone sets and an infrared remote control are also included.

Another plus for the DVD Family Entertainment System: Its dual-media function lets those in back remain transfixed with on-screen action, while you and your front seatmate listen to the radio, a CD, or all those portable MP3 tunes – courtesy of the built-in auxiliary audio input jack that's wired directly to the acoustically optimized sound system and standard on every Taurus. It's good to have connections.

Audiophile[®] Sound System ▶

Standard on Taurus Limited, this audio system features 8 speakers, a 2-channel 90-watt amplifier, subwoofers, speed-compensated volume and a 6-disc in-dash CD player that's MP3-capable





Taurus Limited in Dark Ink Blue Metallic and Taurus SEL in Merlot Metallic

Specifications

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SEL select standard content:

2-row Safety Canopy® System with side-curtain airbags • Front-seat side airbags • 4-wheel disc Anti-lock Brake System (ABS) • Traction Control • Tri-bar chrome grille • Fog lamps • Body-color, power sideview mirrors with chrome bezels • Dual chrome exhaust tips • Air conditioning • Auto-dimming rearview mirror • Heat and air conditioning vents in rear of front center floor console for rear-seat passengers • Leather-wrapped steering wheel and shift knob • Message center with compass • Steering wheel-mounted cruise and audio controls • AM/FM stereo with single-CD player and clock • Auxiliary audio input jack • Three 12-volt power points • 6-way power driver seat with manual lumbar adjustment • 2-way power fold-flat front-passenger seat • Rear-seat center armrest with beverage holders • Interior Ash woodgrain-appearance appliques • 17" 8-spoke bright-finish aluminum wheels with P215/60R17 tires • Tire Pressure Monitoring System



LIMITED includes SEL content, plus:

Anti-theft perimeter alarm • Automatic headlamps with on/off delay and wiper-activated headlamps feature • Chrome-accented, heated sideview mirrors with memory and security approach lamps • Chrome-accented door handles • License plate molding with chrome accents • Analog clock in instrument panel • Dual-zone Electronic Automatic Temperature Control • Outside temperature display • Audiophile® Sound System with AM/FM stereo/6-disc in-dash CD changer with MP3 capability and subwoofer • Ford SYNC™ voice-activated, in-vehicle communications and entertainment system • Heated driver and front-passenger seats • Leather-trimmed seats with contrast stitching • 8-way power driver seat with memory • 4-way power fold-flat front-passenger seat with manual lumbar adjustment • Koa woodgrain appearance; door-trim appliques (switch bezels) • Two-tier clamshell front center floor console • Adjustable rear-seat headrests • Rear-seat center armrest with beverage holders and storage • 18" 8-spoke bright-aluminum wheels with P225/55R18 tires

Specifications

SAFETY ▶

INTERIOR ▶

PERFORMANCE ▶

SYNC/TECH ▶

SPECS ▶

STANDARD FEATURES

MECHANICAL

- 3.5L Duratec V6 engine with 263 hp
- 6-speed automatic transmission
- 4-wheel disc Anti-lock Brake System (ABS)
- Compact spare tire
- Front-wheel drive (FWD)
- Hydraulic power steering
- Traction Control

SAFETY/SECURITY

- Personal Safety System® for driver and front passenger — Includes dual-stage front airbags, safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
- 2-row Safety Canopy® System with side-curtain airbags and rollover sensor
- Battery saver
- Belt-Minder® safety belt reminder
- Child-safety rear door locks
- Front-seat side airbags
- Illuminated entry
- LATCH — Lower anchors and tether anchors for child-safety seats
- Remote keyless-entry system with driver door-mounted keypad
- SecuriLock® passive anti-theft ignition system
- SPACE (Side Protection And Cabin Enhancement) Architecture™
- Tire Pressure Monitoring System (excludes spare)

SEATING

- 60/40 split fold-down rear seat
- Command Seating™
- Front bucket seats, including 6-way power driver seat with manual lumbar adjustment
- Rear-seat center armrest with beverage holders

INTERIOR

- Accessory delay
- Air conditioning
- Auto-dimming rearview mirror
- Auxiliary audio input jack
- Beverage holders — 8
- Floor mats — Front and rear carpeted
- Front center floor console with armrest, beverage holders and storage
- Front overhead console with dome light, map light and sunglasses holder
- Instrumentation — Speedometer, tachometer, temperature gauge and fuel gauge
- Leather-wrapped steering wheel and shift knob
- Message center with compass
- Power door locks and windows with one-touch-up/-down driver-window feature
- Power points — 3
- Power remote trunk release
- Rear-seat reading lights
- Sliding sun visors with illuminated vanity mirrors
- Steering wheel-mounted cruise and audio controls
- Tilt steering column
- Woodgrain-appearance appliqué (Ash on SEL; Koa on Limited)

EXTERIOR

- Body-color door handles
- Body-color, power sideview mirrors
- Dual chrome exhaust tips
- Fog lamps with chrome bezels
- Rear-window defroster
- Solar-tinted glass
- Tri-bar chrome grille

¹Always wear your safety belt and secure children in the rear seat.

FEATURES & OPTIONS

SEL	
LIMITED	
MECHANICAL	
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SEATING	
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INTERIOR	
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EXTERIOR	
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PACKAGES	
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● Standard ● Available as Part of a Package ○ Optional — Not Available
²Requires leather-trimmed seats and Interior Convenience Package on SEL. ³Requires Interior Convenience Package on SEL.
⁴Service not available in Alaska or Hawaii. See your Ford Dealer or contact SIRIUS at 1-888-539-7474 for more information.
 Driving while distracted can result in a loss of vehicle control. Only use mobile phones (even with voice commands) and other devices not essential to driving when it is safe to do so.
 Audiophile is a registered trademark of Audiophile, Inc.
 *SIRIUS, the SIRIUS dog logo and "The Best Radio on Radio" are registered trademarks of SIRIUS Satellite Radio Inc.

Comparisons based on 2008 competitive models (standard 5-passenger Large Car class), publicly available information and Ford certification data at time of printing. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following publication of the catalog, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

Specifications

SAFETY ▶

INTERIOR ▶

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SPECS ▶

INTERIORS



Camel Cloth
Standard on SEL



Medium Light Stone Cloth
Standard on SEL



Camel Leather
Standard on Limited;
Available on SEL



Medium Light Stone Leather
Standard on Limited;
Available on SEL



Black Leather
Standard on Limited

CAMEL

MEDIUM LIGHT STONE

SEL

● ●	Oxford White
● ●	Dune Pearl Metallic
● ●	Merlot Metallic
● ●	Titanium Green Metallic
● ●	Light Sage Metallic
● ●	Light Ice Blue Metallic
● ●	Dark Ink Blue Metallic
● ●	Silver Birch Metallic
● ●	Alloy Metallic
● ●	Black

CAMEL

MEDIUM LIGHT STONE

BLACK

LIMITED

● ● ●	Oxford White
● ● ●	Dune Pearl Metallic
● ● ●	Merlot Metallic
● ● ●	Titanium Green Metallic
● ● ●	Light Sage Metallic
● ● ●	Light Ice Blue Metallic
● ● ●	Dark Ink Blue Metallic
● ● ●	Silver Birch Metallic
● ● ●	Alloy Metallic
● ● ●	Black

ENGINE

3.5L 24-VALVE DOHC DURATEC V6 ENGINE

Horsepower (hp @ rpm)	263 @ 6250
Torque (lb.-ft. @ rpm)	249 @ 4500

2008 EPA-ESTIMATED FUEL ECONOMY

FWD	18 mpg city/28 hwy.
AWD	17 mpg city/24 hwy.

DIMENSIONS

EXTERIOR (in.)	FWD/AWD
Length	201.8
Wheelbase	112.9
Width	74.5
Height	61.5
INTERIOR (in.)	
Front	
Head room	39.6
Shoulder room	57.8
Hip room	53.7
Leg room	41.3
Rear	
Head room	38.8
Shoulder room	57.6
Hip room	53.6
Leg room	41.2
Capacities (cu. ft.)	
Passenger volume	108.0
Cargo volume	21.2
Total interior volume	129.2
Fuel capacity (gal.)	20.5
Seating	5

WHEELS

- A** 17" 8-Spoke Bright-Finish Aluminum
Standard on SEL
- B** 18" 8-Spoke Bright-Aluminum
Standard on Limited
- C** 18" 7-Spoke Chrome-Clad Aluminum
Available on SEL and Limited



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EXTERIORS



Oxford White



Dune Pearl Metallic



Merlot Metallic



Titanium Green Metallic



Light Sage Metallic



Light Ice Blue Metallic



Dark Ink Blue Metallic



Silver Birch Metallic



Alloy Metallic



Black

Ford uses clearcoat paint for beauty and protection. Colors shown are representative only. Not all colors are available on all models. See your dealer for actual paint/trim options. Vehicles shown may contain optional equipment.



New Vehicle Limited Warranty

We want your Ford Taurus ownership experience to be the best it can be. So under this warranty, your new vehicle comes with 3-year/36,000-mile Bumper-to-Bumper Coverage, 5-year/60,000-mile Powertrain Warranty Coverage and Roadside Assistance, 5-year/50,000-mile Safety Restraint Coverage, and 5-year/unlimited-mile Corrosion (Perforation) Coverage — all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

For more assurance: The 5-year/60,000-mile powertrain limited warranty is fully transferable, has no deductible, and provides you with an additional 2 years or 24,000 miles of coverage — on select components, including the engine and transmission — beyond the standard 3-year/36,000-mile Bumper-to-Bumper Coverage. Roadside Assistance is extended to 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle, or need towing. Your Ford Dealer can provide complete details on all of these advantages.



Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com.



Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.



For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for an ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln Mercury dealerships.



Genuine Ford Accessories are designed and engineered specifically for Ford vehicles. Visit our website at fordaccessoriesstore.com to use the Accessorizer, and to learn about complete accessory details and purchase instructions.