

# TAURUS



## A DESIGN ACHIEVEMENT OF DRAMATIC PROPORTIONS.



### A LOOK YOU'VE NEVER SEEN.

### A NAME YOU KNOW WELL.





Taurus has been an acknowledged industry design leader since its introduction, one of the most successful nameplates ever. But because our philosophy is continuous improvement, the new Taurus has changed from top to bottom, end to end, setting a new design standard for years to come. Its sculpted shape gives the

sunlight something dazzling to do. The all-new Taurus is engineered to be safe. Quiet. Responsive and aerodynamic. Agile. Ultra ergonomic. With "surprises and delights" and industry firsts that you won't find on cars costing thousands more, like a patented 3-way flip-up console and an integrated control panel.



## A DESIGN THAT IS YEARS AHEAD.



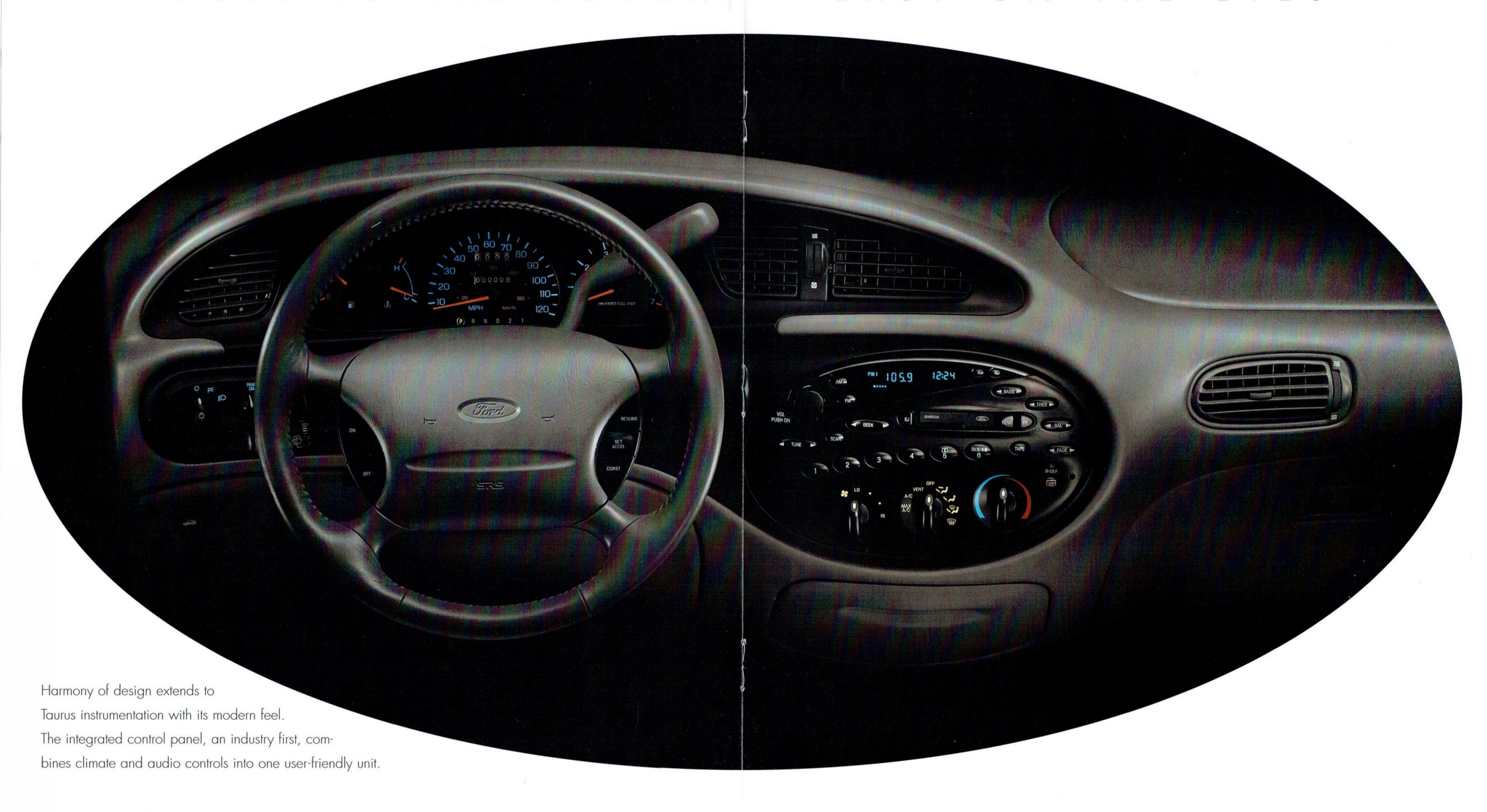
## FUNCTIONAL AS WELL AS STYLISH, THE NEW TAURUS IS YEARS AHEAD



II

## THE QUIET, SOLID SOUND OF QUALITY.





## INTELLIGENT IDEAS THOUGHTFULLY EXECUTED.





## AND SECURITY.



Dual air bags are standard

wear your safety belts.

equipment. Remember, always

An instrument panel crossbeam provides greater torsional rigidity for a quieter, smoother ride, better bandling, and reduction of squeaks and rattles.

A new level of safety has been achieved by means of a safety cell structural design.



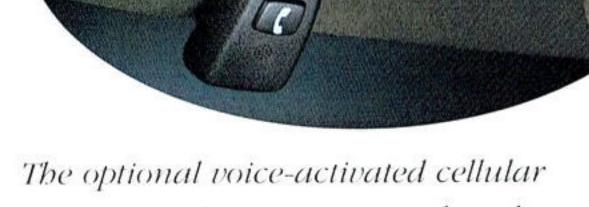
Passive anti-theft, standard with LX, prevents ignition unless the special coded key is used.



Taurus seats are designed to prevent occupants from sliding forward under their safety belts.



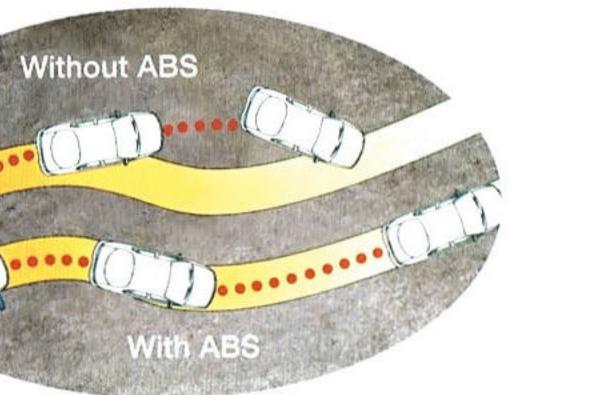
"Childproof" rear door locks help keep curious little fingers out of mischief. When activated, the rear doors can't be opened from inside the vehicle.



phone helps keep you in touch with hands-free convenience.



Standard heated side mirrors help clear ice or snow for a better view of what's behind.



Available anti-lock brakes belp you come to a surer, more controlled stop under adverse conditions.

Special "crumple zones" are designed to belp absorb the impact in the event of a collision.

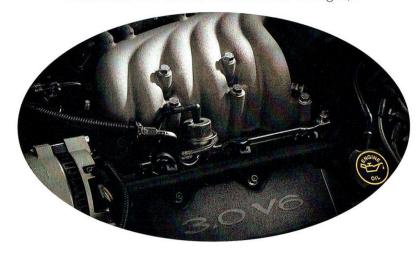
5-mph bumpers help protect the cooling system and other components in the event of a minor frontal impact.

Side door intrusion beams belp meet 1997 Dynamic Side Impact Standards.

> Doors are triple sealed and inset to substantially reduce wind noise.

### FOR PERFORMANCE

Taurus engines benefit from the latest-generation EEC-V powertrain control system and are designed to go 100,000 miles without a scheduled tune-up (under normal driving conditions with routine fluid and filter changes).



3.0L V-6 ENGINE

Numerous improvements have been made to the standard powerplant to enhance its power and performance. It's mated to a precise, smooth-shifting, electronically controlled 4-speed automatic overdrive transaxle.



3.0L 24-VALVE DOHC DURATEC

The Duratec V-6, standard with LX, features dual intake runners that increase air flow for improved low-end response, and it's remarkably quiet. The block and heads, made of high-strength aluminum, save weight. The Duratec is paired with an electronically controlled 4-speed automatic overdrive transaxle with overdrive lockout.

## PREFERRED EQUIPMENT PACKAGES

#### Taurus GL





#### Value Package 204A

This GL package offers exceptional value for the dollar:

■ Speed control ■ Electronic AM/FM stereo radio with cassette ■ Power door locks ■ Particulate air filtration system ■ Front and rear floor mats

#### 205A

Speed control ● Electronic AM/FM stereo radio with cassette ● Power door locks ● Particulate air filtration system ● 6-way power driver's seat ● Cast aluminum wheels ● Light group ● Front and rear floor mats
 ● Cargo tie-down net (wagon only)

#### Taurus LX





#### 208A

Taurus LX standard equipment plus:

• Speed control • Leather-wrapped steering wheel

• Front and rear floor mats

#### 209A

- Speed control
   Leather-wrapped steering wheel
   4-wheel disc anti-lock braking system
- Remote keyless entry system with perimeter anti-theft
   Front and rear floor mats

#### 210A

- Speed control Leather-wrapped steering wheel
   4-wheel disc anti-lock braking system Remote keyless entry system with perimeter anti-theft Electronic temperature control Ford JBL Audio System (sedan only)
- Premium Sound System (wagon only) 

   Chrome aluminum wheels and P205/65R15 tires
  - Front and rear floor mats

Exterior Features	3	4		3
Multi-reflector halogen headlamps	S	S	Bodyside protection moldings	S
Dual heated electric remote-control mirrors	S	S	Clearcoat paint	S
Solar tinted glass — complete	S	S	Luggage rack (wagons)	S
Full perimeter dual door seals with third seal on door frame	S	S	Flip-up liftgate window with gas cylinders (wagons)	S
Front and rear splash shields	S	S		
	A			A

afety and Security	Q.	V		CV	4
river and right front passenger air bag supplemental restraint system	S	S	Illuminated entry system	S	S
fanual lap/shoulder belts for outboard occupants	The second second		Variable-timed interval windshield wipers	S	S
djustable D ring for front positions)	S	S	Childproof rear door locks	S	S
ear center passenger shoulder harness (sedan only)	S	S	Anti-theft (non drive away) system		S
-wheel disc Anti-lock Braking System (ABS) (Included LX packages 209A and 210A)	0	0	Remote keyless entry system with perimeter anti-theft (included in LX packages 209A and 210A)	_	0
		A			
omfort and Convenience	3	4		3	•
lanual air conditioning — CFC-free	S	S	Wagon Group: cargo area cover and rear wiper/washer		

Manual air conditioning — CFC-free	S	S	Wagon Group: cargo area cover and rear wiper/washer	0	
Air conditioning with electronic temperature control included in LX package 210A)	_	0	(not available with standard GL) Group 1: Includes speed control, front and rear floor mats,	0	
Ower side windows with illuminated controls, lock-out switch, express-down feature for the driver, and accessory delay	S	S	leather-wrapped steering wheel (LX only). Included in GL packages 204A and 205A.	0	
Power locks with illuminated controls. Lock disabling prevents			Power moonroof	-	
ocking keys inside. (Included in GL packages 204A and 205A)	-	S	Tilt steering column	S	
6-way power driver's seat with power driver/passenger lumbar			Cellular telephone	0	
included with GL package 205A without power lumbar)	-	S	Rear window defroster/defogger	S	
Adjustable D ring for front manual lap/shoulder belts	S	S	Remote decklid (sedan)/liftgate (wagon) release	S	
Cupholders, coin holder and cassette stowage in console	S	S	Hidden, lockable under-floor storage compartment (wagon)	S	
ocking, illuminated glove box with dampened door	S	S	Rear seat heat ducts	S	
ntegrated control panel with controls for clock, climate, rear window defrost and radio	S	S	Rear seat air conditioning outlet (with 5-passenger seating and fixed console only)	_	
Warning lights for air bags, door ajar, battery, oil pressure,			Cargo tie-down net, included in GL package 205A (wagon only)	-	
orake, service engine soon, and seat belt reminder (addition of amp outage, low fuel and low washer fluid with LX)	S	S	Particulate air filter (included in GL packages 204A and 205A)	-	
Automatic on/off/delay headlamps	-	S	Battery saver (turns off interior lights after 45 minutes)	S	
Tachometer, 1-million-mile odometer, trip odometer, low brake fluid			Electronic digital clock with dimming feature	S	
alert, electric speedometer, temperature and fuel gauges	S	S	Dual illuminated visor mirrors	-	
ight Group: dual courtesy lights under instrument panel; dual beam eading and dome lights (included with GL package 205A)	_	S	Secondary visors for front/side coverage	-	

Seating	3	1	t		3	
Six-passenger cloth seating with dual recliners, front and rear armrests (sedan only), front seat map pockets, two-way head restraints and 3-way flip-up center console	S	_		Six-passenger premium cloth seating with dual recliners, dual power lumbar, front/rear armrests (sedan only), front map pockets, four-way head restraints and 3-way flip-up center console	_	0
Five-passenger cloth seating with dual recliners, dual power				60/40 split fold-down rear seat back	S	S
lumbar, front and rear armrests, front seat map pockets, four-way head restraints and floor console	-	S		Rear-facing third seat (wagon)	0	0
Leather seating surfaces-five-passenger with front buckets	-	0				

Wheels and Tires	Ġ	V	\$	3	
Deluxe bolt-on wheel covers with P205/65R15 BSW tires	S	_	Bright aluminum wheels with P205/65R15 BSW tires	-	S
Aluminum wheels with P205/65R15 BSW tires (included in GL package 205A)	0	_	Chrome aluminum wheels with P205/65R15 BSW tires (included with LX package 210A)	-	0

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Sound Systems	3	4
Electronic AM/FM stereo radio	S	-
Electronic AM/FM stereo cassette with 6 speakers (included with GL packages 204A and 205A)	0	S
Electronic AM/FM stereo with cassette and premium sound system (wagon only. Included with LX package 210A)	_	0
Ford JBL Audio System (sedan only. Included w/ LX package 210A)	-	0
6-disc CD changer	-	0

S = Standard O = Optional P = Preferred Equipment Package feature

Product Changes and Options Availability

Following publication of the catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred that would not be included. Your Ford Dealer is your best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

Options shown or described are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

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#### **GL Powertrain**

Type	12-valve, single overhead valve V-6
Displacement	3.0-liters
Engine control	EEC-V
Scheduled tune-up interval	100,000 miles
Horsepower (SAE net)	145 @ 5,250 rpm
Torque (SAE net lbft.)	170 @ 3,250 rpm
Fuel system	Sequential electronic fuel injection
Transaxle	Electronic 4-speed automatic overdrive

#### **LX Powertrain**

Type	24-valve, dual overhead cam V-6
Displacement	3.0-liters
Engine control	EEC-V
Scheduled tune-up interval	100,000 miles
Horsepower (SAE net)	200 @ 5,750 rpm
Torque (SAE net lbft.)	200 @ 4,500 rpm
Fuel system	Sequential electronic fuel injection
Transaxle	Electronic 4-speed automatic overdrive with overdrive lockout

#### **Body/Chassis**

Body type	Unitized
Front suspension	Independent strut-type with gas-pressurized hydraulic struts and stabilizer bar
Rear suspension (sedan)	Independent rear quadralink with gas-pressurized hydraulic struts and stabilizer bar

#### Body/Chassis (cont'd)

Independent "short/long arm" (SLA) type with gas-pressurized hydraulic shocks, progressive-rate springs and stabilizer bar Rear suspension (wagon)

	Springs and stabilizer bar
Steering	Speed-sensitive power rack-and-pinion
Brakes	Standard power front disc/rear drum (sedan); Standard power 4-wheel disc (wagon); Optional power 4-wheel disc with anti-lock system (sedan); Optional anti-lock system (wagon)
Tires	P205/65R15 BSW

Fuel capacity	16 gallo		
Dimensions	4-Door	Wagon	
Wheelbase	108.5"	108.5"	
Length	197.5"	199.6"	
Height	55.1"	57.6"	
Width	73.0"	73.0"	
Front tread	61.6"	61.6"	
Rear tread	61.4"	61.8"	
Front head room	39.2"	39.3"	
Rear head room	36.2"	38.9"	
Front leg room	42.6"	42.6"	
Rear leg room	38.9"	38.5"	
Trunk/cargo volume (cu. ft.)	15.8	81.3*	

<sup>\*</sup>Rear seat backs down; 38.4 cu. ft. rear seat backs up.

Passenger capacity



Overall Width 73.0" Front Tread 61.6" Rear Tread (sedan/wagon) 61.4/61.8"



Height 57.6"



Overall Length 197.5" (sedan) 199.6" (wagon) Wheelbase 108.5" A longer wheelbase allows more space for the passengers inside.

### ADDED FEATURES

Particulate Air Filtration System. This system filters out a high percentage of pollen, road dust and other particulates.

Standard Solar Tinted Glass reduces beat build-up and helps the air conditioner cool the car faster.

The JBL Audio and Premium Sound Systems (shown with the optional electronic integrated control panel) and a 6-disc CD changer are available with LX models (JBL

> Audio System with sedan only, Premium Sound System with wagon only).



A Convenient Cargo Net is an accessory available through your Ford Dealer.



Available Remote Keyless Entry (LX) includes a perimeter anti-theft system for added convenience and security.



A Power Moonroof is optional with Taurus LX.



Standard GL deluxe bolt-on wheel covers

**Optional** aluminum wheels (GL)

bright

Standard LX aluminum wheels

Optional chrome aluminum wheels (LX)

### THE OWNERSHIP EXPERIENCE



#### ROADSIDE ASSISTANCE

Every new Ford includes the assurance of a no-cost, 24-hour emergency Roadside Assistance Program provided during the 3-year/36,000-mile bumper-to-bumper warranty. Ask your dealer for complete details on this program which includes such services as fuel delivery, tire change, jump start, or even help when you're locked out of your car.

#### BUY OR LEASE

Ford Credit offers a wide variety of financing and leasing programs to qualified Ford Credit buyers which can be arranged right at the



dealership. Ask your dealer for the facts on these programs.

#### ACCESSORIES

Your Ford Dealer offers a variety of quality Ford-brand accessories that meet or exceed our strict specifications.

#### EXTENDED SERVICE



Optional Extended Service Plans go beyond the basic 3-year/36,000-mile warranty. Ask

your dealer for complete details on the optional plans and for a copy of the limited warranty.

#### RESPONSIVE TO THE ENVIRONMENT

From the beginning, the new Taurus was developed with the need for a cleaner environment in mind. Nearly 80% of materials, for example, are recyclable by weight (includes metals and fluids, excludes tires and plastics). Both the manual and the automatic air conditioning systems are free of CFCs. And Taurus engines are equipped with sophisticated emission-control technology.

#### FLEXIBLE FUEL

There is also a flexible-fuel version of the new Taurus. See your Ford Dealer for all the details.

### COLORS



Light Saddle Clearcoat Metallic - S, WG



Midnight Red Clearcoat Metallic - MG, GV



Iris Frost Clearcoat Metallic - MG



Toreador Red Clearcoat Metallic — MG, S



Rose Mist Clearcoat Metallic - MG, GV

INTERIOR TRIM COLORS: MG = Medium Graphite S = SaddleGV = Grev-VioletWG = Willow Green



Moonlight Blue Clearcoat Metallic - MG, S



Pacific Green Clearcoat Metallic - S, WG



Medium Willow Green Clearcoat Metallic - S, WG



Charcoal Grey Clearcoat Metallic — MG, GV



Silver Frost Clearcoat Metallic - MG, GV



Vibrant White Clearcoat - MG, GV, WG

## IAURUS

