



Taurus Ghia



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Taurus Ghia shown in regent blue.

INTRODUCTION

A design you've never seen, from a name you know well. All new Ford Taurus Ghia.

Fully imported Taurus Ghia sets new standards in design and craftsmanship. Indeed, it's an inspiration by design.

In engineering, comfort, refinement and quality, Taurus Ghia doesn't merely push the envelope - it rips it wide open.

The elliptical design theme achieves significant engineering and ergonomic objectives. As you'll discover, a meaningful benefit flows from every graceful Taurus curve.

Taurus Ghia is engineered to be safe, quiet, responsive. It's aerodynamic and ultra ergonomic. And it's designed to inspire, with a host of features

that will surprise and delight you. In fact, if you look at all it's got, and you consider what it costs, there's no way you'd settle for anything on offer from the competition.

If you want the future, if you want it now, and if you'd like it in a luxurious, dynamic and innovative package... Ford Taurus Ghia waits.

A design achievement of dramatic proportions.



ENGINEERING

With Taurus Ghia, Ford breaks new ground in automotive engineering and vehicle production. The result is a car that possesses an almost seamless quality, like the whole body has been sculpted from a single piece of sheet metal. Which is almost the case.

Each side of the Taurus Ghia body is stamped out in one complete section from the tail-lamp to the windshield post. And up to 90% of Taurus Ghia body panels have special locators that match up with adjacent parts. This means the parts can be positioned precisely

before they are screwed, bolted or welded together.

Result: a tighter, stronger, quieter car with a smooth, crafted body. In Taurus Ghia, innovation and quality are themes that run through every aspect of the design, engineering and production process.

Engineered to be powerful, responsive...and fun to drive.



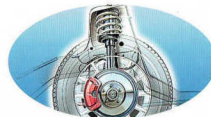
The 3.0 litre double-overhead cam Ford Duratec V6 engine, with four valves per cylinder, Multiport electronic fuel injection and computerized engine management, provides excellent fuel economy and delivers impressive performance at all engine speeds.



The Duratec engine is matched to a smooth and quiet electronically controlled four-speed automatic transmission with overdrive and lock-up torque converter. The unit is equipped with an On-Board Diagnostics system for timely and accurate service diagnosis.



A new MacPherson strut-type front suspension with coil springs and Quadralock independent rear suspension were developed for front wheel drive Taurus Ghia. Combined with speed sensitive power rack and pinion steering, it delivers precise, predictable handling with fast and accurate steering response.



Taurus Ghia has its own high-tech solution to the Australian sun. Solar glass technology. Taurus Ghia's solar glass filters out virtually all UV light and greatly reduces infra red light. This keeps you cooler and helps protect the upholstery.



Diary note for the year 2003:*

"First engine tune-up due."

Ford developed a new engine for Taurus Ghia. The 3.0 litre double overhead cam Ford Duratec V6.

If you travel, on average, 20,000 km annually under normal driving conditions and with routine fluid and filter changes, the first engine tune-up on your Taurus Ghia should occur sometime during the year 2003.* That's because the higher corrosion resistance of the platinum used in the Duratec engine's spark plugs slows down plug wear. So you can expect to travel 150,000 km before a tune-up becomes necessary.

The Duratec V6 engine is an all-aluminium design, light and efficient, smooth and quiet. It's also impressively responsive. The aluminium cylinder block is reinforced with special ribbing to provide exceptional strength and reduce operating noise. Aided by the latest on-board engine management and diagnostic systems, the engine also achieves efficient fuel consumption.

*See your owner's manual for general scheduled service and maintenance information.



INTERIOR DESIGN

The driving dynamics of Taurus Ghia will certainly satisfy and reward the driving enthusiast. Along the way, you'll discover Taurus Ghia is well equipped to make sure the driving experience is enjoyed by driver and passengers alike.

Taurus Ghia delivers, of course, on the expected luxury items – like luxurious seat fabrics,

automatic climate control air conditioning, power front driver's seat, remote central locking, power windows and high fidelity audio equipment.

It also delivers numerous considerate features that delight in the way they address many practical "real world" issues – like the "lock disable" feature that uses the power door lock

system to prevent the driver's door from being locked if the key is still in the ignition.

The only thing to consider is whether you'd like the optional Luxury Pack which includes 6-stack CD player, leather seat trim, leather trimmed steering wheel, floor mats and a luggage compartment net to hold lightweight items securely.



An interior shaped to reward and satisfy.



The Integrated Control Panel is an example of intelligent ergonomic design. This central control unit accommodates all the entertainment and climate controls. All the buttons are of a consistent texture and are designed to provide intuitive fingertip control of the climate and entertainment functions.



The steering wheel is adjustable for height, enabling you to find the most comfortable driving position.



60/40 split fold rear seat provides versatile accommodation for awkwardly shaped items.



Cruise control makes long trips more relaxing. "Tap up or down" adjusts speed by small increments.



Luxury and convenience down to the finest detail – like a handy holder for that refreshing cup of coffee.



When the engine is switched off, a battery saver switches off the interior lights after 40 minutes should a door be left open.



The power windows may be operated for 45 seconds after the ignition has been switched off.



Front driver's seat has power operation for adjustments to fore and aft position, tilt and height.



For increased comfort and safety, Taurus Ghia's front outboard shoulder belts can be height-adjusted.



Optional Luxury Pack includes 6-stack CD player, leather trimmed seats and steering wheel, luggage compartment net and floor mats.

SAFETY & SECURITY

In Taurus Ghia, some of Ford's most innovative thinking has been applied to your safety and security. Much of this advanced technology, including ABS, is directed towards providing a substantial capability

to help you avoid an accident. Other features, like the airbags for driver and front seat passenger, are designed to provide protection in the event of one. Vehicle security is an important issue. It's one Ford's engineers have

addressed quite comprehensively.

The keyless remote entry system, which allows you to unlock your Taurus Ghia from up to 10m, also controls the engine immobilisation system and the vehicle's car alarm.

Engineered for peace of mind.



The remote keyless entry system conveniently allows you to unlock your car from up to 10m.



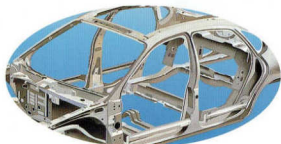
Airbags for the driver and front seat passenger are standard equipment.



Special "crumple zones" are designed to help absorb the impact of a collision.



Taurus Ghia seats are designed to prevent the tendency of occupants to slide down and under their seat belts in the event of a sudden stop.



Ford achieves a new level of safety by means of a "safety cage" structural design.



Doors are fitted with side intrusion beams for greater impact resistance.



Inertia reel seat belts for all occupants, including the centre rear seat passenger.



The anti-lock braking system (ABS) is designed to help you maintain steering control in emergency braking situations.



Taurus Ghia is equipped with the superior stopping capability of power-assisted four-wheel disc brakes with ABS.

SPECIFICATIONS.

Mechanical

3.0 litre DOHC multipoint EFI 24 valve V6 engine.
4-speed automatic transmission with overdrive and lock-up torque converter.
Speed sensitive power assisted rack and pinion steering.
4-wheel power-assisted disc brakes with Anti-lock Braking System (ABS).
MacPherson strut front suspension.
Quadralink independent rear suspension with coil springs.
Front and rear stabiliser bars.

Exterior

Impact absorbing bumper bars.
Galvanised panels to resist corrosion.
Solar tint side and rear glass.
Body coloured bumper bars.
Body coloured bodyside protection mouldings.
Body coloured rocker moulding with integrated front mudshield.
Dual exhaust outlets.
Body coloured door mirrors.
Driving lights.
Halogen headlights.
15" x 6" alloy wheels and 205 x 65 R15 steel belted radial ply tyres.

Interior

Premium 6-speaker stereo AM/FM radio/cassette player.
Central locking with remote control keyless entry.
Dual airbags.
Power antenna.
Cruise control.
Courtesy lights with time delay.
Lockable glove box with light.
Dual driver and passenger sunvisors with dimmable illuminated vanity mirrors.
Fold-out cup holder.
Map reading lights.
6-way power adjustable driver's seat.
Fully integrated sports console.
Front centre armrest.
Tachometer.
External temperature indicator.
Water temperature gauge.
'Headlights on' and 'key in ignition' warning chime.
Locking remote boot release and locking fuel flap.
Perimeter anti-theft system with panic alarm.
Engine immobilisation system.
Power side mirrors with demister.

As an option, Taurus Ghia is available with the Luxury Pack comprising 6-stack CD player, leather seat trim, power lumbar adjustment, four-way adjustable front head restraints, leather trimmed steering wheel, luggage net and premium front and rear floor mats.

FORD PRESTIGE SERVICE PLAN. EXCLUSIVELY YOURS.

One of the many rewards of owning a prestige vehicle like Taurus Ghia is entitlement to the Ford Prestige Service Plan, which provides assistance and peace of mind for 3 years. Among the many benefits offered in the event of mechanical breakdown are:

- 24 hr Emergency Roadside Assistance.

- Emergency towing and vehicle recovery service.
- One night's free emergency accommodation for up to 5 people.
- Free emergency rental car assistance in certain circumstances.
- General assistance with medical matters.
- Assistance with cancellation or

re-booking of any pre-arranged travel and accommodation.

- Urgent message relay anywhere in Australia.

If your Taurus Ghia has to spend more than 24 hours at the servicing dealership in order for any warranty repairs to be carried out, a free loan vehicle will be available for you to use until your car is ready.

Ford Taurus Ghia has a range of selected accessories that are designed to meet individual requirements and suit specific driving conditions. These acces-

sories are specially made from high quality materials. Being Ford Approved, you know they'll fit right, perform right and look right. If ordered and

fitted prior to delivery, these Ford Approved Accessories are fully backed by the Ford 24 month/50,000 km Express New Vehicle Warranty.



Headlamp Guards meet Australian Design Rules. Bonnet Protector helps to protect against stone damage.



Driving Light Protectors are designed to prevent stone damage. Photometrically tested and approved by Ford.



Acrylic Weatherstrip styled to help protect against wind and light rain. Available for both sides of vehicle.



Cargo Area Net Restraint is designed to hold lightweight items in place while travelling.



Towbar. If you need to tow, a Ford Approved Towbar is available. Ask your Authorised Ford Dealer for details.



Heavy duty, plush pile Carpet Mats help protect your Taurus Ghia carpet from wear and soiling. Anti-slip backing.

FORDCARE. OUR COMMITMENT TO YOUR SATISFACTION


FORDcare



Fordcare is a whole range of programs, products and services designed to make Ford owners the most satisfied motor vehicle owners in Australia.

The well-being of your Ford is supported by these warranties and services:

The Ford 24 month/50,000 km Express New Vehicle Warranty.*

 Covers your Taurus Ghia against defects in factory materials or workmanship for the first 24 months or 50,000 km - whichever occurs first.


When fitted at or prior to the time of vehicle purchase, Ford Approved Accessories are also covered by the Ford 24 month/

50,000 km Express New Vehicle Warranty.

Five Year Perforation Corrosion Warranty.*

Covers the original vehicle's body against perforation corrosion for the first five years of its life.

Lifelong Panel Warranty.*

 Covers replacement of outer body panels against perforation corrosion for the life of the vehicle.

Ford Customer Assistance Centre.

 We're always happy to hear from you and you will find us responsive to your needs. Customer Assistance Centre - Telephone 1800 333 306 (TOLL FREE), in Melbourne telephone 9359 7023.

Ford Leasing.



Ford Leasing and Red Carpet Options are available to approved applicants of Ford Credit Australia Limited. Enquire at your Authorised Ford Dealer.

Fleet Communication Centre.



Our Fleet Communication Centre is available to assist fleet customers with information on Ford products and services. Telephone 1800 673 207.

Further information on these warranties and services may be obtained from your Authorised Ford Dealer. *Conditions apply.



Have you driven a Ford...Lately?

This brochure is designed to provide you with a general introduction to the Ford Products (including available optional equipment) referred to, and should be read in conjunction with the latest specification sheet. Because of changes in conditions and circumstances Ford reserves the right, subject to all applicable laws, at any time, at its discretion, and without notice, to discontinue or change the features, designs, materials, colours and other specifications and the prices of their products, and to either permanently or temporarily withdraw any such products from the market without incurring any liability to any prospective purchaser or purchaser. The latest specification sheet should be referred to for information on the availability, ordering and use of optional equipment. Always consult an Authorised Ford Dealer for the latest information with respect to features, specifications, prices, optional equipment and availability before deciding to place an order. *FORD MOTOR COMPANY OF AUSTRALIA LIMITED. (A.C.N. 004 116 223) Registered Office: 1735 Sydney Road, Campbellfield, Victoria 3061, Australia. Printed January 1996. FCL 6100



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