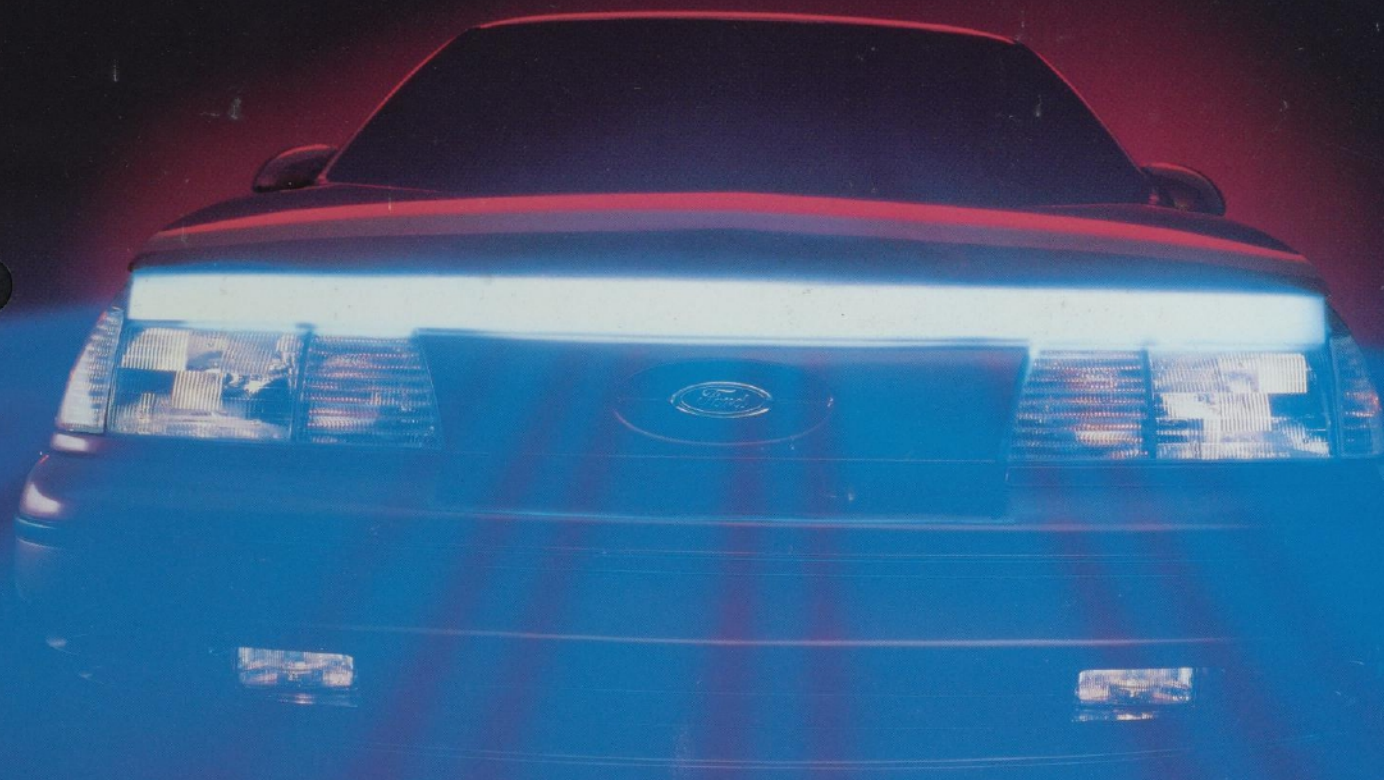


*The*

M I S S I O N

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TO DESIGN A TRULY WORLD-CLASS  
AMERICAN PERFORMANCE SEDAN.





# The CREATION

## THE SOUL OF SHO

The heart and soul of a true performance vehicle is the engine. It's the source of power and the origin of the car's personality.

Before Ford could create its vision of a world-class performance sedan, it needed to create an engine capable of reaching the soul of the true performance enthusiast... a powerful engine, tuned, balanced and precise.

For that, Ford teamed up with Yamaha, recognized as a world leader in the design and crafting of high-output, multi-valve engines. The result of this partnership is a sophisticated engine that provides an incredible blend of power and driveability.

And, it would power *only one car*... the 1989 Taurus SHO.

## THIS IS NO ORDINARY ENGINE...

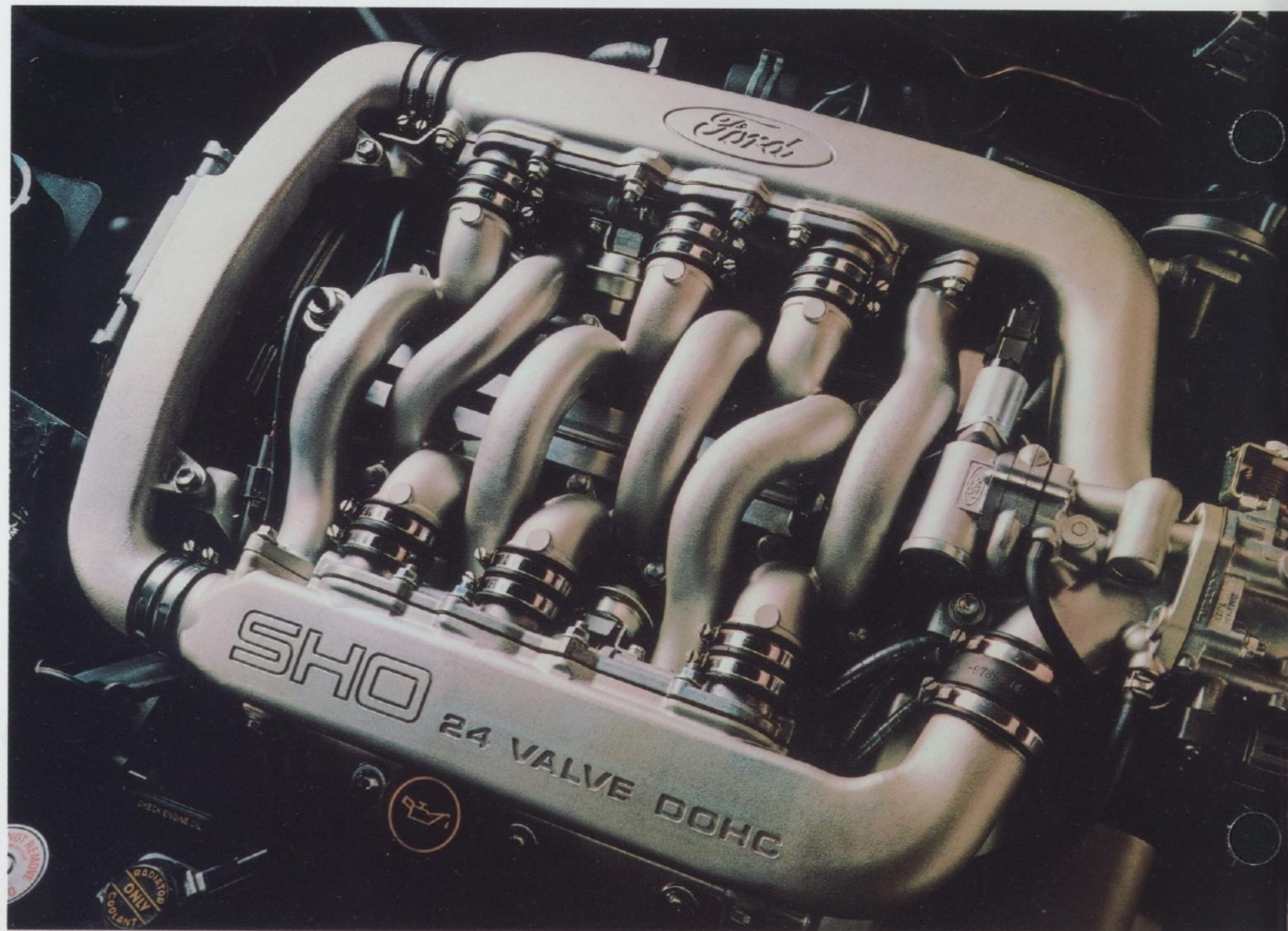
Taurus SHO features a new 3.0 liter V-6 powerplant that produces 220 horsepower, 200 foot pounds of torque and red lines at 7000 RPM.

Its advanced technology includes four valves per cylinder—two exhaust and two intake—to breathe life into the engine for high power output and efficiency,\* plus double overhead camshafts to improve valvetrain efficiency and maximize power at higher RPM levels.

The engine also utilizes sequential multi-port fuel injection and a leading-edge dual runner intake manifold to give it superb response from idle all the way to the red line. All engine operations are monitored by Ford's advanced EEC-IV computer.

When you put it all together, there can be only one outcome: **THIS ENGINE REPRESENTS A NEW BREED IN POWER AND PRECISION. IT'S WHAT SETS SHO APART FROM ANYTHING IN ITS CLASS.**

\*EPA ratings—18 mpg city/26 mpg highway.



# The APPRECIATION

## A NEW CALIBER OF CLASS AND COMFORT... WITH A REFINED LOOK AND FEEL.

When Ford engineers crafted the riding environment of the Taurus SHO, they had more to accomplish than simply designing a comfortable cockpit. Instead, they divided their design logic into two spheres: to satisfy the driver and the passengers.

From a driver's perspective, Taurus SHO offers a superb blend of comfort and function. Power lumbar and side bolsters firmly hold you in place, while providing a premium blend of lower back and lateral support. The steering wheel and gear shift are ergonomically positioned for easy access and control. And a full complement of analog instruments is positioned clearly in your field of vision.

*Road and Track's* impression: "One has to recalibrate one's brain when slipping behind the leather-wrapped, SHO-embossed wheel, gazing at the 8000 RPM tachometer and 140 MPH speedometer, settling into the fully articulated sport bucket seat, snicking the 5-speed floor shifter into 1st gear and swooshing to 7200 RPM in a blink or two of the eye."

Likewise, Taurus SHO can be appreciated by its passengers. With its four-door design, SHO seats up to five comfortably in the surroundings of rich cloth and fine leather. It is a combination of performance, ride and luxury only an elite sports sedan could offer.





# The S E N S A T I O N

## FOR THOSE WHO LIKE TO LOOSEN THEIR COLLARS ONCE IN A WHILE.

October 1988—*Automobile Magazine's* impression of SHO: "within our first few hundred yards at the wheel, the 1989 Taurus S H O had us thinking it is the best all-around automobile made in the United States."

To driving enthusiasts, cars are a passion...an expression of their personality.

It is this breed of driver who will fully appreciate Taurus S H O. One whose knowledge and skills merit a car of this caliber...one who desires the sensation of speed and a command of the road. It's a thoroughbred performance sedan capable of satisfying the world's most demanding drivers.

## AN IRRESISTIBLE BLEND OF CONTROL AND POWER.

Ford began by taking an excellent suspension, and enhancing it. S H O's new specifically tuned 4-wheel independent suspension includes heavier front and rear stabilizer bars for increased road bite. Combine this with four-wheel disc brakes, power rack-and-pinion steering, 15" cast aluminum wheels and Goodyear Eagle GT Plus-4 performance tires, and you'll find that S H O has the handling characteristics to take on virtually any road in the world.

What's more, S H O offers driving flexibility. It's always civilized, with plenty of low-end torque for smooth, everyday driving. Yet when called upon, S H O delivers stirring performance on demand.

# The I N T R O D U C T I O N

## THE 1989 TAURUS S H O.

Introducing the 1989 Taurus S H O—a Super High Output road machine whose engine and chassis perform as one. A car that runs so beautifully in virtually all driving situations that it belongs in the elite class of the world's best performance sedans.

When Taurus was first being developed, an ultra-high performance version was planned to take full advantage of its superb suspension and overall design.

From this time, a new image of American performance was born...

The subtle design cues of the new S H O let you know that this car is special, yet all Taurus. Its appearance is gracefully aggressive and a true mark of Ford's world design leadership.





# The

## V A L I D A T I O N

### AWARD-WINNING DESIGN COUPLED WITH ALL-OUT PERFORMANCE...TAURUS SHO SETS A BLISTERING PACE.

Numerous hours of intensive product development have gone into refining the true performance credentials of S H O. From the most respected automotive journalists to driving enthusiasts like yourself, virtually everyone who has driven this car can attest to its superb breeding and world-class craftsmanship. And when value for your purchase is considered, S H O may be in a class by itself.

Superlatives aside, there's only one way to truly appreciate an automobile of this caliber...and that's to drive it.

Taurus S H O... Ford's ultimate performance sedan.

