

MOVE

CHANGE

LEAD

DRIVE

2008





Taurus Limited in Dark Ink Blue Metallic with available equipment.

2008 TAURUS

Coming Summer 2007.

CHANGE New design more power more safety features huge interior available AWD advanced features cavernous trunk ultra quiet



Taurus Limited in Dark Ink Blue Metallic with available equipment.

2008 FORD TAURUS

www.fordvehicles.com



The 2008 Taurus charges off the line thanks to a new 260-hp* 3.5L Duratec 35 V6. This proven powerplant is mated to a smooth new 6-speed transmission to deliver a significant increase in power and torque, and a quiet, hushed response.

*Based on preliminary data.



Interior versatility has always been a hallmark of Taurus' design. With a fold-flat front-passenger seat and folding rear seats, the interior opens to a behemoth of a trunk. You can pass items up to 9-feet long into the vehicle. It's the largest trunk of any sedan sold in America.



Taurus Limited with Black interior, optional DVD Navigation and other available equipment.

When big opportunities knock, you open the door. When you open up the 2008 Taurus, you'll be greeted with the biggest, most versatile interior in the class.** And the most rear leg room in the segment. You'll be surrounded by the refinement of available soft leather trim with contrast stitching, wood-accented steering wheel and shift knob, chrome door pulls and beautiful touches of luxury throughout. The experience is enhanced by the exceptional view provided by Taurus' upright Command Seating.™ This high seating position offers SUV-like visibility, while making entry and exit from the vehicle nearly effortless. New for 2008, drivers and passengers will be delighted by the addition of Sync,† a unique option that makes cell phones and portable music players an integral part of the vehicle. You can manage phone calls, music and other devices via hands-free voice activation or steering wheel-mounted controls. Getting connected is easier than ever.

**Standard 5-passenger Large Car class. †Available Fall 2007.

More style, more power, more features — and the name that stands for ultimate large sedan: Taurus. Bold new styling, front and rear, includes a distinctive tri-bar chrome grille and chrome side vents, sparkling headlamps and gleaming wheels. The sound of dual exhaust pipes hints at the award-winning engine under the hood, and its solid stance reflects the confidence of available All-Wheel Drive and tons of safety features. Ultimately rewarding.



Taurus X SEL in Black with available equipment.

2008 TAURUS X CROSSOVER

Coming Summer 2007.

MOVE Crossover capability 7-passenger seating new 260-hp* V6 engine available All-Wheel Drive amazing versatility

*Preliminary data based on Ford testing.



Taurus X Eddie Bauer in Merlot Metallic with available equipment.



Pack it in and watch it disappear inside the cargo space back here. Taurus X offers convenient storage behind the fold-in-floor 3rd-row seat for weekend family getaways.



Standard Taurus X safety features help protect you and your family: our patented 3-row Safety Canopy™ System with its side-curtain airbags and rollover sensor, Personal Safety System® with dual-stage front airbags, and front-seat side airbags.

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



Taurus X SEL with Camel interior, optional DVD Navigation and other available equipment.

Taurus X has a newly designed interior for up to 7 people, providing comfort and serious luxury. You can be in touch and in command with the available Sync™ voice-activated, in-vehicle communications and entertainment system that integrates your Taurus X with your cell phone/digital music player. The available DVD Family Entertainment Center with an 8.5" screen entertains everyone in back. However, interior versatility is where Taurus X really shines. Choose the 2nd-row 60/40 split seat for 7-passenger seating. Stay with the standard 2nd-row buckets, and you can opt for the new Auto-Fold feature for push-button access to the 3rd row. No matter which configuration you choose, every passenger seat can be folded flat, so you can stow items up to 10-feet long inside. You can even add an available power liftgate to make loading even easier. All of which makes Taurus X an excellent solution for almost any challenge.

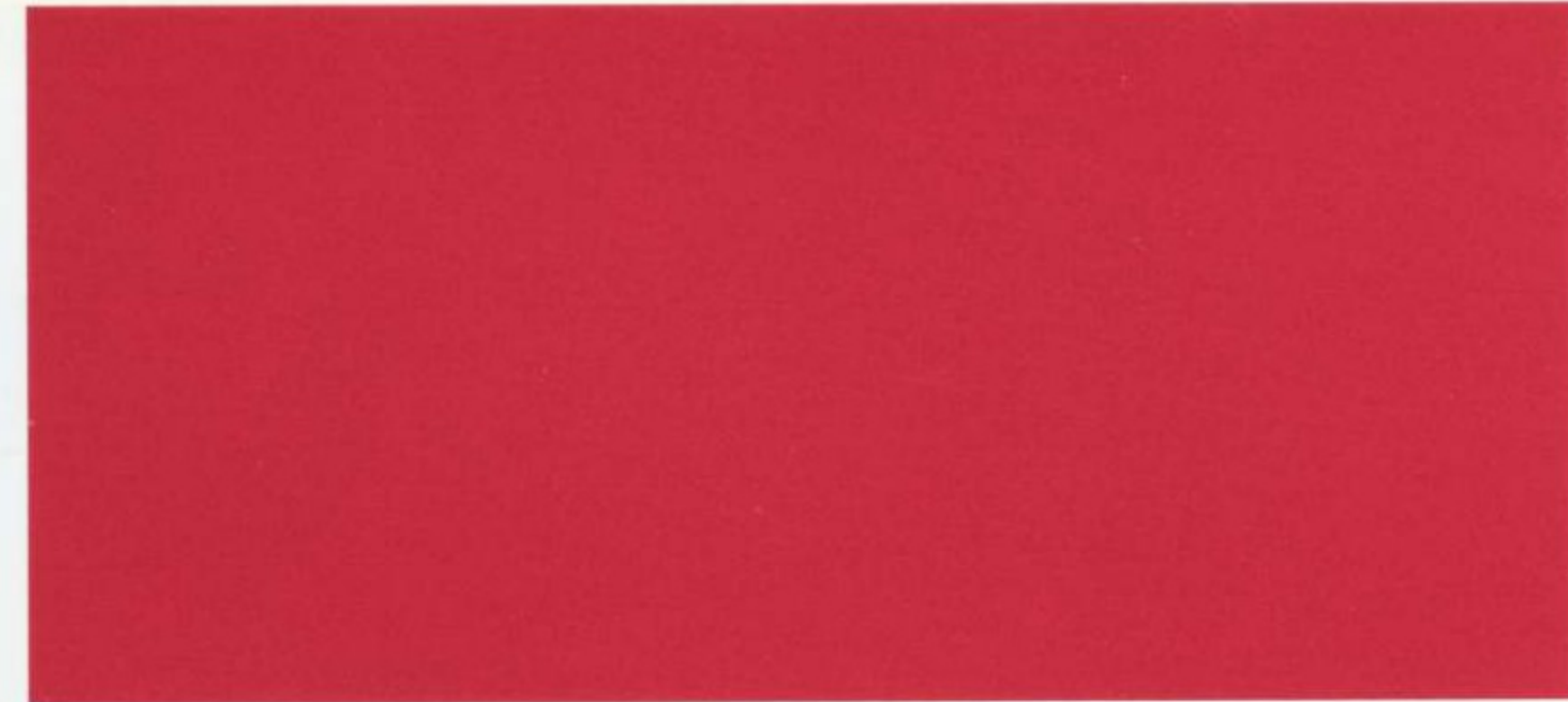
*Available Fall 2007.



Focus SEL Sedan in Silver Frost Metallic with optional Sport Package and other available equipment.

2008 FOCUS

Coming Fall 2007.



DRIVE All-new styling 2 body styles award-winning heritage superb space surprisingly affordable Euro-inspired suspension driving fun



Focus SEL Sedan in Silver Frost Metallic with optional Sport Package and other available equipment.

2008 FORD FOCUS

www.fordvehicles.com



Focus SEL Sedan with Charcoal interior and available equipment.

Check out this new interior. Impressive functionality and innovative design is the name of this game. An expansive instrument panel sweeps across the vehicle. Controls glow with the clarity of Ice Blue backlighting. A single-CD player with MP3 capability and an auxiliary audio input jack is standard on every model, along with speed-sensitive volume control. And the audio display is mounted on the top of the dash, at eye level, to help keep you focused on the road while you keep the beat in your seat. On top of all that, Focus is one of the first vehicles in the U.S. to feature Sync* – an available voice-activated, in-vehicle communications and entertainment system that fully integrates your cell phone and digital music player. You can even control your portables through available steering wheel-mounted controls. So slip inside the new Focus, get connected, and drive into the future.

*Available Fall 2007.



As if its sharp new shape, Ford signature grille and chrome side vents aren't enough, here's more: SEL models offer 2 packages to make Focus your very own. They dial up the style with extras like a spoiler, chrome accents and head-turning alloy wheels.



That unique glow is part of an optional ambient lighting package on SEL models. You can choose from 7 different colors to create the mood you want; the light emanates from the front and rear footwells, and within the cupholders.

New inside and out for 2008. The Ford Focus just got better. Smarter. More unique. Yet it still handles with incredible finesse, thanks to its tight Euro-inspired suspension. And just to add to its award-winning past and attention-getting appeal, Focus is proud to introduce a sleek new 2-door coupe in the 2008 lineup. With the same user-friendly nature as the 4-door sedan, it's sure to live up to Focus' fun-loving, road-hugging heritage.



F-450 DRW LARIAT Crew Cab 4x4 in Black with available equipment.



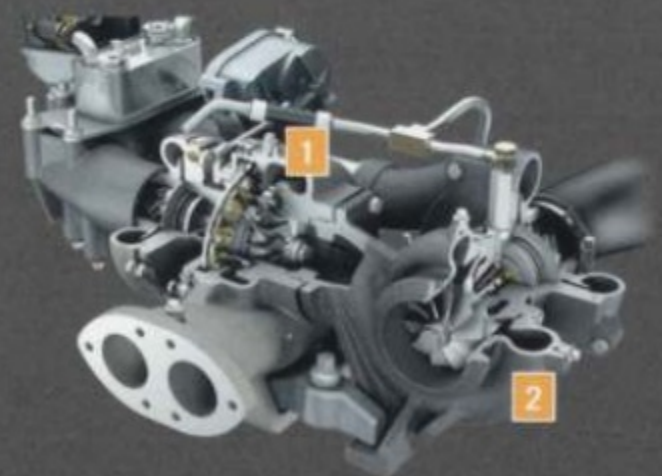
2008 F-SERIES SUPER DUTY®

LEAD More diesel power record-breaking towing: 24,500 lbs.* **bold new look** best-in-class payload: 6120 lbs.* **built like a freight train**

*Properly equipped.



As the most powerful Ford pickup diesel engine ever, the all-new available 6.4L Power Stroke® pumps serious iron. High-pressure common-rail fuel injection helps deliver 100% of its 650 lb.-ft. of torque at just 2000 rpm. It also optimizes fuel efficiency, cold-start capability, and helps to make this the quietest Ford truck diesel on the road. And you'll flatten mountain passes with its Dual Sequential Turbochargers. The Electronic Variable Response Turbo (EVRT®) 1 provides fast transient engine response. The larger low-pressure turbo 2 provides added airflow at peak power and torque.



Check out 3 useful innovations that you'll find on only one pickup: F-Series Super Duty.® First up, the Tailgate Step. This all-new class-exclusive option stows right in the tailgate. Just flip up the grab bar, flip down the step, and climb up into the box. Also shown in the pickup box above is the Stowable Bed Extender. Another class-exclusive, this optional 21"-tall barrier lets you haul with the tailgate down, or secure smaller loads with the tailgate up. Not shown are the king-size PowerScope™ trailer tow mirrors. Only available on Super Duty, these optional mirrors adjust, fold and telescope almost 3" on each side of the truck at the touch of a switch. No other heavy-duty pickup mirror packs so much functionality and convenience.

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FX4 Crew Cab with optional leather-trimmed captain's chairs, center floor console and other equipment.

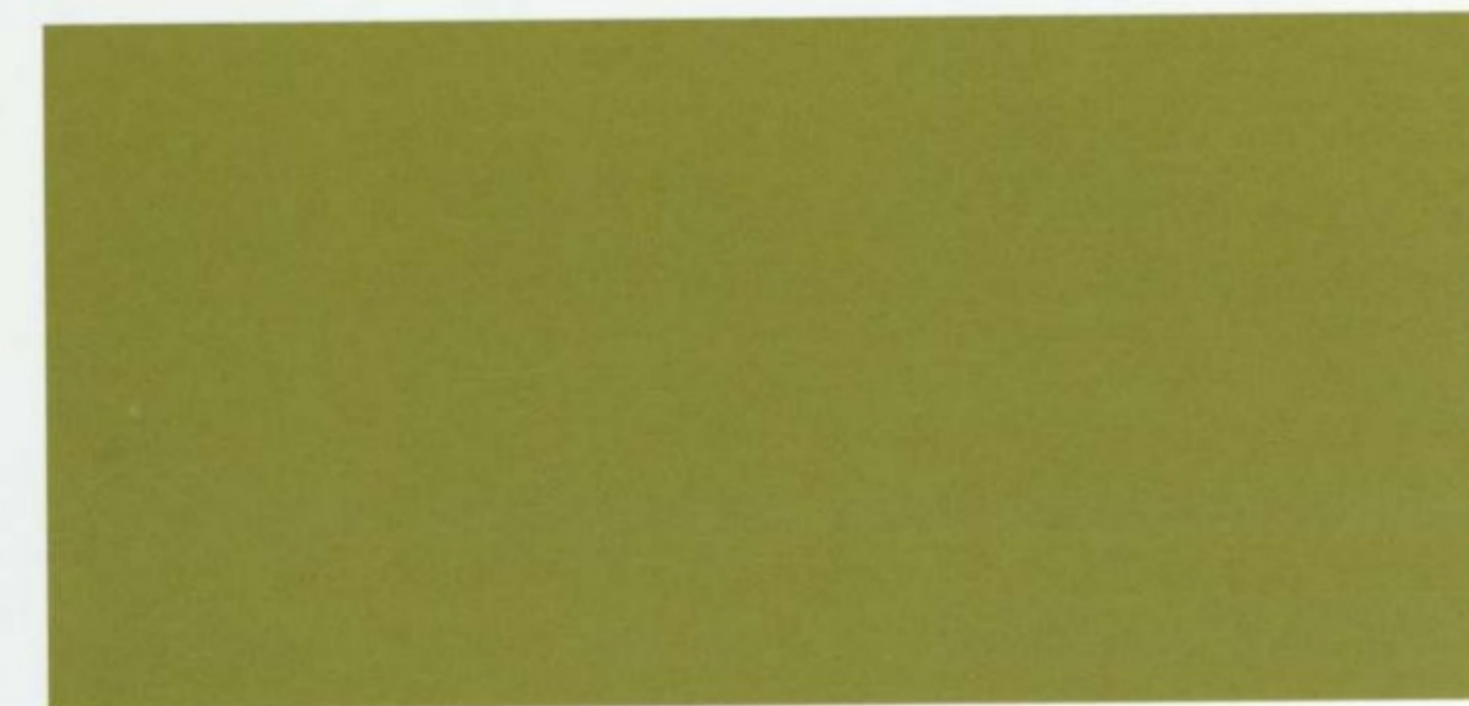
2008 FORD F-SERIES SUPER DUTY®

A new industrial-strength interior architecture sports gear rings around the air vents, and rugged panel stampings. Smart storage is everywhere, with a dash-top tray to keep stuff handy. The optional center floor console easily swallows a laptop. Quality and durability run deep, along with confident handling and a refined, quiet ride. America's most capable pickup* is one amazing truck.

*Best-in-class payload and towing, GVWR and GCWR when properly equipped. Class is Full-size Pickups over 8500 lbs. and up to 16,000 lbs. GVWR.



Escape Limited in Black Pearl Slate Metallic with available equipment.



2008 ESCAPE & ESCAPE HYBRID

EAGER 200-hp V6 available fun to drive bold new grille all-new interior room for 5 more standard safety features than ever



Escape Hybrid in Kiwi Green Metallic with available equipment.



Escape Limited with Camel interior and available equipment.

Bolder and more adventurous than ever, the new 2008 Ford Escape and Escape Hybrid feature tough new exterior styling and an all-new, more refined interior design. The eye-catching new chrome grille, sculpted hood and new headlamps clearly confirm Escape's status as a member of the proven Ford SUV family. Cool new Ice Blue lighting on the redesigned instrument panel combines with the all-new color and fabric choices to lend an air of distinction, while eco-friendly cloth-trimmed seating (standard on Escape Hybrid and XLT) is something we can all feel good about. The durable and attractive new fabric is made entirely from cloth scraps and material which would have ended up in a landfill otherwise. Another fact you'll really enjoy: This is the safest Escape ever. It's equipped with new standard safety features including all 6 airbags and our patented AdvanceTrac® with class-exclusive* RSC® (Roll Stability Control).** With room for 5 and lots of gear, the new Escape is the right fit for your friend-filled adventures.

*Small SUV class. **Standard on Escape XLS, XLT and Limited. †EPA-estimated 34 city/30 hwy mpg, front-wheel drive. Your actual mileage will vary based on driving habits.



The new Ford Escape and Escape Hybrid are naturally nimble. Both vehicles have outstanding approach, breakover and departure angles, so you can drive up and over some obstacles that others will have to drive around.



The 2008 Escape Hybrid is the most fuel-efficient SUV, delivering 34 mpg† in the city or up to 500 miles on a tank of gas. As a full hybrid, it allows you to drive at speeds up to 25 mph on electric power alone. And thanks to the Regenerative Braking System that recharges the 330-volt battery pack, you never need to plug it in.



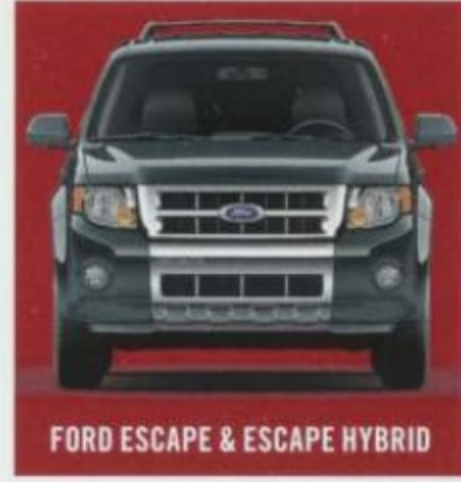
FORD FUSION



SHELBY GT500



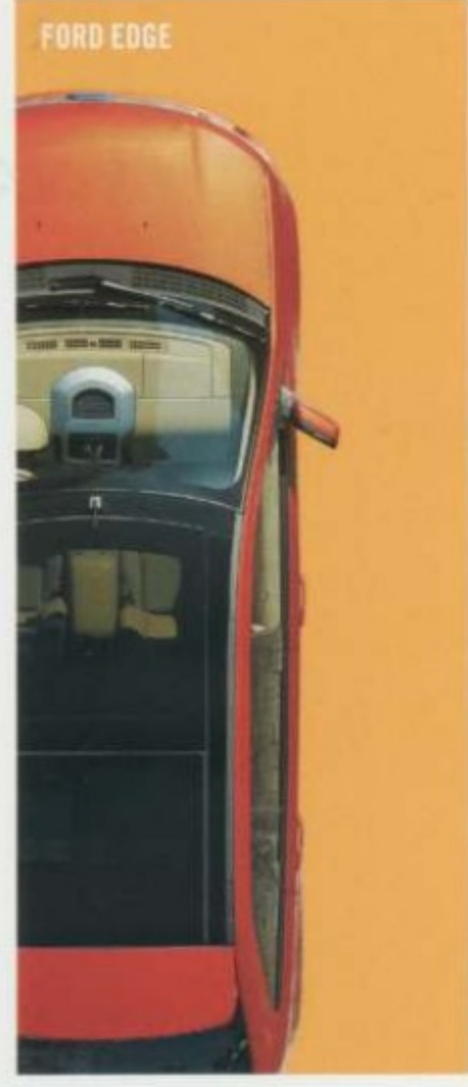
FORD F-SERIES
SUPER DUTY®



FORD ESCAPE & ESCAPE HYBRID



FORD F-450 SUPER DUTY



FORD EDGE

STYLE POWER CHOICE TOUGH  MORE

BOLD MOVES AHEAD

Comparisons based on 2007 competitive models, 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 the product, 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.

Please send me the product info I'm looking for. And if any great offers come up that Ford and the local dealer think would be of interest, send those along too.

First name: _____ Last name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Please provide your e-mail address to receive product information, offers and incentives by e-mail from Ford and the local dealer: _____

Telephone (including area code): _____

Please send me information on the following vehicle(s). You may choose up to 4.

- 2008 Super Duty® 2008 Focus Sport Trac Super Duty® 2007 Escape
- 2008 Taurus 2007 Focus F-150 Edge Expedition
- 2008 Taurus X Fusion Crown Victoria Mustang
- 2008 Escape Explorer 2007 Escape Hybrid Freestar
- 2008 Escape Hybrid Ranger

When do you plan to acquire your next vehicle?

- 0-30 days 1-3 months 4-6 months 7+ months No definite plans

We would like to provide you with the appropriate incentive information. How do you plan to obtain your next vehicle? Purchase Lease

Ready to make a bold move of your own? No matter what your interests and needs, Ford has a vehicle that will move you. Whether it's a car, truck, SUV or crossover. Just fill out this card, mail it in, and we'll be happy to tell you more.

When we say, "We'll get right on that," we mean it. That means now. For instance: the hugely luxurious Taurus sedan and Taurus X crossover. The fun-to-throw-it-around Focus. The Super Duty powerhouse. The adventurous Escape and super-efficient Escape Hybrid. All inside. New for 2008.

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2008 Ford Taurus



2008 Ford Taurus X



2008 Ford Focus



2008 Ford F-Series Super Duty®



2008 Escape & Escape Hybrid



BOLD MOVES