

ALL-NEW
2008

TAURUS X





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Taurus X Limited in Dark Ink Blue Metallic

1
Taurus X

RATED SAFEST¹

5 Stars in NHTSA crash categories
"Top Safety Pick" from IIHS

LIVELIEST

Best-in-class² standard horsepower
Ward's "10 Best Engines"³ 263-hp V6

HANDIEST

Best-in-class 3rd-row roominess
Class-exclusive 2nd-row auto-fold seats⁴
7-passenger versatility
Exclusive Ford SYNCTM available

**RATED
AMERICA'S
SAFEST¹
7-PASSENGER
CROSSOVER**

¹Based on both NHTSA 5-Star crash test ratings and IIHS "Top Safety Pick."
Star ratings are part of U.S. Dept. of Transportation's Safercar.gov program
(www.safercar.gov). ²7-passenger Crossover class. ³WardsAuto.com January 2007.
⁴Included in the optional Limited Ultimate Package.

America's ideal family crossover: the all-new **Ford Taurus X.**

Taurus X is an innovative, purpose-built crossover vehicle with 3 rows of flexibility, allowing for dozens of seating configurations to accommodate passengers, personal belongings or any combination of both. It goes about its business confidently: A bold chrome grille catches the eye, while an award-winning 263-hp V6 stirs the soul. The versatile Taurus X is spacious, smart and America's safest¹ crossover for active families on the go.



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Attractive.

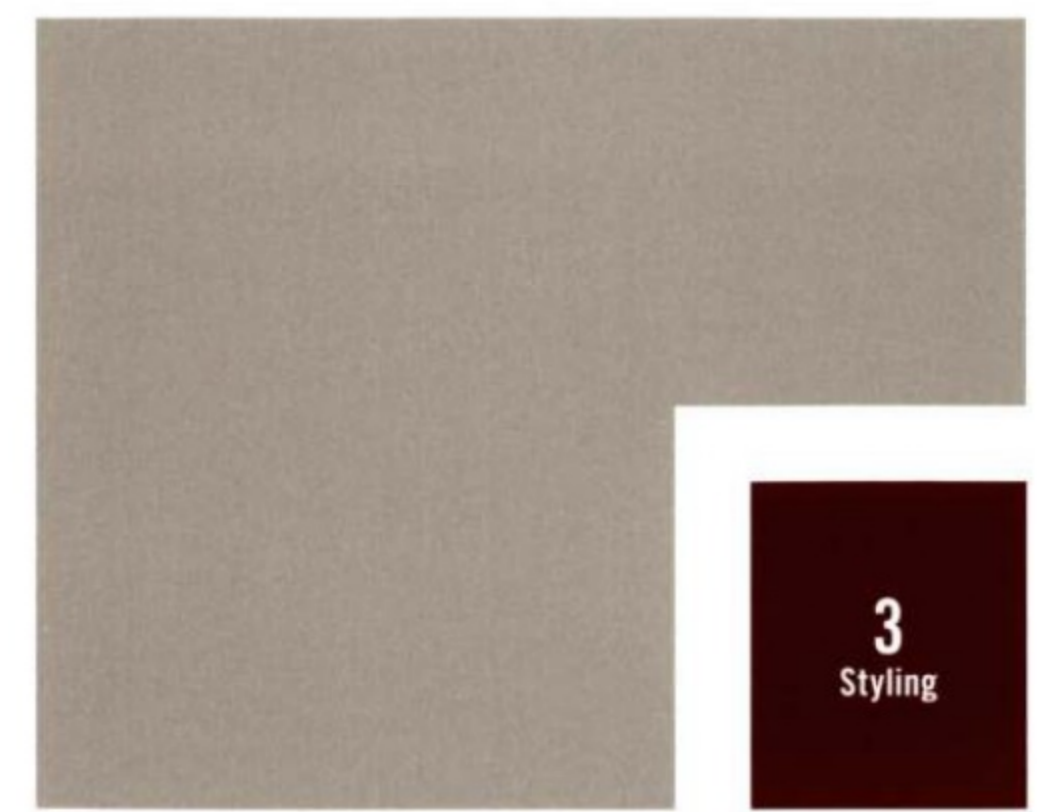
America's family crossover

The Taurus X Eddie Bauer edition doesn't go unnoticed. Pueblo Gold lower cladding is unique to this class-exclusive model that's also outfitted with 18" bright-aluminum wheels and two-tone, leather-trimmed bucket seats.



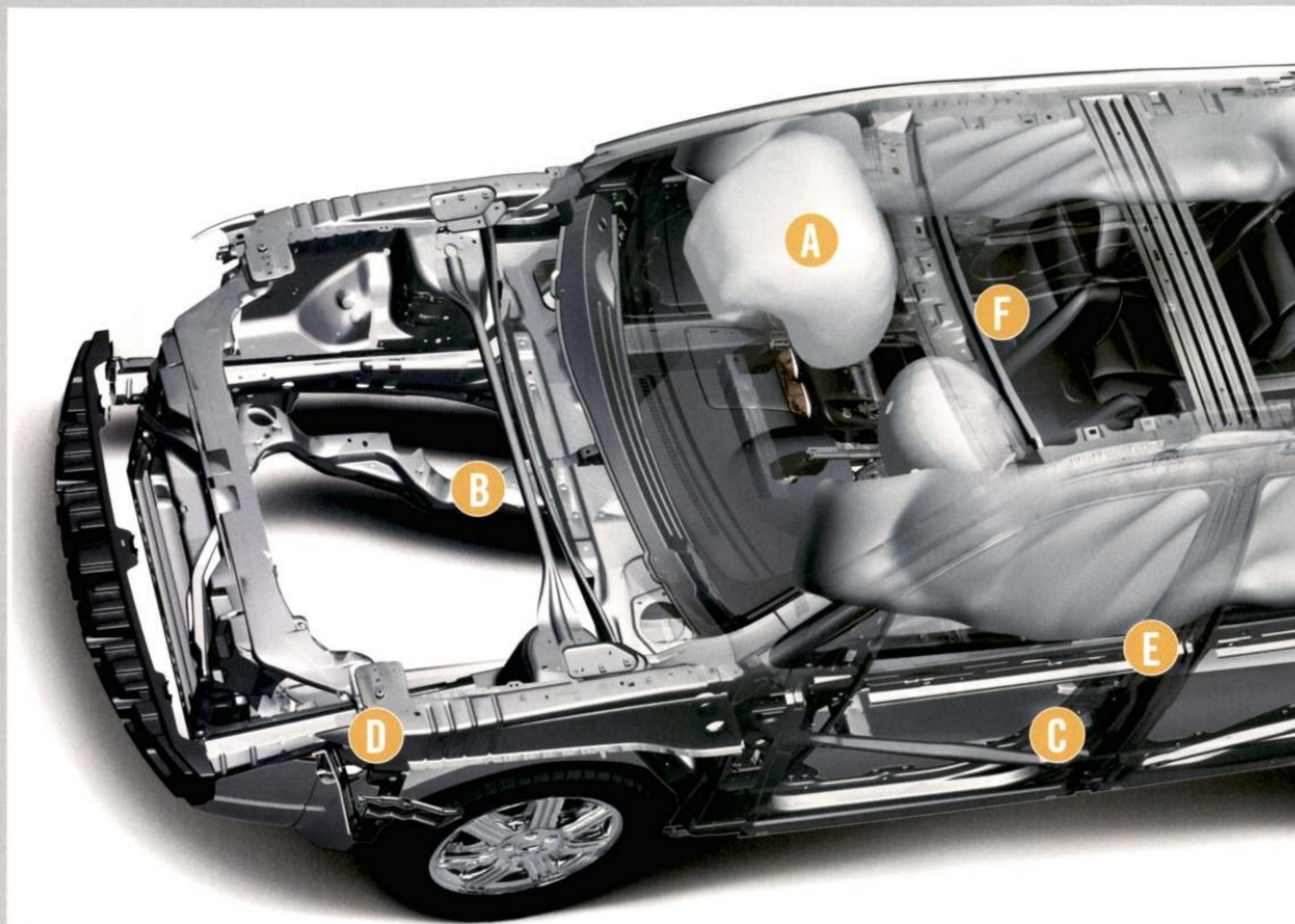
Taurus X Eddie Bauer in Merlot Metallic

The signature tri-bar chrome grille on every Taurus X is a focal point, boldly bridging the sculpted hood and shapely front fascia. Fog lamps are outlined in chrome, and wraparound halogen headlamps have a jewel-like look. Detailed taillamps bookend the horizontal design in back – including a chrome band along the rear fascia. Dual chrome exhaust tips and a pair of Sparkle Silver roof rails are standout. Taurus X reflects well on you and yours.



3
Styling





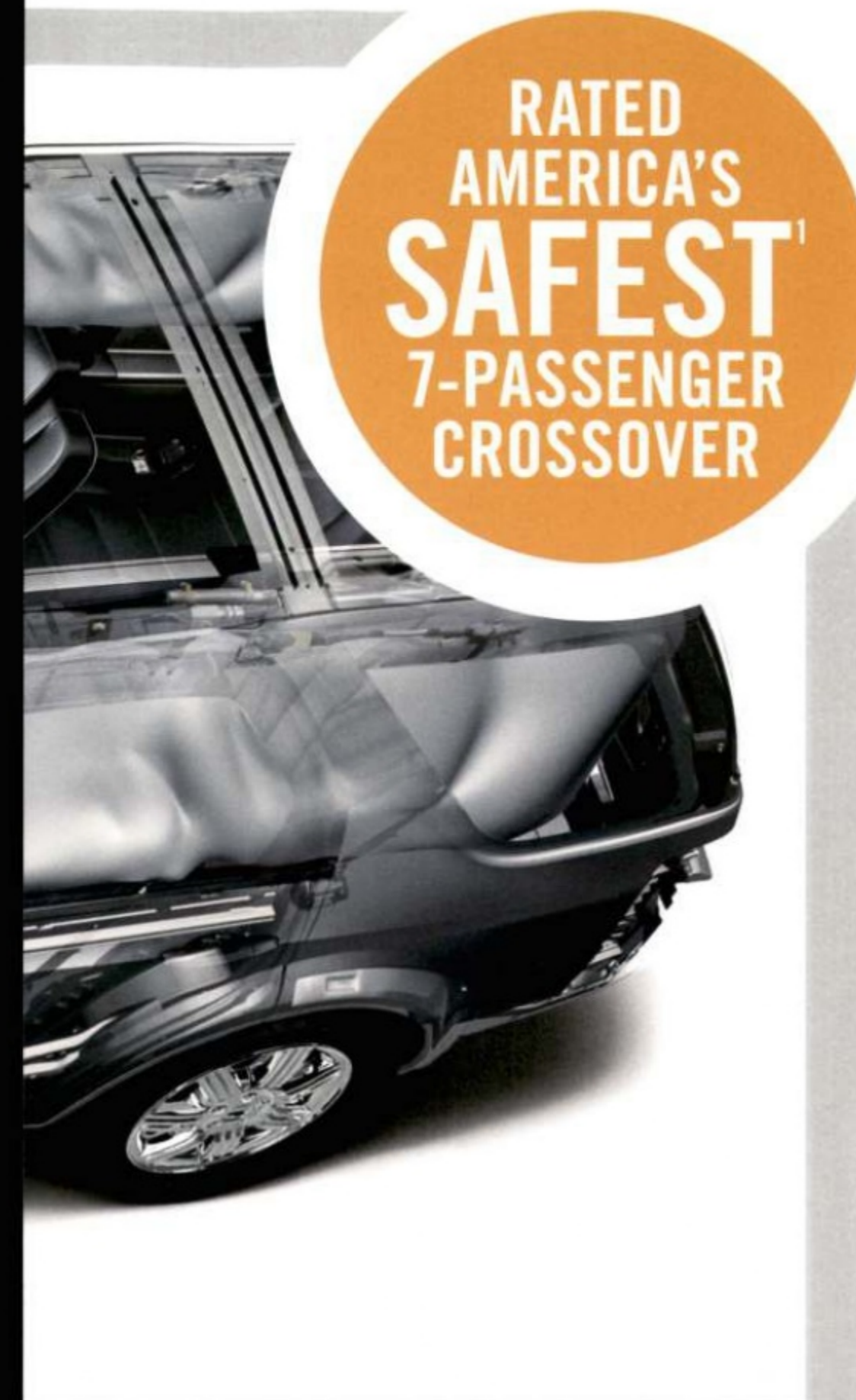
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- A** **6 STANDARD AIRBAGS** including: 2 dual-stage front airbags; 2 front-seat side airbags; and 2 side-curtain airbags, which run front to back and are part of the Safety Canopy® System that also features a rollover sensor.
- B** **ULTRA-RIGID CHASSIS** is not only the nucleus of the solid, 5-Star-rated structure, it was crash-modeled on a Cray® supercomputer to pinpoint energy-absorbing properties, minimize passenger compartment intrusion and maintain structural integrity. Cray is a registered trademark of Cray, Inc.
- C** **SPACE (Side Protection And Cabin Enhancement) ARCHITECTURE™** is a class exclusive comprised of advanced structural elements, now with pressure crash sensors in the doors for faster airbag deployment.

- D** **TRIPOD DESIGN** in the front structure channels crash forces upward and downward – away from passengers – into a high-strength steel “ring of protection.”
- E** **LASER-WELDED SIDE PILLARS** help redirect crash forces underneath the seats. To help manage energy in side collisions, laser-welded steel sheets of varying thicknesses are stamped right into the structure.
- F** **PERSONAL SAFETY SYSTEM®** (with Front-Passenger Sensing System) enhances collision protection for the driver and front passenger through a network of sensors controlling deployment of the dual-stage front airbags.

Safest.¹ America's family crossover

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



RATED
AMERICA'S
SAFEST¹
7-PASSENGER
CROSSOVER

ADDITIONAL SAFETY AND SECURITY FEATURES STANDARD ON EVERY TAURUS X: AdvanceTrac® Electronic Stability Control keeps you on course • 4-wheel disc Anti-lock Brake System (ABS) features Electronic Brakeforce Distribution for surer stopping • Anti-theft perimeter alarm helps deter vandalism • Class-exclusive keyless-entry keypad unlocks doors at a touch • Heated sideview mirrors clear quickly • Security approach lamps (in exterior mirrors) light up via the key fob, door handle or keypad • Auto-dimming rearview mirror automatically cuts glare • Tire Pressure Monitoring System signals alerts for underinflation • Traction Control is all-speed

5 Stars in the 4 crash categories:



Driver frontal crash rating



Passenger frontal crash rating



Front-seat side crash rating



Rear-seat side crash rating



Taurus X is equipped with LATCH (lower anchors and tether anchors for child-safety seats) in the 2nd and 3rd rows. When the top tether anchor and lower anchor combo is used, safety belts aren't necessary to install the car seat.

5
Safety &
Security

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 X = Family Insurance Plan.

¹Based on both NHTSA 5-Star crash test ratings and 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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Commanding.

America's family crossover

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



Taurus X Limited in Charcoal Black perforated-leather trim with Cyber Carbon appearance and optional equipment

CLASS-EXCLUSIVE
COMMAND SEATING™

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 assurance: Steering wheel-mounted audio buttons 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 voice-activated, DVD-based Navigation System as co-pilot.

Comfortable.

America's family crossover

Within its wealth of room, the Eddie Bauer edition surrounds you with the luxury of two-tone leather trim, contrasted stitching, an 8-way power driver seat and automatic climate control. Limited models include heated front seats; 2nd-row heated seats are available.



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Taurus X ranks with the best of them for interior quietness. It's due in good part to the hydraulic engine mounts, aerodynamic sideview mirrors, specially tuned suspension, whisper-like climate controls, and precise application of advanced, patented sound-deadening materials in the doors, headliner and pillars. The Articulation Index – measuring the clarity of conversation inside Taurus X – is exceptional. Family-friendly for sure.



Taurus X Eddie Bauer in two-tone Camel and Sand perforated-leather trim

9
Space & Quiet



BEST-IN-CLASS 3RD-ROW PASSENGER ROOM is designed to fit 6'2" adults. Reading lights, adjustable head restraints, cupholders, storage bins and a power point are a few more 3rd-row rewards. **2ND-ROW VENTILATION** is adjustable, and cupholders slide in/out.



IN-DASH STORAGE space (at left) conveniently pops open for essentials on all models. **CENTER CONSOLE TWO-TIERED STORAGE** (at right) on Eddie Bauer and Limited models: Open the armrest cover to access the upper tier; lift the cover and upper tier to get to the oversized lower bin.



A PLACE FOR EVERYTHING, EVERYTHING IN ITS PLACE

Handiest.

America's family crossover

Change it up plenty of ways: Whether it's passengers, cargo or a mix of both, Taurus X quickly adapts. Transport 7 people and all their carry-ons with ease. Make way for a smaller group, and there's a remarkable 47.0 cu. ft. of storage space to play with behind the 2nd row.

Now fold flat the front-passenger seat and 2nd-row seating, and then simply fold the 3rd-row bench flat into the floor. Just like that, you've got the big-time, weather-protected ability to haul objects a full 10' in length. On Taurus X Limited, the Reverse Sensing System lends an assist when you're slowly backing up that load, detecting objects up to 6' behind the vehicle. It's always looking out for you.



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11
Flexibility



CLASS-EXCLUSIVE ONE-TOUCH, AUTO-FOLD HEATED 2ND-ROW SEATS – along with the convenience of a ONE-TOUCH, POWER-UP/-DOWN REAR LIFTGATE – are included in the optional Limited Ultimate Package.



EASILY
CARRY ITEMS
UP TO
10' LONG

“...excellent package, seating environment and ergonomics...” VEHICLEVOICE.COM

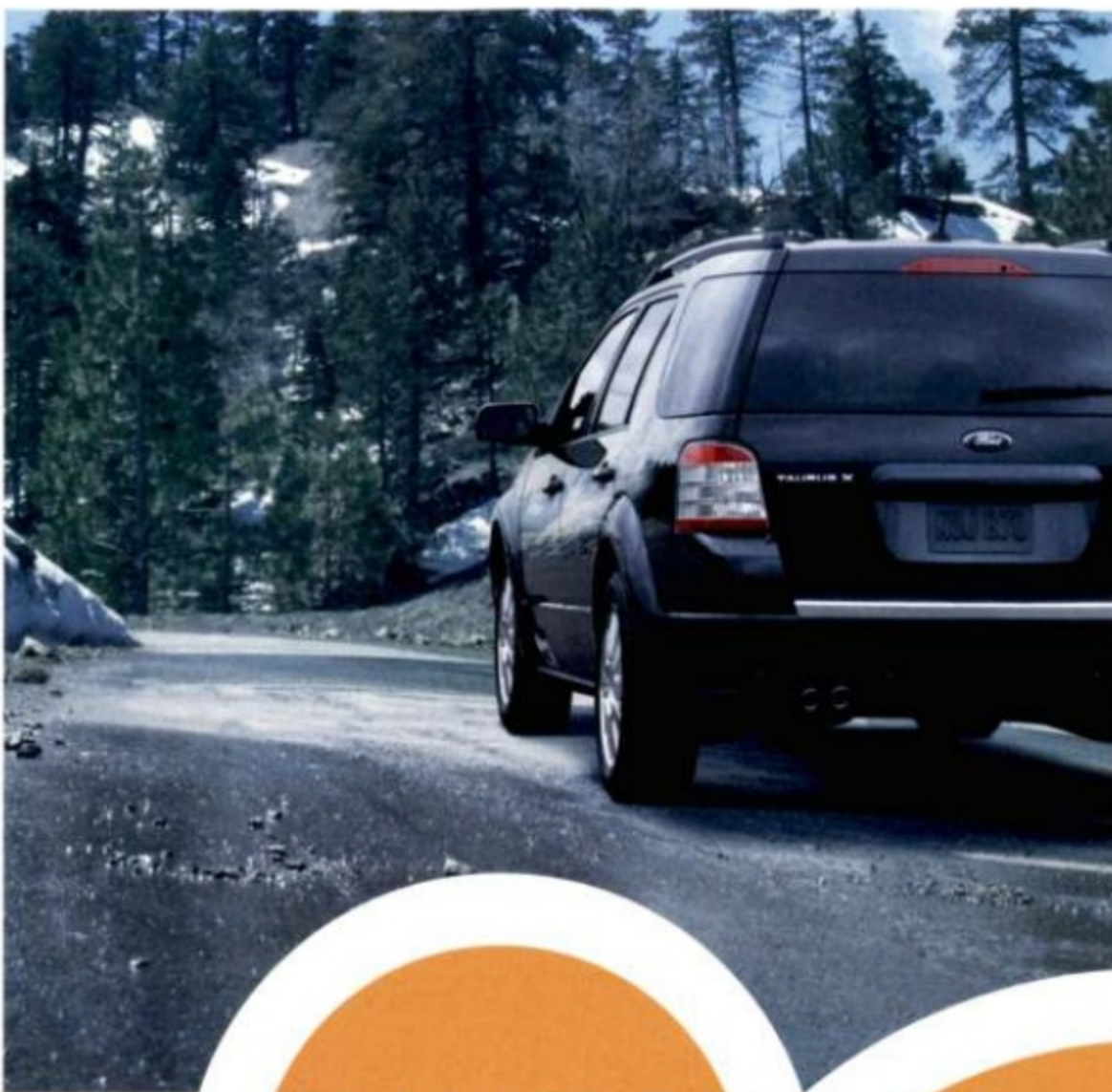
13
Accolades



**PLUS, IT HAS
2000 LBS.
TOWING
POWER¹**
¹Maximum rating when equipped with
aftermarket equipment.

fordvehicles.com

Taurus X Eddie Bauer in Black with Pueblo Gold Metallic cladding and optional equipment



ALL-WHEEL DEFENSE



ALL-WHEEL DRIVE (AWD) is optional on all models for enhanced safety, increased control and superior performance. AWD for Taurus X 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 is standard. When conditions warrant the need, AdvanceTrac will reduce engine torque and apply braking to help keep Taurus X tracking safely on the intended path. Studies show this feature can be a true lifesaver.

24 MPG
HIGHWAY

BEST-IN-CLASS
263 HP

AND CRISP THROTTLE RESPONSE TO MATCH:
"I'VE NEVER SEEN A TACH NEEDLE
JUMP FROM 1500 RPM TO 5000 RPM
QUITE LIKE THIS."

— SENIOR EDITOR TOM MURPHY
WARDSAUTO.COM



WARD'S
10
Best
Engines

AWARD WINNER in the 13th annual *Ward's* 10 Best Engines¹ competition: "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: 16 MPG CITY/ 24 HWY for front-wheel drive; 15 MPG CITY/22 HWY for All-Wheel Drive. Just as noteworthy is the astounding 420-MILE RANGE² you can achieve on a full tank of gas.

¹WardsAuto.com January 2007. ²19-gallon tank, 24 mpg hwy.

Confident.
America's family crossover

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 states³ so it's as eco-responsible as a hybrid vehicle.

³CA, MA, ME, NY and VT.



15
Performance

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Taurus X Limited in Dark Ink Blue Metallic with optional equipment

The die-cast, aluminum-block engine produces a best-in-class 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 perfectly paired with a new 6-speed automatic transmission. It delivers impressive cruising efficiency and precision shifts are ultra-smooth. V6 acceleration never felt so good.

SYNC

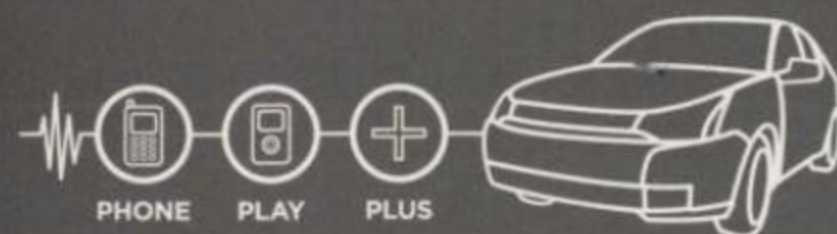
Powered by **Microsoft**



LINK YOUR BLUETOOTH-ENABLED MOBILE PHONE. When you enter Taurus X 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.



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 players for you.



EXCLUSIVE NEW FORD SYNC™

BLUETOOTH® VOICE-ACTIVATED, HANDS-FREE PHONE CALLING

MULTILINGUAL INTELLIGENCE – Communicate with SYNC in English, French or Spanish.

UNINTERRUPTED CONNECTIONS – In the middle of a call on the way to or from your vehicle? Keep on talking. Once paired with your Bluetooth-enabled phone, SYNC automatically transfers calls as you enter and exit.

RING-TONE SUPPORT¹ – Have specific ring tones assigned to your friends and family? SYNC can play them to help you identify incoming calls.

SUPPORT FOR UP TO 12 BLUETOOTH-ENABLED PHONES – The system can be paired with as many as 12 different phones at once, so your entire family can get in SYNC.

INSTANT VOICE RECOGNITION

AUTOMATIC PHONE BOOK TRANSFER¹

VOICE-ACTIVATED, HANDS-FREE DIGITAL MEDIA PLAYING

SUPPORT FOR POPULAR PLAYERS AND FORMATS – SYNC works with most popular digital media players, as well as USB drives.

SIMPLE VOICE COMMANDS – Access your music library by speaking commands like “Play All,” “Similar Music” or simply “Play Artist” plus the name of an artist.

USB DEVICE CHARGING – SYNC automatically charges most devices while your vehicle is running.

BLUETOOTH STREAMING AUDIO¹ – SYNC can play music files saved to your Bluetooth-enabled mobile phone as well.

PODCAST AND AUDIO BOOK SUPPORT

¹Requires a Bluetooth-enabled phone with this capability.

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 details

America's family crossover
Now in SYNC.

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

With Microsoft Auto software actually embedded in your Ford Taurus X, 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.”

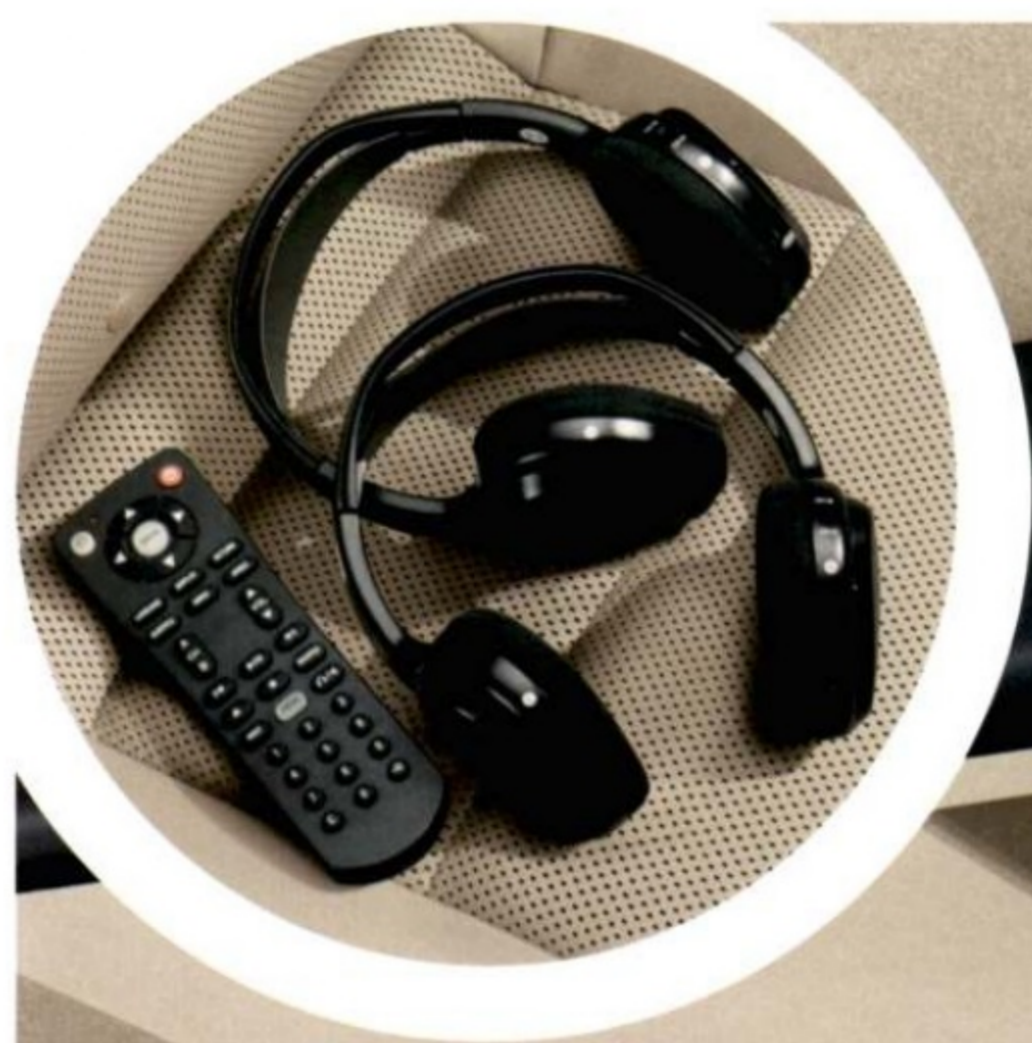
Driving while distracted can result in a loss of vehicle control. Only use mobile phones (even with voice commands) and other devices not essential to driving when it is safe to do so.

17
Ford SYNC

Engaging.

America's family crossover

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-play 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 X. It's good to have connections.



19
Sensory
Surround

PLAY UP THE PLEASURE



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.

SIRIUS SATELLITE RADIO¹ 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 option price.



SIRIUS
SATELLITE RADIO
THE BEST RADIO ON RADIO

¹Service not available in Alaska or Hawaii. See your Ford Dealer or contact SIRIUS at 1-888-539-7474 for more information.



AUDIOPHILE[®] SOUND SYSTEM is standard on Taurus X Limited for your listening pleasure – with 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 X Limited in Dark Ink Blue Metallic, Taurus X Eddie Bauer in Merlot Metallic and Taurus X SEL in Silver Birch Metallic

Value.

21
Taurus X



TAURUS X SEL *select standard content:*

Silver Eclipse cladding • Tri-bar chrome grille • Fog lamps • Body-color, power, heated sideview mirrors with security approach lamps • Remote keyless illuminated entry system with driver door-mounted keypad • 3-row Safety Canopy® System with side-curtain airbags • Front-seat side airbags • Traction Control • AdvanceTrac® Electronic Stability Control • 4-wheel disc Anti-lock Brake System (ABS) • Anti-theft perimeter alarm • Air conditioning • Auto-dimming rearview mirror • Leather-wrapped steering wheel and shift knob • Message center with compass • Steering wheel-mounted cruise and audio controls • AM/FM stereo/single-CD player with clock • Auxiliary audio input jack • Four 12-volt power points • Command Seating™ • 6-way power driver seat with manual lumbar adjustment • 17" 8-spoke bright-aluminum wheels with P215/65R17 tires



TAURUS X EDDIE BAUER *includes SEL content, plus:*

Pueblo Gold cladding • Automatic headlamps with on/off delay and wiper-activated headlamps feature • Dual-zone Electronic Automatic Temperature Control • AM/FM stereo/6-disc in-dash CD changer with MP3 capability • Ford SYNC™ voice-activated in-vehicle communications and entertainment system • Two-tier clamshell front center console • Perforated two-tone leather-trimmed seats (vinyl 3rd row) • 8-way power driver seat • 4-way power, fold-flat front-passenger seat with manual lumbar adjustment • 2nd-row comfort seat tracks with forward/back adjustment (6-passenger only) • 3rd-row 50/50 split fold-in-floor bench seat • Power-adjustable pedals • Outside temperature display • 18" 5-spoke bright-aluminum wheels with P225/60R18 tires



TAURUS X LIMITED *includes Eddie Bauer content, plus:*

Body-color cladding • Chrome-accented door handles • Chrome-accented, power, heated sideview mirrors with memory • Reverse Sensing System • Audiophile® Sound System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability and subwoofer • Heated driver and front-passenger seats • Memory settings for driver seat • 2nd-row center floor console (6-passenger only)

Specifications.

25
Taurus X

INTERIORS



Camel Cloth
Standard on SEL



Medium Light Stone Cloth
Standard on SEL



Camel Leather
with Sand Leather Insert
Standard on Eddie Bauer



Camel Leather
Standard on Limited;
Available on SEL



Medium Light Stone Leather
Standard on Limited;
Available on SEL



Charcoal 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

TWO-TONE WITH CAMEL BOLSTER AND SAND INSERT

EDDIE BAUER

- Oxford White
- Merlot Metallic
- Dark Ink Blue Metallic
- Alloy Metallic
- Black

CAMEL

MEDIUM LIGHT STONE

CHARCOAL 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

DIMENSIONS

EXTERIOR (in.)	FWD/AWD
Length	200.3
Wheelbase	112.9
Width (excluding mirrors)	74.9
Height	67.6

INTERIOR (in.)	
1st Row	
Head room	39.4
Shoulder room	58.5
Hip room	55.5
Leg room	40.8

2nd Row	
Head room	39.7
Shoulder room	58.0
Hip room	56.0
Leg room	40.4

3rd Row	
Head room	38.6
Shoulder room	50.8
Hip room	45.9
Leg room	33.4

Seating Capacity	6 or 7
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Cargo Volume (cu. ft.)	
Behind 1st row	85.5
Behind 2nd row	47.0
Behind 3rd row*	20.8

Fuel Tank Capacity (gal.)	19.0
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*Including seat well (5.0 cu. ft.)

2008 EPA-ESTIMATED FUEL ECONOMY

FWD	16 mpg city/24 hwy.
AWD	15 mpg city/22 hwy.

WHEELS

- A** 17" 8-Spoke Bright-Aluminum
Standard on SEL
- B** 18" 5-Spoke Bright-Aluminum
Standard on Eddie Bauer and Limited
- C** 18" 7-Spoke Chrome-Clad
Available on Eddie Bauer and Limited



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 X 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, 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.



Having a physical disability doesn't mean life can't be rewarding. In fact, for many thousands of Ford Motor Company customers, Ford Mobility Motoring has meant their lives can also be easier and more fulfilling. To request an information kit, learn about the Ford Mobility Motoring Process, and hear what customers say about the freedom and independence that adapted vehicles provide them, visit mobilitymotoringprogram.com.

The Right Ford for You

For a great value, look to Ford. The all-new Taurus and Taurus X are America's ideal family vehicles – loaded with the latest in 5-Star crash safety¹ and full-size necessities. The breakthrough Fusion is the essence of midsize quality, taking handling finesse to an available All-Wheel-Drive degree. The fun-loving Focus is new inside and out, running with compact efficiency² and eco-responsibility. Mustang is pure muscle, making it America's best-selling sports car *and* top-selling convertible.

Visit fordvehicles.com to find your perfect match.

¹Star ratings are part of U.S. Dept. of Transportation's Safercar.gov program (www.safercar.gov).
²EPA-estimated 24 mpg city/35 hwy. with I-4 manual.



All-New Taurus



Fusion



New Focus



Mustang



Litho in USA on recycled paper (20% post consumer)
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08-2TRXCAT