

T A U R U S

FORD TAURUS FOR 1988



T A U R U S

WORLD-CLASS SEDANS AND WAGONS



FORD TAURUS



Taurus LX Sedan in Silver Clearcoat Metallic and Taurus LX Wagon in Medium Grey Clearcoat Metallic.

Some equipment shown may be optional. See options list on page 27.

Best-built American cars seven years running. For the past seven consecutive years, Ford quality has led all other American car companies. That's based on an average of owner-reported problems in a series of surveys of '81-'87 models designed and built in North America.

The "best-in-class" philosophy that created Ford Taurus is a concept of world-class quality that encompasses virtually every aspect of automotive design and performance. This philosophy is customer-driven, focusing closely on everything that affects the quality of your experience in a Ford Taurus.

Taurus was designed from the start to compete with the best European and Japanese cars in its class. To make Taurus a world-class car, we examined the world's finest automobiles and identified 400 of

their best features. We then evaluated every one of them with the intent of equalling or surpassing as many as we possibly could. Our approach to quality went well beyond traditional measurements, such as fit and finish, to include everything from the ride of the suspension system right down to the feel of a single switch on the instrument panel.

From Taurus' "best-in-class" philosophy has emerged one of the finest cars in America, a customer-driven product of world-class stature widely recognized for its excellence in automotive design.

Our goal is to be among the best in the business of building cars that are world-class in form and function, designed and engineered with a commitment to quality that is second to none. The Taurus sedans and wagons presented in this catalog are putting us well on the road toward the realization of this goal.



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THE ERGONOMICS OF A WORLD-CLASS INTERIOR

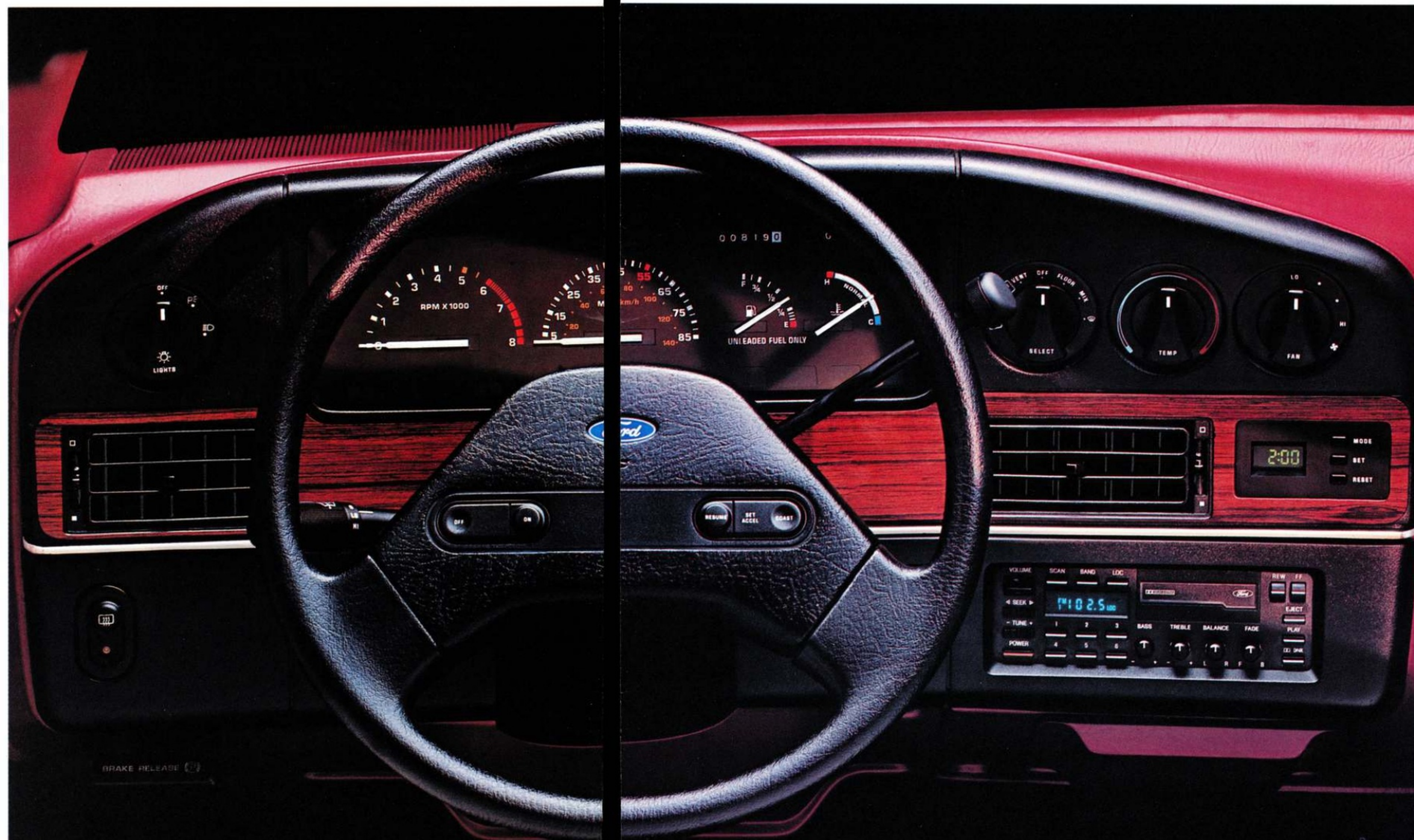
How easily and naturally you should interact with your car — the singular focal point of the science of ergonomics — was at the forefront of our thinking when we conceived the Ford Taurus environment. Because the feeling of being comfortably in command of driving functions is important to the quality of your driving experience.

In an ergonomically outstanding car like Taurus, behind the design of every detail you sense by sight or touch is a careful understanding of how you function, both mentally and physically, as the driver. Operating the car is made as convenient as possible so that you can drive comfortably and concentrate your attention on controlling the car.

Placement of operating controls is determined to a great extent by length of reach and frequency of use. The most important controls are located within close reach, some right at your fingertips, so that you remain in a comfortable driver-command position.

Controls also are designed for ease of use considering the size and shape of your hands, and are easily identified by touch so that you can keep your eyes primarily on the road. Visual components are located and colored to make them easy to read at a glance. Nearly all of the instrument panel controls are illuminated for enhanced visibility when you're driving at night. The seating, too, is ergonomically designed — to minimize fatigue, especially over long distances, and provide firm lateral support.

These and many other features contribute to the quality of your driving experience in a world-class car. And they are yours to experience in a Taurus sedan or wagon from Ford.



Tactile controls such as those for power windows are designed with a "bump" at one end ("on") and a "dimple" at the other end ("off").



Switches for climate controls and headlamps have a rotary-type design for easy identification, smooth and convenient operation, even with gloves.



Power seat controls have a joy stick/rocker switch combination allowing a preferred single finger movement.



At your fingertips are controls for turn signals, wipers/washer, high beams, and flash-to-pass feature.

Taurus LX instrument panel in Scarlet Red.

Some equipment shown may be optional. See options list on page 27.



The Taurus passenger compartment has an impressive 99.5-cu.-ft. volume index.

Above: Taurus LX interior in Scarlet Red. Some equipment shown may be optional. See options list on page 27.

Taurus is a mid-size car with generous room for six passengers; five passengers with front bucket seats. Taurus wagons can seat up to eight passengers with the optional rear facing third seat.

Rear passengers have their own heat ducts. Plus ample spacing between the front seat tracks and a slanted floor for extra foot room.

Taurus GL, LX and MT-5 sedans provide a standard rear seat fold-down center armrest plus integral rear seat headrests.

Taurus' front-wheel drive eliminates the under-floor driveshaft for added legroom front and rear.



Trilaminated cloth seat upholstery is bonded to a layer of foam backed by a third layer of lining. This design helps prevent wrinkling.

Taurus' seats underwent three years and more than 110,000 miles of development to make them exceptionally comfortable, especially on long trips.

The front seats have a 6-spring system under the foam pads for lower back support; high-density foam pads distribute contact pressure evenly with no hard or soft spots which can cause discomfort.

Front seat back recliners adjust in increments of 3/4 degrees for a wide selection of angles to suit your seating position. Front headrests in LX, GL and MT-5 adjust four ways: up and down, forward and back.

An 11-inch wide release bar provides easy fore and aft adjustment of the front seat with either hand from inside or outside the vehicle.

THE UNMISTAKABLE SHAPE OF DESIGN LEADERSHIP

While driving even at a moderate speed, if you were to put your hand out your window with palm facing forward, you'd feel considerable air pressure. You would feel far less pressure, however, with palm placed downward and fingertips facing forward. You would be turning a poor aerodynamic shape into an efficient one.

This is what Ford designers do: They use advanced air flow management techniques to help reduce the effects of air drag and to put the air flow purposefully to work. From their efforts come products like Ford Taurus possessing outstanding visual appeal and superb functional integrity.

Designed with a low coefficient of drag (Cd), Taurus moves easily through the air. The most dramatic results are higher fuel economy (because less horsepower is required) and reduced wind noise. The Taurus sedan has a low .33 Cd and requires only 6.1 horsepower to overcome wind resistance at 50 miles-per-hour. Figures for the Taurus wagon are .35 Cd and 6.7 horsepower. Another way of stating the facts: Taurus, either sedan or wagon, is the most aerodynamic car in its class.*

Air flow management is concerned, however, with more than just fuel efficiency and interior quietness. Air should do more than just get out of the way. Taurus' shape is also designed to redirect the flow of air to increase downforce on the vehicle body, resulting in greater handling control.

In its development, Taurus underwent 1,200 hours of wind tunnel testing that resulted in 2,800 design configuration changes — the most ever for a Ford production vehicle. The clean, aerodynamic shape of Ford Taurus is the achievement of our customer-driven approach to automotive design.

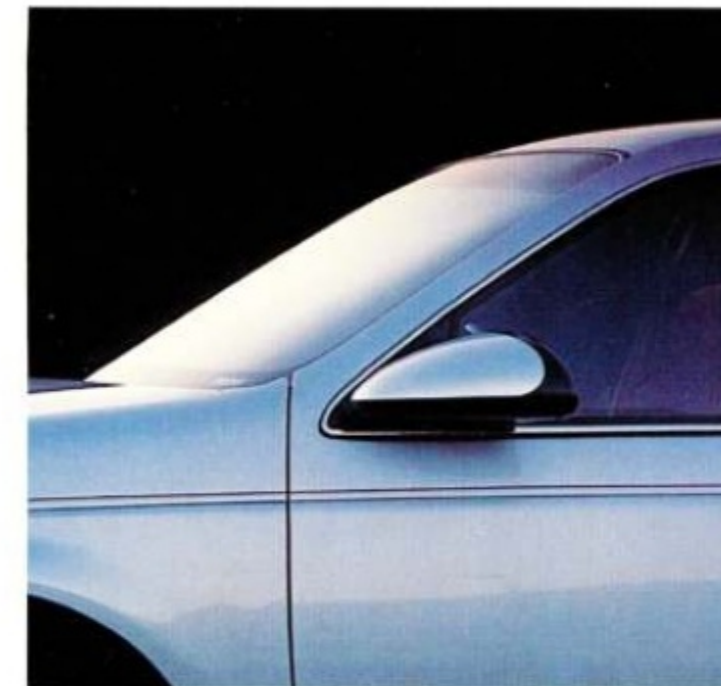
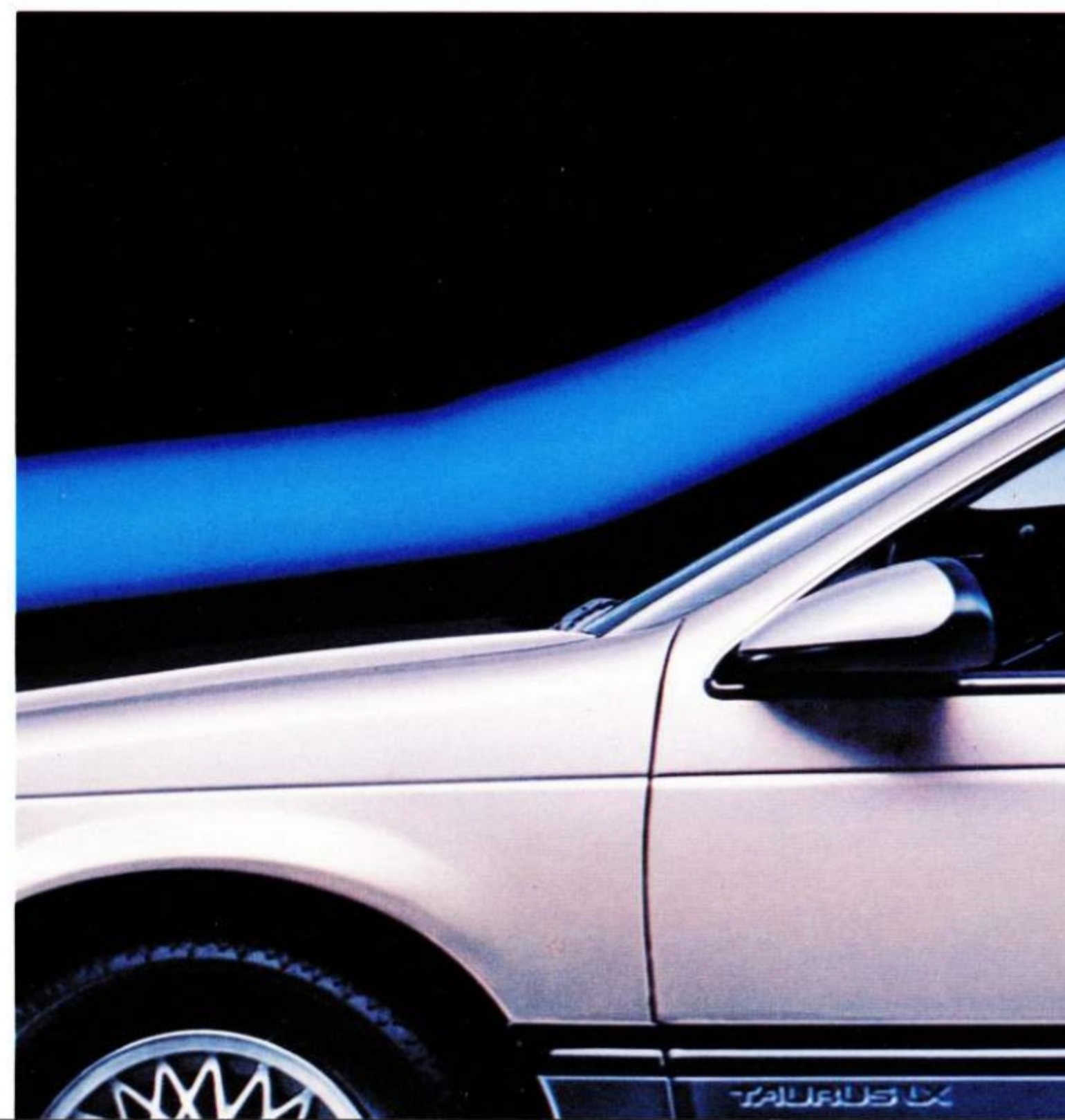
*Excluding other Ford Motor Company products.



Air required for engine cooling causes drag. To reduce this effect, Taurus' high-efficiency grille has one upper oval-shaped opening but admits most of the cooling air through molded-in openings beneath the bumper. This design helps keep the flow of air uninterrupted over and under the front end.



Taurus' hood is low and smooth. The fenders curve into the hood line, reducing the car's frontal area. The impact-resistant aero headlamp lenses blend smoothly into the curve of the front end.



The windshield is sloped at a 61-degree angle and is flush-mounted for less resistance to wind and reduced interior wind noise. The rear window is also flush-mounted to help reduce drag-increasing turbulence at the rear of the car.



Taurus' "shingled" doors merge into the roof and conceal the drip moldings, a potential source of wind drag. Side door glass is flush-mounted, without the gap normally found between the glass and the window frame.



Taurus' electric remote-control rearview mirrors have an aero design that minimizes the effect of air drag on the sides of the car.



The resilient and scuff-resistant 5-mph polycarbonate bumpers are shaped to help manage the flow of air around and under the car. The molding under the front bumper is designed to function as a spoiler.



PRECISION AND BALANCE ENGINEERED TO A FINE ART

Precision. Balance. These words, perhaps better than any others, describe the engineering quality of a great road car. They form a concept of world-class engineering to which we aspired when Taurus took shape on the drawing boards and computer screens.

An important goal in the development of Taurus was to achieve ride and handling qualities comparable to those of fine European luxury automobiles.

The suspension system, much like the seat you sit in, should not be overly soft or too firm. Rather, it should be comfortable and supportive, a fine balance of ride quality and handling capability. With this understanding, our engineers chose for Taurus a sophisticated 4-wheel independent suspension and designed it with the aid of computers to help keep you comfortably and confidently in touch with the road. The ride is smooth, yet firm. The handling response is sure-footed, road-hugging.

The power rack-and-pinion steering system is engineered with a similar objective: to perform smoothly and responsively. The power assist develops after a slight turn of the wheel, providing ease of operation and a precise sense of center.

Performance under Taurus' aerodynamic hood is engineered to balance the conflicting demands for power and fuel efficiency. Taurus engines feature electronic fuel injection (EFI) – multiple-port design in V-6 engines – that optimizes power and provides precise fuel distribution. The EFI system is linked to Ford's EEC-IV engine control computer that processes thousands of sensor-fed bits of information per second related to engine functions, then balances the fuel-air mixture and ignition timing to deliver optimum power, response and efficiency. In Taurus, advanced engineering delivers sophisticated performance.

(1) Taurus engines are equipped with electronic fuel injection and EEC-IV engine control computer.

(2) Front-wheel drive places the weight of the engine and transaxle over the driving wheels for excellent traction.

(3) The independent rear suspension system in the Taurus sedan model is the true MacPherson design with nitrogen gas-pressurized struts.

(4) The P-metric tires feature all-season tread design for added traction in all weather conditions.

(5) The power rack-and-pinion steering system features a 15.25:1 steering gear ratio for quick responsiveness.

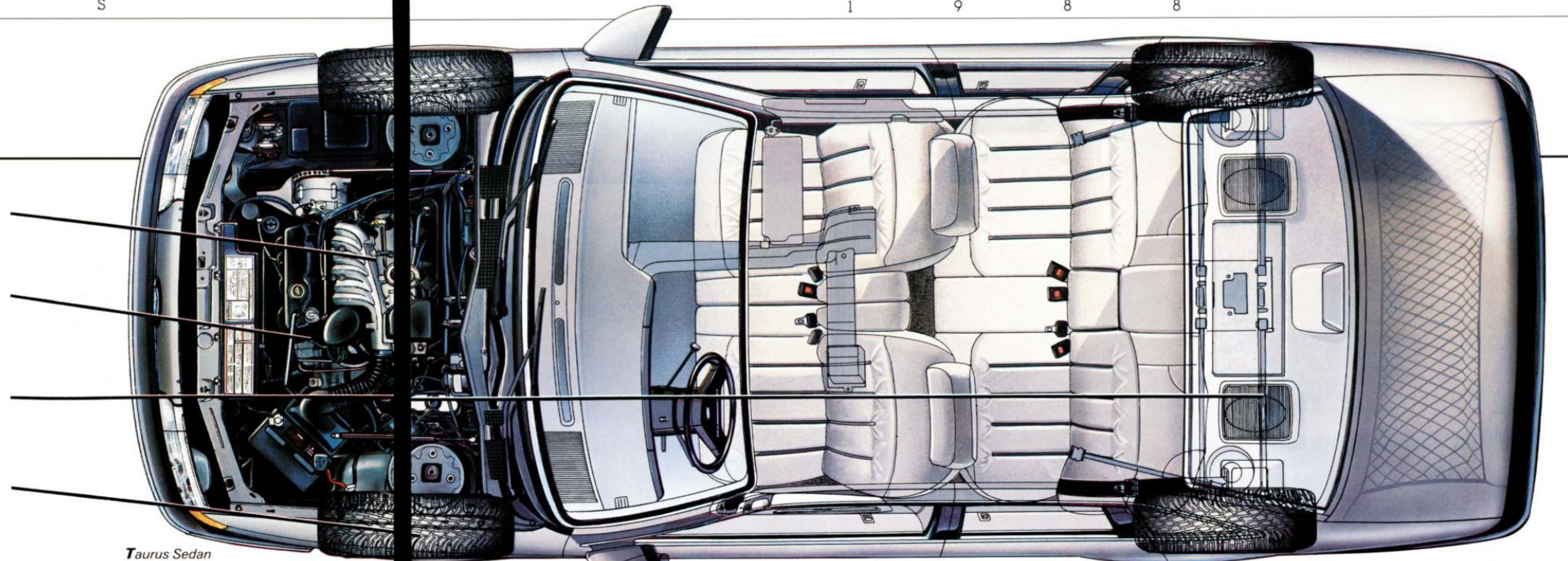
(6) The front suspension system in sedan and wagon models is the true MacPherson strut design with gas-pressurized struts and stabilizer bar.

(7) Front end alignment (caster/camber) is preset at the factory and needs no periodic adjustment.

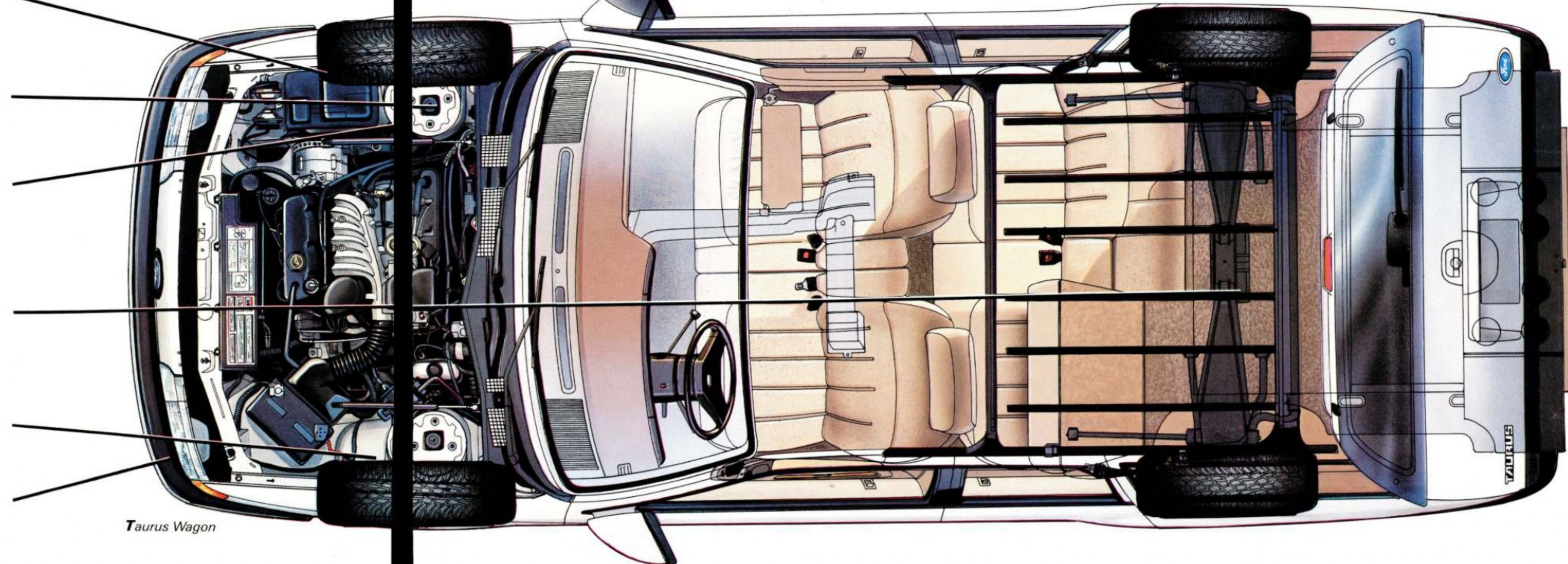
(8) The independent rear suspension with gas-pressurized shocks and stabilizer bar in Taurus wagon models incorporates a "short/long arm" (SLA) setup designed to provide sedan-like ride quality and also maximize usable cargo space.

(9) Taurus is equipped with standard power front disc and rear drum brakes.

(10) 5-mile-per-hour front and rear polycarbonate bumpers exceed the 2 1/2-mile-per-hour federal standard.



Taurus Sedan



Taurus Wagon

FORD TAURUS LX: WHAT YOU'D EXPECT IN A LUXURY ROAD CAR

The LX series is top-of-the-line Taurus, handsomely appointed and equipped with an impressive list of comfort and convenience features.

The LX sedan model is powered by a 3.0 liter multiple-port fuel-injected V-6 engine with Automatic Overdrive transaxle (standard in all Taurus wagon series). And available in Taurus LX for 1988 is an optional 3.8 liter EFI V-6.

LX has a number of exclusive features that set it apart from other Taurus series. Note the special lower bodyside cladding above the rocker panels. More than just for appearance, it helps provide protection against stone pecking. And it's flared out at the bottom to help reduce wind turbulence at the rear of the front tires, along the lower bodyside and past the rear tires.

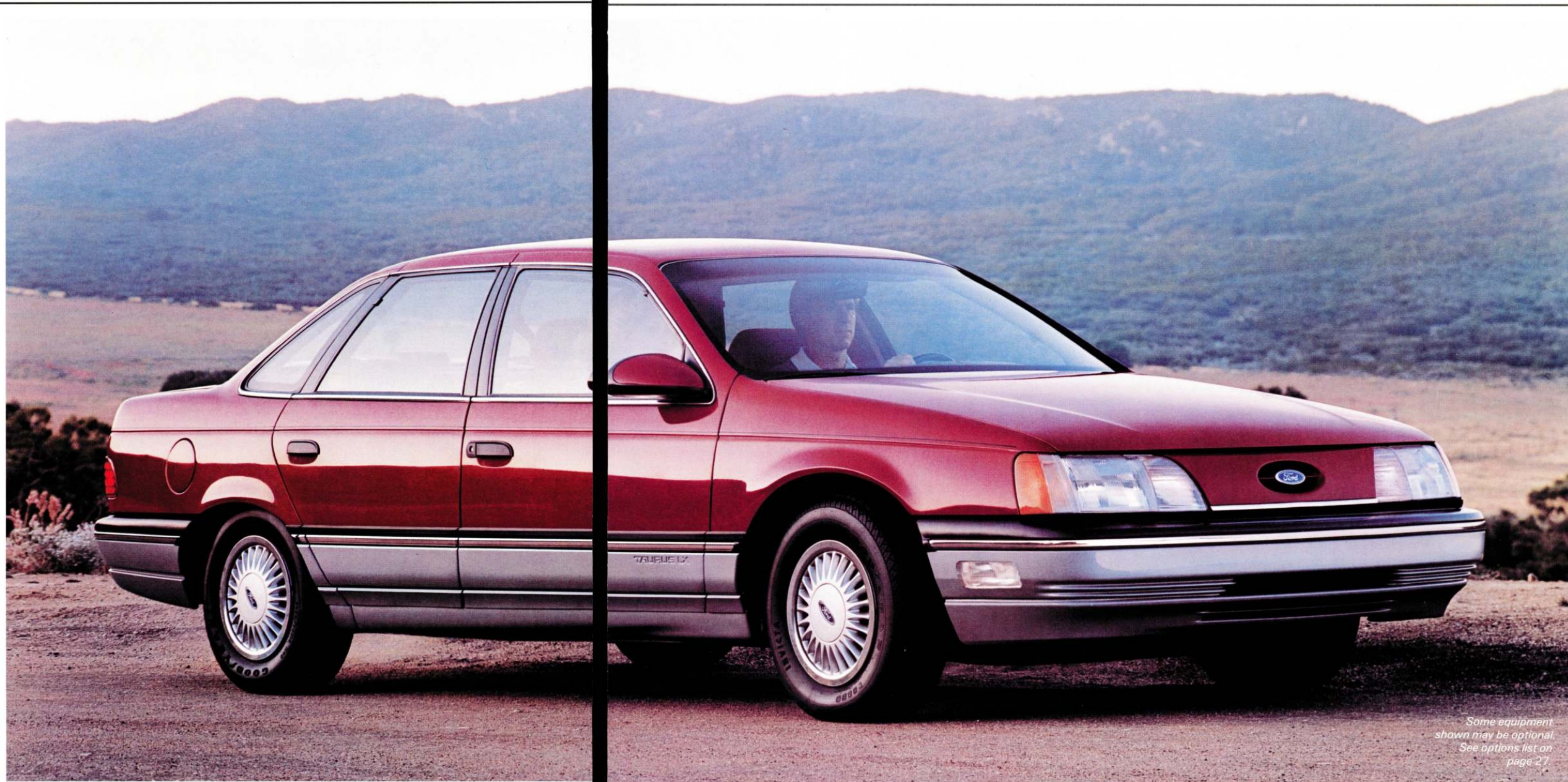
The reclining split bench seats, shown on pages 8-9, are upholstered in a special luxury cloth with unique sew style. The door trim panels are fully trimmed in cloth. The luggage compartment (sedan) has storage bins with hinged lids. And LX features a luxury sound insulation package in keeping with its elegant stature in the Taurus lineup.

The superbly equipped Taurus LX series also includes the comfort of air conditioning, 6-way power driver's seat adjustment, power lumbar supports, power door locks and side windows, dual illuminated visor mirrors, secondary sun visors for front and side sun screening, front cornering lamps. Plus many other features, including the Diagnostic Instrument Cluster and Light Group, listed on page 27.

The Taurus sedan deep-well luggage compartment has 17 cu. ft. of space. The elasticized cargo tie-down net shown here is standard in GL, LX and MT-5. LX also includes storage bins with hinged lids.



Taurus LX Sedan in Cabernet Red.



Some equipment shown may be optional. See options list on page 27.

FORD TAURUS GL AND L: OUTSTANDING VALUES IN THE MID-SIZE CLASS



Taurus GL interior with reclining split bench seats in Scarlet Red.



Taurus GL includes a secondary visor for the driver, providing simultaneous front/side protection from bright sunshine.

Choose the deluxe Taurus GL series or the Taurus L series. Either way, you get outstanding value along with the design and engineering excellence the Taurus nameplate is noted for.

Standard in GL and L series sedans is a fuel-injected 2.5 liter I-4 HSC (high swirl combustion) engine which delivers ample power and good fuel economy.* The transaxle is a smooth-shifting 3-speed automatic with fluid linked converter (FLC) design.

The 3.0 liter multiple-port fuel-injected V-6 engine is optional in GL and L series sedans and standard in all Taurus wagons. Select a GL sedan or wagon and you can power it with the new optional 3.8 liter multiple-port fuel-injected V-6.

Taurus V-6 engines are teamed with a 4-speed Automatic Overdrive transaxle that is so well designed that no scheduled maintenance is required under normal use.

Comfortable seating: In Taurus GL you have a choice of cloth split bench front seats or bucket seats with center console. Both types of seating feature dual recliners, seat back map pockets, and 4-way adjustable headrests (forward/back, up/down). Taurus L comes with dual reclining split bench front seats.

There are special features which are standard in Taurus GL sedan: a rear seat fold-down center armrest, integral rear seat headrests, a rear window ledge storage bin with magnetic latching cover, and a cargo net with tie-down hooks in the luggage compartment to secure groceries or other small packages.

Also included in GL for your convenience are interval windshield wipers, an electronic digital clock, visor mirrors for the driver and passenger, and a secondary visor for the driver.

Look down the list of features on page 27 and you'll also find on both L and GL models: dual electric remote-control mirrors, a trip odometer, electronic AM/FM stereo search radio with four speakers (may be deleted for credit), tinted glass and much more — they're all standard and add up to outstanding value in Ford Taurus.

**See gas mileage statement on page 29.*

Taurus L Sedan in Medium Sandalwood Clearcoat Metallic.



Taurus GL Sedan in Silver Clearcoat Metallic.

Some equipment shown may be optional. See options list on page 27.



FORD TAURUS MT-5: 5-SPEED DRIVING ENJOYMENT

The Taurus MT-5 sedan is a smooth-riding, comfortable mid-size car. And it's equipped for the kind of driving pleasure you would experience in a personal touring sedan.

MT-5 has reclining cloth front bucket seats with a multi-function console. The transaxle is a smooth-shifting manual that takes you through five forward gears of driving involvement. The unique instrument cluster includes a tachometer that reads you the pulse of MT-5's fuel-injected and computer-controlled 2.5 liter I-4 high-swirl combustion engine.

These features and many others, including air conditioning, tilt steering column and diagnostic warning lights, make MT-5 a superbly equipped car. Enjoy a satisfying driving experience behind the wheel of a Taurus MT-5 sedan for 1988.



*Taurus MT-5 interior in
Light Sandalwood.*



*Standard console
includes flip-up padded
clamshell armrest, rear
courtesy lamp, storage
bin, coin holder, plus
removable rubber mat
with depressions for
beverage containers.*

*Taurus MT-5 Sedan
shown in Black.*

*Some equipment
shown may be optional.
See options list on
page 27.*



FORD TAURUS WAGON: THE FORD SIGNATURE OF WAGON DESIGN



Taurus LX Wagon in Oxford White.



*Some equipment shown may be optional.
See options list on page 27.*

FORD TAURUS WAGON: WHAT IT TAKES TO CREATE A SUPERB DESIGN

Creating a highly aerodynamic shape without compromising cargo space was an important objective in the design of Taurus Wagon. That objective was met, and the results are quite remarkable: Taurus is the most aerodynamic wagon in its class, and has a cargo volume index (80.7 cu. ft. with the second seat lowered) that is larger than most other mid-size wagons built in America.*

Taurus Wagon has best-in-class aerodynamics and impressive cargo-carrying capability. Plus many special wagon features.

The standard roof luggage rack is aerodynamically designed, includes an adjustable rear crossbar and six handy tie-downs.

The 3-passenger split 60/40 second seat folds down flat for maximum cargo-carrying utility. Depending on which seat back is folded down, you still have room for one or two passengers. The seat back release buttons are conveniently located at the outboard sides of the seat.

The standard two-way liftgate provides convenient access for loading cargo with either just the rear window raised or the entire liftgate.

The fully carpeted load floor includes built-in cargo tie-downs, plus an elasticized cargo net (GL and LX series). There's also a lockable under-floor storage compartment (except when the optional conventional spare tire is ordered).

Taurus Wagon's independent rear suspension not only is engineered to deliver excellent ride quality, but is also specially designed to maximize usable cargo space. This is the kind of design and engineering you would expect in a world-class wagon.

*Excluding other Ford Motor Company products.

*Taurus GL Wagon in
Medium Red
Clearcoat Metallic.*

*Some equipment shown
may be optional. See
options list on page 27.*

*Taurus Wagon features, shown from
left to right:*

*Convenient two-way liftgate lets you load
cargo with just the window raised or
the entire liftgate.*

*The 60/40 split-fold second seat is not only
comfortable, but highly versatile as well.*

*Optional window shade-type cargo area cover
provides added security
for your belongings.*

*For families, there's the optional rear facing
third seat — just right for two children.*

*Also available are an optional rear window
wiper/washer and an optional fold-out picnic
table (shown on page 26).*



TAURUS PREFERRED EQUIPMENT PACKAGES

Preferred Equipment Packages make it easy for you to order a well-equipped Ford Taurus, such as the GL sedan at right with package 204A, with features that add up to outstanding value. Simply select the package with the features you want from the chart below.

Not only is ordering easy, but you can save money on the options included in the package you select. The price for

the package is less than the price for the options if they were purchased separately. Features included in Preferred Equipment Packages are subject to change. For the latest information, consult your Ford Dealer.

If you would like to personalize your Ford Taurus even further, choose from the wide range of individual options listed on page 27.

Taurus	L 201A	GL 203A 204A	LX 207A 208A	MT-5 212A
Air conditioning (manual) and tinted glass	•	•	•	•
Electronic climate control air conditioning and tinted glass				•
Electronic digital clock	•		•	•
Rear window defroster (1)	•	•	•	•
Rocker panel moldings	•	•	•	•
Speed control	•	•	•	•
Interval windshield wipers	•		•	•
Dual electric remote-control mirrors	•	•	•	•
Light Group (2)		•	•	•
Tilt steering column		•	•	•
Paint stripe (3)		•	•	•
Finned wheel covers		•		
Styled road wheels			•	•
Bolt-on luxury wheel covers				•
Floor mats, front and rear			•	•
Remote fuel door and decklid releases (4)		•		•
6-way power driver's seat		•		•
6-way power driver and passenger seats			•	•
Power side windows			•	•
Power door locks		•	•	•
Cornering lamps			•	•
Illuminated Entry System (2)			•	•
Dual illuminated visor mirrors			•	•
Autolamp System (2) (5)			•	•
Premium Sound System (2)			•	•
Leather-wrapped steering wheel			•	•
Automatic parking brake release			•	•
Electronic instrument cluster (6)				•
Extended range fuel tank			•	•
Keyless Entry System (2)			•	•
Power radio antenna			•	•
Electronic AM/FM stereo search radio with cassette tape player			•	•
High-level audio system			•	•

(1) Premium Sound System or High-Level Audio System is an allowable substitution except in packages 207A and 208A. (2) See the options list (page 27) for content/description. (3) May be deleted with no price credit but still qualify for package discount. (4) Decklid release on sedan. (5) Rear window wiper/washer is allowable substitution when optional Insta-Clear windshield is ordered on wagon models. (6) See description on page 26.



STANDARD FEATURES AND OPTIONS



Notable standard features and options for each Taurus series are listed on page 27. After you have selected your options, compare your choices with the Preferred Equipment Packages on page 24. More than likely you'll find most of the equipment you want is already included in a particular Preferred Equipment Package. Following are descriptions of selected options that may be of particular interest to you.

High-Level Audio System, new for Taurus 1988, features electronic volume control; separate power control; pop-out controls for bass, treble, balance and fade (flush when not in use); motorized cassette tape eject; memory for six AM and 12 FM stations; FM muting; seek tuning for radio (up and down the scale) and cassette tape (forward/reverse); scan tuning for radio and cassette tape; auto-reverse cassette player; AM stereo reception (C-Quam encoded); Dolby® noise reduction for tape and DNR for radio; automatic metal/CRO2 tape equalization; 80 watts RMS continuous power; six premium speakers and power amplifier/booster.

Electronic Instrument Cluster, a comprehensive driver-infor-

mation center, features electronic digital speedometer/odometer; electronic tachometer; mechanical fuel and temperature gauges; English/metric conversion functions; Tripminder® computer that calculates trip average fuel economy, instantaneous fuel economy, distance to empty and cumulative trip distance; low fuel alert, low oil alert, speed alarm and service interval reminder. Also, the Diagnostic System Scanner alerts you to any of the following conditions: door ajar, liftgate ajar (wagon models), headlamp out, taillamp out, low washer fluid.

Electronic Climate Control provides automatic temperature control, digital display of both inside and outside temperatures, sunload compensation sensor, electronic push-button controls for desired temperature and mode selection, full manual override capability for blower speed and mode selection, and infinitely variable rotary blower speed control.

Insta-Clear® Heated Windshield, available on Taurus models with V-6 engines, is capable of removing 1/10 of an inch of frost at 0 degrees Fahrenheit in just two to three minutes.

Illustrated options: (A) High-level audio system. (B) Insta-Clear® heated windshield. (C) Electronic instrument cluster. (D) Power moonroof. (E) Fold-out picnic table (wagon). (F) Left to right: Cast aluminum wheels; Custom 15" (locking) wheel covers; Styled road wheels; Finned wheel covers.

= Standard ■ = Optional	L	GL	LX	MT-5
POWERTEAMS — SEDANS				
2.5L EFI I-4/FLC automatic	■	■		
2.5L EFI I-4/5-speed manual OD				■
3.0L EFI V-6/automatic OD	■	■		
3.8L EFI V-6/automatic OD		■	■	
POWERTEAMS — WAGONS				
3.0L EFI V-6/automatic OD	■	■		
3.8L EFI V-6/automatic OD		■	■	
TECHNICAL FEATURES				
Front-wheel drive	■	■	■	■
4-wheel independent suspension	■	■	■	■
Nitrogen gas-pressurized struts/shocks	■	■	■	■
Heavy-duty (load-carrying) suspension	■	■	■	■
Power steering	■	■	■	■
Power front disc/rear drum brakes	■	■	■	■
Single aero-style halogen headlamps	■	■	■	■
Maintenance-free battery	■	■	■	■
Heavy-duty maintenance-free battery (standard on all wagon models)	■	■	■	■
16-gallon fuel tank with tethered gas cap	■	■	■	■
18.6-gallon extended range fuel tank	■	■	■	■
Engine block immersion heater	■	■	■	■
TIRES				
P205/70R14 BSW all season	■	■	■	■
P205/70R14 WSW all-season	■	■	■	■
P205/65R15 BSW all-season	■	■	■	■
P205/65R15 WSW all-season	■	■	■	■
Conventional spare	■	■	■	■
WHEELS/WHEEL COVERS				
Full wheel covers	■	■	■	■
Bolt-on luxury wheel covers	■	■	■	■
Finned wheel covers	■	■	■	■
Styled road wheels	■	■	■	■
Cast aluminum wheels	■	■	■	■
Custom 15" (locking) wheel covers	■	■	■	■
FRONT SEATS/SEAT TRIM				
Reclining split bench seats	■	■	■	■
Reclining split bench seats with 4-way adjustable headrests and seat back map pockets	■	■	■	■
Reclining bucket seats with 4-way adjustable headrests, seat back map pockets, console	■	■	■	■
Deluxe cloth	■	■	■	■
Luxury cloth with unique sew style	■	■	■	■
Vinyl split bench seats	■	■	■	■
Leather bucket seats	■	■	■	■
Leather split bench seats	■	■	■	■
SEDAN-ONLY FEATURES				
Rear 3-passenger bench seat	■	■	■	■
Rear seat fold-down center armrest	■	■	■	■
Integral rear seat headrests	■	■	■	■
Carpeted rear window ledge	■	■	■	■
Rear window ledge storage bin	■	■	■	■
Trunk storage bins with hinged lids	■	■	■	■
WAGON-ONLY FEATURES				
60/40 split fold-down second seat	■	■	■	■
Two-way liftgate	■	■	■	■
Corrosion-proof luggage rack with adjustable rear crossbar, six integral tie-downs	■	■	■	■
Lockable carpeted under-floor storage compartment (except with optional conventional spare)	■	■	■	■
Built-in cargo tie-downs	■	■	■	■
Rear facing third seat	■	■	■	■

	L	GL	LX	MT-5
Rear window wiper/washer	■	■	■	■
Fold-out picnic table	■	■	■	■
Cargo area cover, window shade-type	■	■	■	■
APPEARANCE/PROTECTION				
Vinyl door trim panels with cloth inserts, reflectors, formed front door map pockets and curb lights	■	■	■	■
Full cloth door trim panels with reflectors, formed front door map pockets and curb lights, bright door release handles	■	■	■	■
Carpeted luggage/cargo compartment	■	■	■	■
Child-proof rear door locks	■	■	■	■
Tinted glass	■	■	■	■
Leather-wrapped steering wheel	■	■	■	■
Floor mats, front and rear	■	■	■	■
5-mph polycarbonate bumpers	■	■	■	■
Shingled one-piece doors with concealed drip moldings	■	■	■	■
Bodyside protection moldings	■	■	■	■
Urethane-coated lower doors and rockers	■	■	■	■
Rocker panel moldings	■	■	■	■
Lower bodyside cladding	■	■	■	■
Clearcoat metallic paint	■	■	■	■
Paint stripe	■	■	■	■
STEREO SYSTEMS				
Electronic AM/FM stereo search radio (may be deleted for credit)	■	■	■	■
Electronic AM/FM stereo search radio with cassette tape player	■	■	■	■
High-Level Audio System (see page 26)	■	■	■	■
Premium Sound System (1)	■	■	■	■
Power radio antenna	■	■	■	■
COMFORT/CONVENIENCE				
Dual electric remote-control mirrors	■	■	■	■
Tilt steering column	■	■	■	■
Interval windshield wipers	■	■	■	■
Trip odometer	■	■	■	■
Electronic digital clock	■	■	■	■
Luxury sound insulation package	■	■	■	■
Dual visor mirrors and driver-side secondary visor	■	■	■	■
Dual illuminated visor mirrors and secondary visors for driver and passenger	■	■	■	■
Elasticized cargo tie-down net	■	■	■	■
Air conditioning (manual)	■	■	■	■
Electronic climate control air conditioning	■	■	■	■
Power moonroof	■	■	■	■
Cornering lamps	■	■	■	■
Diagnostic instrument cluster (2)	■	■	■	■
Upshift indicator light	■	■	■	■
Electronic instrument cluster (see page 26)	■	■	■	■
Speed control	■	■	■	■
Insta-Clear heated windshield (see page 26)	■	■	■	■
Rear window defroster	■	■	■	■
Power driver's seat, 6-way	■	■	■	■
Power driver and passenger seats, 6-way	■	■	■	■
Power side windows	■	■	■	■
Power door locks	■	■	■	■
Autolamp System (3)	■	■	■	■
Keyless Entry System (4)	■	■	■	■
Illuminated Entry System (5)	■	■	■	■
Light Group (6)	■	■	■	■
Remote fuel door and decklid releases (7)	■	■	■	■
Automatic parking brake release	■	■	■	■

OD = Overdrive. (1) Six premium speakers plus power amplifier/booster. Included in optional High-Level Audio System. (2) Tachometer plus alert lights for door ajar, low washer fluid, low oil level, low fuel, headlamp out. Features included in optional Electronic Instrument Cluster. (3) Automatically turns headlamps on and off and delays shut-off of the headlamps for a presettable amount of time. (4) A preset code allows you to lock and unlock the car doors without the use of a key. Includes illuminated entry system. (5) Lifting front door handle automatically illuminates the key bezel and activates the interior lights. (6) Dual beam map light, engine compartment light, dual courtesy lights under instrument panel, headlamps-on reminder chime. (7) Decklid release on sedan.

COLORS & TRIMS

Interior Trim Colors

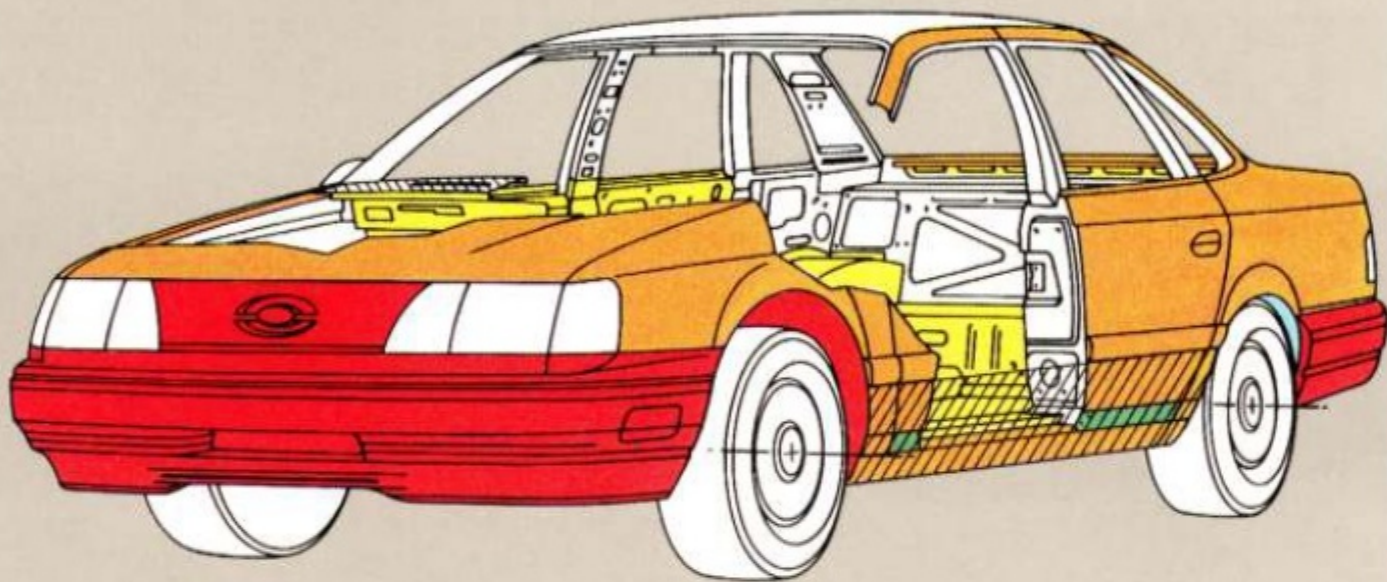
Regatta Blue	Scarlet Red	Cinnabar	Medium Grey	Light Sandalwood	Exterior Colors
X	X	X	X	X	Black
X	X	X	X	X	Oxford White
X	X	X	X	X	Cabernet Red
X	X	X	X	X	Medium Red Metallic**
X	X	X	X	X	Light Sandalwood
X	X	X	X	X	Light Sandalwood Metallic**
X	X	X	X	X	Medium Sandalwood Metallic**
X	X	X	X	X	Silver Metallic**
X	X	X	X	X	Medium Grey Metallic**
X	X	X	X	X	Light Regatta Blue Metallic**
X	X	X	X	X	Twilight Blue Metallic**
X	X	X	X	X	Rose Quartz Metallic**
X	X	X	X	X	Dark Cinnabar Metallic**

*Not available on L series or wagon models.
**Optional Clearcoat metallic paint colors. Clearcoat paint is a special finish achieved by applying two coats of highly pigmented low-gloss enamel over the primer. Then, two final "clear" coats of tough acrylic enamel are applied for a deep glossy finish.
Some of these paint and trim colors are shown in this catalog. On the printed page, of course, colors are at best only representative of the originals. Your Ford Dealer can show you actual samples of paint colors and trim materials, as well as Taurus color and trim availability.

Black	Cabernet Red
Light Sandalwood	Oxford White
Silver Clearcoat Metallic	Medium Grey Clearcoat Metallic
Medium Red Clearcoat Metallic	Light Regatta Blue Clearcoat Metallic
Rose Quartz Clearcoat Metallic	Light Sandalwood Clearcoat Metallic
Dark Cinnabar Clearcoat Metallic	Twilight Blue Clearcoat Metallic
Medium Sandalwood Clearcoat Metallic	

SAFETY AND OWNER BENEFITS

- Plastic
- Two-sided galvanized steel
- One-sided galvanized steel
- Urethane lower bodyside protection
- Corrosion protection wax
- PVC coating (underside only)

**6-year/100,000-mile corrosion protection**

Taurus corrosion warranty coverage for body panel rust-through is 6 years or 100,000 miles, whichever comes first. See your Ford Dealer for details and a copy of this limited warranty.



Tot-Guard, for children 20 to 50 pounds, is available at Ford dealers.

Ford Motor Company strongly encourages all passengers to use their safety belts.

Ford urges the use of child and infant restraints. Ford's easy-to-install Tot-Guard (for children 20 to 50 pounds) and Infant Carrier (for children up to 20 pounds) are available at all Ford Dealers. If a child restraint requires a top-tether, Taurus provides for attachment of an anchor at each rear outboard seating position.

**Ford Lifeguard Design Safety Features****Vehicle operation**

- ☐ Split diagonal hydraulic brake system with warning light
- ☐ Corrosion-resistant brake lines
- ☐ Flash-to-pass headlamps
- ☐ Turn indicator with lane-changing signal feature
- ☐ Hazard warning flasher
- ☐ Backup lamps
- ☐ Parking lamps coupled with headlamps
- ☐ High-mount brake lamp
- ☐ Two-speed windshield wipers
- ☐ Windshield washers
- ☐ Dual electric remote-control rearview mirrors
- ☐ Glare-reduced instrument panel, windshield wiper arms and windshield pillars
- ☐ Uniform transaxle shift quadrant (on all cars equipped with automatic transaxle)
- ☐ Continuously variable control illumination intensity (instrument cluster lighting)
- ☐ Safety hood latch system
- ☐ Function-rated windshield defroster system
- ☐ Tamper-resistant (non-reversing) odometer
- ☐ Speedometer with highlighted 55 mph (on cars with analog speedometer)

Occupant protection

- ☐ Safety-designed front end structure
- ☐ Safety-designed roof structure
- ☐ Steel guard rails in side doors
- ☐ Safety-designed door hinges and double yoke safety door latches
- ☐ Integral lap and shoulder belts with automatic retractors for outboard occupants of front and rear seats
- ☐ Seat belt fastening reminder light and chime for the driver's seat

- ☐ Lap belts with retractors for center seat occupant (and optional rear facing third seat in wagons)
- ☐ Energy-absorbing steering column and steering wheel
- ☐ Energy-absorbing armrests and safety-designed door handles
- ☐ Energy-absorbing instrument panel with padding
- ☐ Energy-absorbing sun visors
- ☐ Energy-absorbing front seat back tops
- ☐ Head restraints for front outboard occupants
- ☐ Safety glove box latch
- ☐ Inside yieldaway rearview mirror
- ☐ Impact-absorbing laminated safety glass windshield
- ☐ Flame-resistant interior materials
- ☐ Safety-designed coat hooks
- ☐ Safety-designed radio control knobs and push buttons
- ☐ Rear door child-proof locks

Anti-theft

- ☐ Locking steering column with key reminder chime (with "Park" interlock or push button for key release)
- ☐ Visible vehicle identification number

5-mile-per-hour bumpers

Bumpers on Ford Taurus are designed to help protect lamps, cooling system, exhaust and other body components in the event of a minor impact. While some manufacturers equip their cars with bumpers that just meet the 2½-mph federal standard, Ford equips Taurus and every other car it makes with bumpers designed to absorb impacts of 5-mph.



Participating Ford Dealers offer the Lifetime Service Guarantee, which guarantees their customer-paid work on your Ford vehicle for as long as you own it. This means that the covered repair is paid for once—and never again. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. Even if the car is kept a lifetime. It doesn't matter where it was purchased, or whether it's new or used; the work is still covered by the repairing dealer. Ask to see this limited warranty when you visit your participating Ford Dealer.



Optional Ford Extended Service Plans cover major components on new Ford cars and light trucks for longer than the vehicle's basic warranty. The cost of this added protection is so moderate that it could pay for itself the first time you need it. Your Ford Dealer has full details.



Genuine Ford and Motorcraft original equipment replacement parts meet the same high standards as those installed in production.



Ford Motor Credit Company is interested in helping to fill the transportation needs of every qualified buyer of a Ford product. A participating dealer can arrange financing terms or a Red Carpet Lease® tailored to your circumstances. Ford Credit has offices conveniently located throughout the United States.

6-year/60,000-mile powertrain warranty

Ford's powertrain warranty covers all 1988 cars for 6 years or 60,000 miles, whichever comes first. This limited warranty covers major powertrain components. Certain restrictions and deductible apply. Ask your dealer for a copy.

Gas mileage

1988 EPA mileage estimates were not available at the time this catalog was approved for printing. As soon as EPA figures are released, your Ford Dealer will be among the first to receive this information and will be happy to pass it along to you.

Scheduled maintenance

Here are some examples of scheduled maintenance intervals for the 1988 Taurus. For complete maintenance recommendations, refer to the Maintenance Schedule and Record Log.

Engine oil change	each 7,500 miles or 6 months
Spark plug change	each 30,000 miles*
Air filter replacement	each 30,000 miles
Engine coolant replacement	each 30,000 miles or 3 years

*60,000 miles for 3.0 liter EFI V-6.

Measurements	Sedan	Wagon
Wheelbase	106"	106"
Length	188.4"	191.9"
Height	54.3"	55.1"
Width	70.8"	70.8"
Tread: front	61.6"	61.6"
Tread: rear	60.5"	59.9"
Cargo volume index (cu. ft.)	17	—
Second seat up	—	45.4
Second seat down	—	80.7
Fuel capacity (gal.)*	16.0	16.0
Curb weight (lb.)	2,887	3,182
Passengers**	6	6

Based on Motor Vehicle Manufacturers Association data.

*18.6 with optional extended range tank.

**5 with bucket seats. 8 in wagons with optional rear facing third seat. 7 in wagons with front buckets and optional rear facing third seat.

Ford-paid repair programs after the warranty period

Sometimes Ford offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.

Technical service bulletins

All vehicles need repairs during their lifetime. Sometimes Ford issues technical service bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs, and new repair procedures. Often a repair now can prevent a more serious repair later.

For more information...

Ask Ford Motor Company or your Ford or Lincoln-Mercury dealer about Ford-paid repair programs and/or TSBs relating to your vehicle.

To get copies of materials for your vehicle or the vehicle of interest to you: Call Ford toll-free at 1-800-241-3673. Alaska/Hawaii call 1-800-241-3711 and in Georgia call 1-800-282-0959.

Or write Ford at:

Ford Customer Information System
Post Office Box 95427
Atlanta, Georgia 30347

We'll need your name and address; year, make, model and vehicle identification number, as well as engine size.

Options availability

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

Product changes

Ford Division reserves the right to change product specifications at any time without incurring obligations.

"Ask your Ford Dealer"

Following publication of this catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Ford Dealer is your best source for up-to-date information.

Buy or lease a new Ford Taurus

T A U R U S

