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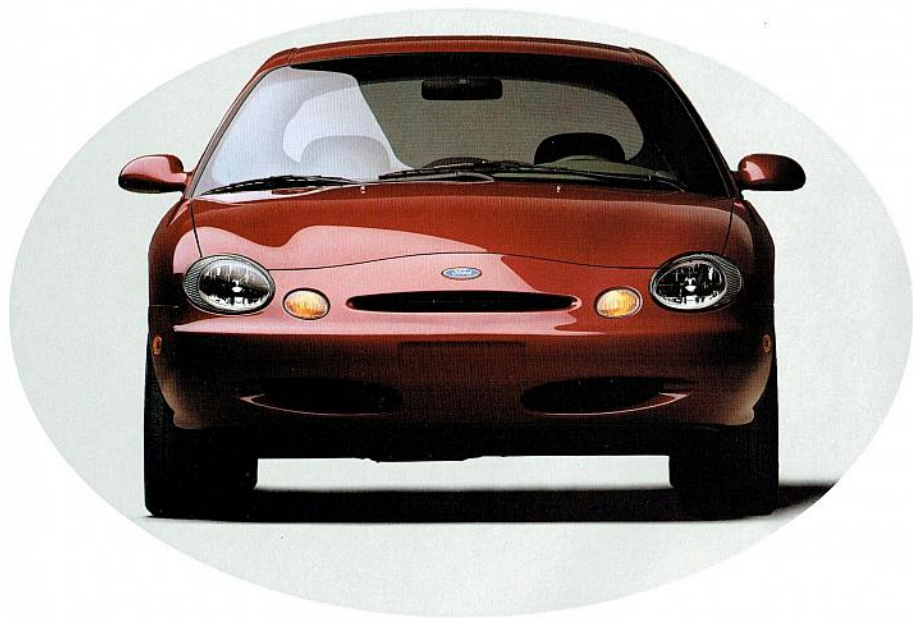
TAURUS



A DESIGN ACHIEVEMENT OF DRAMATIC PROPORTIONS.



A LOOK YOU'VE NEVER SEEN.



A NAME YOU KNOW WELL.



Taurus has been an acknowledged industry design leader since its introduction, one of the most successful nameplates ever. But because our philosophy is continuous improvement, the new Taurus has changed from top to bottom, end to end, setting a new design standard for years to come. Its sculpted shape gives the

sunlight something dazzling to do. The all-new Taurus is engineered to be safe. Quiet. Responsive and aerodynamic. Agile. Ultra ergonomic. With "surprises and delights" and industry firsts that you won't find on cars costing thousands more, like a patented 3-way flip-up console and an integrated control panel.



*Taurus LX Sedan shown in
Silver Frost Clearcoat Metallic.*

Geometrically, the shape suggests a symphony of ovals. Aerodynamically, it represents advanced thinking, and has the sleek appearance to match. Ergonomically, it's user friendly and pleasant to the touch. Functionally, it sets new, higher standards for mid-size sedans and wagons. Emphatically, it's a bold new breed of Taurus. Not surprisingly, it's time for the others to start playing catch-up all over again.



*Taurus GL Sedan shown
in Midnight Red Clearcoat Metallic
(color available for a limited time).*

A DESIGN THAT IS YEARS AHEAD.



The GL Sedan (above) is shown in Moonlight Blue Clearcoat Metallic.



LX Sedan/Wagon

The LX (major photo) is shown in Pacific Green Clearcoat Metallic.

Taurus Sedan delivers coupe-style performance to the world of four doors. Both V-6s have platinum-tipped spark plugs and are designed to go 100,000 miles between tune-ups (under normal conditions with routine fluid/filter changes).

FUNCTIONAL AS WELL AS STYLISH, THE NEW TAURUS IS YEARS AHEAD



The optional wagon group includes a rear wiper/teaser and a handy cargo area cover.



A rear-facing third seat is available with Taurus Wagon. It's ideal for families on the go.



Under the smooth, sculpted skin of Taurus Wagon lies 142.9 cubic feet of people and cargo capacity.

Open the entire liftgate for easy loading or unloading of bulky cargo.

In Taurus Wagon, the liftgate window alone can be opened to toss in small items.



The new Taurus Wagon combines performance, comfort and progressive styling with traditional wagon versatility. When the optional rear-facing third seat is added, the Taurus Wagon can seat up to eight passengers.



The GL Wagon (left) is shown in Light Saddle Clearcoat Metallic.



The GL Sedan (above) is shown in Moonlight Blue Clearcoat Metallic.

LX Sedan/Wagon
The LX (major photo) is shown in Pacific Green Clearcoat Metallic.

Taurus Sedan delivers coupe-style performance to the world of four doors. Both V-6s have platinum-tipped spark plugs and are designed to go 100,000 miles between tune-ups (under normal conditions with routine fluid/filter changes).

THE QUIET, SOLID SOUND OF QUALITY.

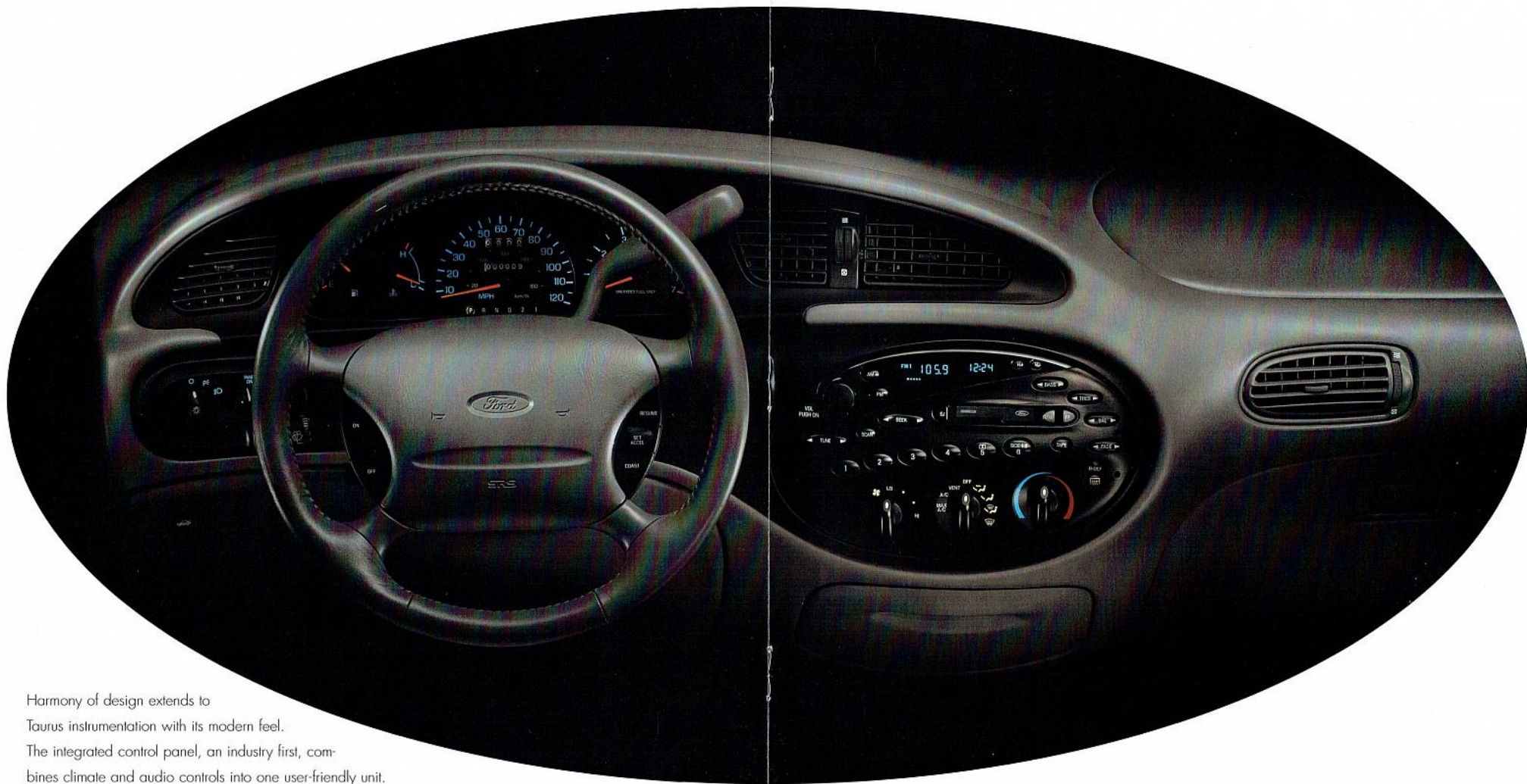


A longer wheelbase, more height and width mean more rear seat knee and leg room as well as easier entry and exit for front passengers.

This is the quietest Taurus ever, thanks to its aerodynamic shape and significant sound insulation measures, including triple door seals. Sheet metal, glass and trim panels are designed to fit more precisely to minimize wind noise. And engine noise has been greatly reduced.

SOFT TO THE TOUCH

EASY ON THE EYES



Harmony of design extends to

Taurus instrumentation with its modern feel.

The integrated control panel, an industry first, combines climate and audio controls into one user-friendly unit.

INTELLIGENT IDEAS THOUGHTFULLY EXECUTED.



The Taurus LX interior shown in Medium Graphite.

The patented 3-way flip-up center console is an example of ergonomic design at its best. This industry first is a no-cost option with LX, standard on GL.

Console closed, armrest up.

Console closed, armrest down.

Console flipped open, armrest down.

PRECISE HANDLING



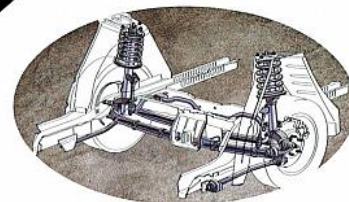
Speed-sensitive power steering delivers the appropriate amount of assistance at high and low speeds.



The stopping power of front disc brakes is standard. A 4-wheel-disc, anti-lock braking system is available.



The more rigid chassis of the new Taurus promotes a smooth ride with tighter handling capability.

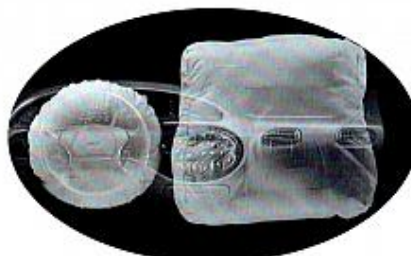


The advanced Quadralink rear (sedan) and MacPherson front suspensions combine for improved ride, handling and control.

ENGINEERED

FOR SAFETY

AND SECURITY.



An instrument panel crossbeam provides greater torsional rigidity for a quieter, smoother ride, better handling, and reduction of squeaks and rattles.

A new level of safety has been achieved by means of a safety cell structural design.



Passive anti-theft, standard with LX, prevents ignition unless the special coded key is used.

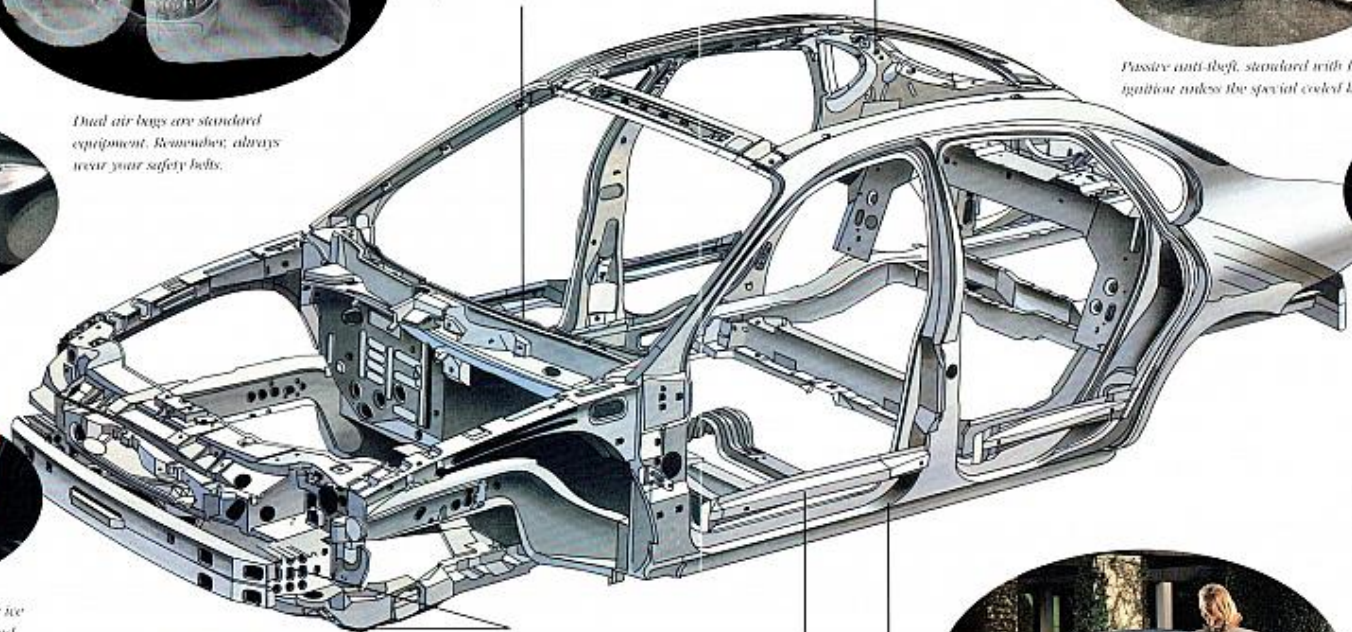


Dual air bags are standard equipment. Remember, always wear your safety belts.

The optional voice-activated cellular phone helps keep you in touch with breaks-five convenience.



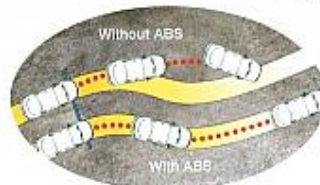
Standard heated side mirrors help clear ice or snow for a better view of what's behind.



Tenaris seats are designed to prevent occupants from sliding forward under their safety belts.



"Childproof" rear door locks help keep curious little fingers out of mischief. When activated, the rear doors can't be opened from inside the vehicle.



Available anti-lock brakes help you come to a safer, more controlled stop under adverse conditions.

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

5-nipl bumpers help protect the cooling system and other components in the event of a minor frontal impact.

Side door intrusion beams help meet 1997 Dynamic Side Impact Standards.

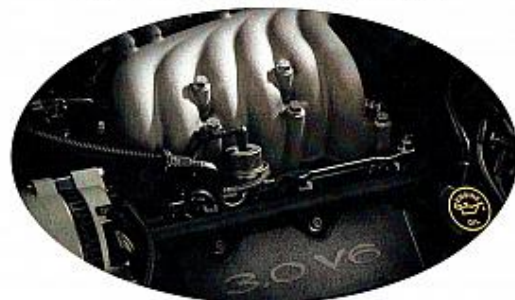
Doors are triple sealed and inset to substantially reduce wind noise.



The available remote keyless entry system lets you unlock your car from a distance.

FOR PERFORMANCE

Taurus engines benefit from the latest-generation EEC-V powertrain control system and are designed to go 100,000 miles without a scheduled tune-up [under normal driving conditions with routine fluid and filter changes].



3.0L V-6 ENGINE

Numerous improvements have been made to the standard powerplant to enhance its power and performance. It's mated to a precise, smooth-shifting, electronically controlled 4-speed automatic overdrive transaxle.



3.0L 24-VALVE DOHC DURATEC

The Duratec V-6, standard with LX, features dual intake runners that increase air flow for improved low-end response, and it's remarkably quiet. The block and heads, made of high-strength aluminum, save weight. The Duratec is paired with an electronically controlled 4-speed automatic overdrive transaxle with overdrive lockout.

PREFERRED EQUIPMENT PACKAGES

Taurus GL



Value Package 204A

This GL package offers exceptional value for the dollar:

- Speed control
- Electronic AM/FM stereo radio with cassette
- Power door locks
- Particulate air filtration system
- Front and rear floor mats

205A

- Speed control
- Electronic AM/FM stereo radio with cassette
- Power door locks
- Particulate air filtration system
- 6-way power driver's seat
- Cast aluminum wheels
- Light group
- Front and rear floor mats
- Cargo tie-down net [wagon only]



Taurus LX



208A

Taurus LX standard equipment plus:

- Speed control
- Leather-wrapped steering wheel
- Front and rear floor mats

209A

- Speed control
- Leather-wrapped steering wheel
- 4-wheel disc anti-lock braking system
- Remote keyless entry system with perimeter anti-theft
- Front and rear floor mats



210A

- Speed control
- Leather-wrapped steering wheel
- 4-wheel disc anti-lock braking system
- Remote keyless entry system with perimeter anti-theft
- Electronic temperature control
- Ford JBL Audio System [sedan only]
- Premium Sound System [wagon only]
- Chrome aluminum wheels and P205/65R15 tires
- Front and rear floor mats

Exterior Features

	GL	LX		GL	LX
Multi-reflector halogen headlamps	S	S	Body-side protection moldings	S	S
Dual heated electric remote-control mirrors	S	S	Covercoat paint	S	S
Solar tinted glass — complete	S	S	Luggage rack (wagons)	S	S
Full perimeter dual door seals with third seal on door frame	S	S	Flip-up liftgate window with gas cylinders (wagons)	S	S
Front and rear splash shields	S	S			

Safety and Security

	GL	LX		GL	LX
Driver and right front passenger air bag supplemental restraint system	S	S	Illuminated entry system	S	S
Manual lap/shoulder belts for outboard occupants	S	S	Variable-timed interval windshield wipers	S	S
Adjustable D ring for front positions	S	S	Childproof rear door locks	S	S
Rear center passenger shoulder harness (sedan only)	S	S	Anti-theft (non drive away) system	-	S
4-wheel disc Anti-lock Braking System (ABS) (included in LX packages 209A and 210A)	O	O	Remote keyless entry system with perimeter anti-theft (included in LX packages 209A and 210A)	-	O

Comfort and Convenience

	GL	LX		GL	LX
Manual air conditioning — CFC-free	S	S	Wagon Group: cargo area cover and rear wiper/washer (not available with standard GL)	O	O
Air conditioning with electronic temperature control (included in LX package 210A)	-	O	Group 1: Includes speed control, front and rear floor mats, leather-wrapped steering wheel (LX only). Included in GL packages 204A and 205A.	O	P
Power side windows with illuminated controls, lock-out switch, express-down feature for the driver, and accessory delay	S	S	Power moonroof	-	O
Power locks with illuminated controls. Lock disabling prevents locking keys inside. (Included in GL packages 204A and 205A)	-	S	Tilt steering column	S	S
6-way power driver's seat with power driver/passenger lumbar (included with GL package 205A without power lumbar)	-	S	Cellular telephone	O	O
Adjustable D ring for front manual lap/shoulder belts	S	S	Rear window defroster/dedogger	S	S
Cupholders, coin holder and cassette stowage in console	S	S	Remote decklid (sedan)/liftgate (wagon) release	S	S
Locking, illuminated glove box with dampened door	S	S	Hidden, lockable under-floor storage compartment (wagon)	S	S
Integrated control panel with controls for clock, climate, rear window defrost and radio	S	S	Rear seat heat ducts	S	S
Warning lights for air bags, door ajar, battery, oil pressure, brake, service engine soon, and seat belt reminder (addition of lamp outage, low fuel and low washer fluid with LX)	S	S	Rear seat air conditioning outlet (with 5-passenger seating and feed console only)	-	S
Automatic on/off/tilting headlamps	-	S	Cargo tie-down net, included in GL package 205A (wagon only)	-	S
Sachometer, 1-million-mile odometer, trip odometer, low brake fluid alert, electric speedometer, temperature and fuel gauges	S	S	Particulate air filter (included in GL packages 204A and 205A)	-	S
Light Group: dual courtesy lights under instrument panel; dual beam reading and dome lights (included with GL package 205A)	-	S	Battery saver (turns off interior lights after 45 minutes)	S	S
			Electronic digital clock with dimming feature	S	S
			Dual illuminated visor mirrors	-	S
			Secondary vision for front/side coverage	-	S

Seating

	GL	LX		GL	LX
Six-passenger cloth seating with dual recliners, front and rear armrests (sedan only), front seat map pockets, two-way head restraints and 3-way flip-up center console	S	-	Six-passenger premium cloth seating with dual recliners, dual power lumbar, front/rear armrests (sedan only), front map pockets, four-way head restraints and 3-way flip-up center console	-	O
Five-passenger cloth seating with dual recliners, dual power lumbar, front and rear armrests, front seat map pockets, four-way head restraints and floor console	-	S	60/40 split fold-down rear seat back	S	S
Leather seating surfaces—five passenger with front buckets	-	O	Rear-facing third seat (wagon)	O	O

Wheels and Tires

	GL	LX		GL	LX
Deluxe bolt-on wheel covers with P205/65R15 BSW tires	S	-	Bright aluminum wheels with P205/65R15 BSW tires	-	S
Aluminum wheels with P205/65R15 BSW tires (included in GL package 205A)	O	-	Chrome aluminum wheels with P205/65R15 BSW tires (included with LX package 210A)	-	O

Sound Systems

	GL	LX		GL	LX
Electronic AM/FM stereo radio	S	-			
Electronic AM/FM stereo cassette with 6 speakers (included with GL packages 204A and 205A)	O	S			
Electronic AM/FM stereo with cassette and premium sound system (wagon only, included with LX package 210A)	-	O			
Ford JBL Audio System (sedan only, included w/ LX package 210A)	-	O			
6-disc CD changer	-	O			

S = Standard O = Optional P = Preferred Equipment Package feature

Product Changes and Options Availability

Following publication of the catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred that would not be included. Your Ford Dealer is your best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations. Options shown or described are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

GL Powertrain

Type	12-valve, single overhead valve V-6
Displacement	3.0-liters
Engine control	EEC-V
Scheduled tune-up interval	100,000 miles
Horsepower (SAE net)	145 @ 5,250 rpm
Torque (SAE net lb.-ft.)	170 @ 3,250 rpm
Fuel system	Sequential electronic fuel injection
Transaxle	Electronic 4-speed automatic overdrive

LX Powertrain

Type	24-valve, dual overhead cam V-6
Displacement	3.0-liters
Engine control	EEC-V
Scheduled tune-up interval	100,000 miles
Horsepower (SAE net)	200 @ 5,750 rpm
Torque (SAE net lb.-ft.)	200 @ 4,500 rpm
Fuel system	Sequential electronic fuel injection
Transaxle	Electronic 4-speed automatic overdrive with overdrive lockout

Body/Chassis

Body type	Unitized
Front suspension	Independent strut-type with gas-pressurized hydraulic struts and stabilizer bar
Rear suspension (sedan)	Independent rear quadralink with gas-pressurized hydraulic struts and stabilizer bar

Body/Chassis (cont'd)

Rear suspension (wagon)	Independent "short/long arm" (SLA) type with gas-pressurized hydraulic shocks, progressive-rate springs and stabilizer bar
Steering	Speed-sensitive power rack-and-pinion
Brakes	Standard power front disc/rear drum (sedan); Standard power 4-wheel disc (wagon); Optional power 4-wheel disc with anti-lock system (sedan); Optional anti-lock system (wagon)
Tires	P205/65R16 BSW
Fuel capacity	16 gallons

Dimensions

	4-Door	Wagon
Wheelbase	108.5"	108.5"
Length	197.5"	199.6"
Height	55.1"	57.6"
Width	73.0"	73.0"
Front tread	61.6"	61.6"
Rear tread	61.4"	61.8"
Front head room	39.2"	39.3"
Rear head room	36.2"	38.9"
Front leg room	42.6"	42.6"
Rear leg room	38.9"	38.5"
Trunk/cargo volume (cu. ft.)	15.8	81.3*
Passenger capacity	6	6

*Rear seat backs down; 38.4 cu. ft. rear seat backs up.



Overall Width 73.0"
Front Tread 61.6"
Rear Tread (sedan/wagon) 61.4/61.8"



Height 57.6"



Overall Length 197.5" (sedan) 199.6" (wagon) Wheelbase 108.5" A longer wheelbase allows more space for the passengers inside.

ADDED FEATURES

Particulate Air Filtration System.
This system filters out a high percentage of pollen, road dust and other particulates.



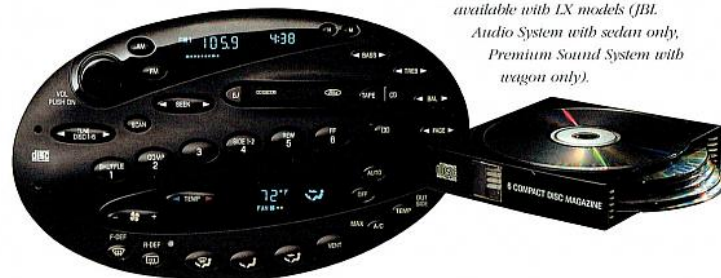
Standard Solar Tinted Glass
reduces heat build-up and helps the air conditioner cool the car faster.



The **JBL Audio and Premium Sound Systems** (shown with the optional electronic integrated control panel) and a 6-disc CD changer are available with LX models (JBL Audio System with sedan only, Premium Sound System with wagon only).



A Convenient Cargo Net is an accessory available through your Ford Dealer.



Available Remote Keyless Entry (LX) includes a perimeter anti-theft system for added convenience and security.



A Power Moonroof is optional with Taurus LX.



Standard GL deluxe bolt-on wheel covers

Optional aluminum wheels (GL)

Standard LX bright aluminum wheels

Optional chrome aluminum wheels (LX)

THE OWNERSHIP EXPERIENCE



ROADSIDE ASSISTANCE

Every new Ford includes the assurance of a no-cost, 24-hour emergency Roadside Assistance Program provided during the 3-year/36,000-mile bumper-to-bumper warranty. Ask your dealer for complete details on this program which includes such services as fuel delivery, tire change, jump start, or even help when you're locked out of your car.

BUY OR LEASE

Ford Credit offers a wide variety of financing and leasing programs to qualified buyers which can be arranged right at the dealership. Ask your dealer for the facts on these programs.



ACCESSORIES

Your Ford Dealer offers a variety of quality Ford-brand accessories that meet or exceed our strict specifications.

EXTENDED SERVICE



Optional Extended Service Plans go beyond the basic 3-year/36,000-mile warranty. Ask your dealer for complete details on the optional plans and for a copy of the limited warranty.

RESPONSIVE TO THE ENVIRONMENT

From the beginning, the new Taurus was developed with the need for a cleaner environment in mind. Nearly 80% of materials, for example, are recyclable by weight (includes metals and fluids, excludes tires and plastics). Both the manual and the automatic air conditioning systems are free of CFCs. And Taurus engines are equipped with sophisticated emission-control technology.

FLEXIBLE FUEL

There is also a flexible-fuel version of the new Taurus. See your Ford Dealer for all the details.

COLORS



Light Saddle Clearcoat Metallic — S, WG



Moonlight Blue Clearcoat Metallic — MG, S



Midnight Red Clearcoat Metallic — MG, GV



Pacific Green Clearcoat Metallic — S, WG



Iris Frost Clearcoat Metallic — MG



Medean Willow Green Clearcoat Metallic — S, WG



Tirendor Red Clearcoat Metallic — MG, S



Charcoal Grey Clearcoat Metallic — MG, GV



Rose Mist Clearcoat Metallic — MG, GV



Silver Frost Clearcoat Metallic — MG, GV

INTERIOR TRIM COLORS:

MG = Medium Graphite
S = Saddle
GV = Grey-Violet
WG = Willow Green



Vibrant White Clearcoat — MG, GV, WG

T A U R U S

