

THE ALL-NEW  
**2008 TAURUS**



Built for life in Canada

# Better than ever: Taurus is back.

When it was originally introduced, Ford Taurus was so revolutionary, it forever changed the way cars look, feel and drive. Today's Taurus is even more distinctive. The chrome grille and spoked aluminum wheels catch the eye, while the award-winning 263-hp V6 and 6-speed transmission stir the soul. Add stellar safety, best-in-class\* spaciousness and innovative Ford SYNC™\*\* connectivity to the mix: The all-new Taurus is all the more impressive.

\*Standard 5-passenger Large Car class. \*\*Late availability.



Taurus Limited in Dark Ink Blue Metallic.



## STRUCTURED FORWARD

That signature tri-bar chrome grille is a focal point, brilliantly bridging the sleek, sculpted hood and shapely bumper.



## ACCENTED PROFILE

A chrome appliquéd on each front fender makes Taurus as recognizable from the side as it is from the front and back.



## BALANCED REARWARD

New taillamps bookend a strong horizontal theme, making way for a shining pair of chrome-tipped exhaust pipes. Chrome-trimmed door handles, chrome sideview mirror accents, and a chrome eyebrow above the licence plate are standard on Taurus Limited.



## 263-hp V6 and a 6-speed automatic

The 2008 Ford Taurus accelerates with authority thanks to its new 3.5L 24V DOHC Duratec 35 V6 featuring intake variable cam timing (IVCT). This high-revving, aluminum-block engine is teamed with a new, smooth-shifting 6-speed automatic transmission for optimum efficiency.



## Feeling Confident.

Along with the thrill of 263 horses at your command comes the assuredness of Ford's AdvanceTrac® Electronic Stability Control. It predicts the vehicle's intentions, constantly monitoring speed, throttle position and steering wheel angle. When wheel slip is sensed, engine torque is reduced and braking is applied to help keep Taurus tracking safely on the intended path. *Talk about control.*

Taurus Limited in Merlot Metallic.



## ABS AND TRACTION CONTROL

4-wheel disc brakes with an Anti-lock Brake System (ABS) and Electronic Brakeforce Distribution are standard. Traction Control is also on guard at all speeds.



## ALL-WHEEL DRIVE (AWD)

In any weather, over varying surfaces, during acceleration or while cornering, AWD is available to seamlessly distribute torque to the appropriate wheels before slippage occurs.



## ULTRA-QUIET AND ULTRA-VERSATILE

Taurus rivals many luxury cars for interior quietness. It's due in good measure to the new engine mounts, specially tuned suspension, decidedly hushed climate control system and advanced sound-deadening materials.

Interior flexibility has also been a Taurus hallmark. Not only does it have the largest trunk of any sedan in Canada, it provides the ultimate versatility. Simply lower the split fold-flat rear seat and the fold-flat front-passenger seat, and you can transport items up to 2.7-metres (9-feet) long inside.

To add to the enjoyment of those relaxing in the rear seat, a DVD Family Entertainment System – with a generous 8-inch colour screen, 2 sets of wireless headphones and a remote control – is optional.



## Roomy, refined and refreshing.

Welcome to the most spacious interior in its class. Taurus Limited offers you the gratification of supple leather trim with contrast stitching, Dual-zone Electronic Automatic Temperature Control, heated front seats and sideview mirrors, and a reassuring Reverse Sensing System. Guests in back are treated to their own set of climate vents, a folding armrest and adjustable head restraints. Taurus excels in fine luxury.



## SIRIUS Satellite Radio

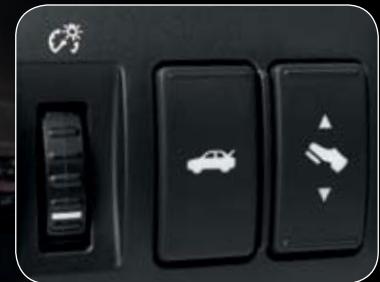
Taurus comes with SIRIUS Satellite Radio, offering you digital-quality channels – including sports, news, entertainment and 100% commercial-free music – all across Canada. You'll even get complimentary online access to SIRIUS with the 6-month prepaid subscription that's included on every Taurus. See your Ford of Canada Dealer or contact SIRIUS at 1-888-539-7474 for more information.



## All at your Command.

Take the wheel of Taurus and take charge. An experience enhanced by class-exclusive Command Seating™ which offers panoramic visibility and effortless entry. The available All Weather Package outfits Taurus SEL with leather-trimmed heated front seats, an 8-way power driver seat, heated sideview mirrors with security approach lamps, plus an engine block heater. Travel in full confidence from Fredericton to Victoria with the optional voice-activated, DVD-based Navigation System as co-pilot.

Taurus Limited in Black perforated-leather trim with optional equipment.



## POWER-ADJUSTABLE PEDALS

Position your stop-and-go action precisely. These easily adjustable pedals are standard on Taurus Limited and include memory recall for optimum convenience.



## POWER MOONROOF

Fully retract the tinted glass or tilt it up for added atmosphere. The optional moonroof additionally equips you with a mini-overhead console that houses map lights and a storage bin.

# SYNC

Powered by **Microsoft®**  
**Exclusive Ford SYNC™\***

Groundbreaking hi-tech innovation: This voice-activated, hands-free communications and entertainment system integrates your Bluetooth®-enabled mobile phone and nearly any portable media player. Visit [ford.ca](http://ford.ca) for full connectivity details.

\*Late availability.



## Safety is not an option.

Taurus takes your well-being seriously, so every safety feature comes standard — including 6 airbags. There are 2 dual-stage front airbags; 2 front-seat side airbags; and 2 side-curtain airbags which are part of the Safety Canopy™ System that also features a class-exclusive rollover sensor. After all, knowing you're well protected is essential to the enjoyment of life.



### WHY TAURUS IS SO PROTECTIVE

More standard safety and security technologies: Ultra-rigid chassis was crash-modeled on a Cray® supercomputer • Tripod design in the front structure channels crash forces upward and downward into a high-strength steel "ring of protection" • SPACE (Side Protection And Cabin Enhancement) Architecture™ is a class exclusive • Laser-welded side pillars help redirect crash forces underneath the seats • Personal Safety System® helps reduce the risk of injury to the driver and front passenger in certain frontal collisions • Anti-theft perimeter alarm helps protect valuables • Wiper-activated headlamps enhance visibility • Auto-dimming rearview mirror cuts glare • Keyless-entry keypad unlocks with a code • Tire Pressure Monitoring System alerts for underinflation • Anti-lock brakes, Traction Control and AdvanceTrac® Electronic Stability Control help keep you in charge and on track • Security approach lamps (in exterior mirrors) are standard on Limited to shed light near front doors

Cray is a registered trademark of Cray, Inc.

**SEL** select standard content:

Tri-Bar Chrome Grille • Automatic Headlamps with Wiper-Activated Headlamps Feature • Body-Colour, Power Sideview Mirrors • Fog Lamps • Power 4-Wheel Disc Anti-Lock Brake System • Traction Control • AdvanceTrac® Electronic Stability Control • Anti-Theft Perimeter Alarm • Tire Pressure Monitoring System • Dual-Zone Electronic Automatic Temperature Control • Message Centre with Compass • Outside Temperature Display • Steering Wheel-Mounted Cruise and Audio Controls • Auto-Dimming Rearview Mirror • Heat and Air Conditioning Vents in Rear of Front Centre Console for Rear-Seat Passengers • Premium Sound System with AM/FM Stereo and 6-Disc In-Dash CD Changer with MP3 Capability • Audio Input Jack • Leather-Wrapped Steering Wheel and Shift Knob • Rear-Seat Centre Armrest with Beverage Holders • 6-Way Power Driver Seat with Manual Lumbar Support • 2-Way Power Front-Passenger Fold-Flat Seat • Ash Woodgrain-Appearance Appliqués on Instrument Panel and Console • Fixed Rear-Seat Head Restraints • 17" 8-Spoke Aluminum Wheels • P215/60R17 Tires

**LIMITED** includes SEL content, plus:

Chrome-Capped, Power, Heated Sideview Mirrors with Memory • Security Approach Lamps • Chrome-Trimmed Door Handles • Reverse Sensing System • Memory for Driver Seat • Power-Adjustable Pedals with Memory • Satin-Cream Gauges • Curly Koa Woodgrain-Appearance Appliqués on Instrument Panel and Console • Analog Clock in Instrument Panel • Universal Garage Door Opener • Audiophile® Sound System with AM/FM Stereo, Subwoofer and 6-Disc In-Dash CD Changer with MP3 Capability • 4-Way Power Front-Passenger Fold-Flat Seat with Manual Lumbar • Leather-Trimmed Seats • 8-Way Power Driver Seat with Memory • Heated Driver and Front-Passenger Seats • Adjustable Rear-Seat Head Restraints • Rear-Seat Centre Armrest with Beverage Holders and Storage • 18" 8-Spoke Bright-Aluminum Wheels • P225/55R18 Tires



Taurus SEL in Light Sage Metallic. Taurus Limited in Merlot Metallic.

# SPECIFICATIONS

## STANDARD FEATURES

### MECHANICAL

3.5L 24V DOHC Duratec 35 V6

6-speed automatic transmission

4-wheel disc Anti-lock Brake System (ABS)

Compact spare tire

Front-wheel drive

Hydraulic power steering

Traction Control

### SAFETY/SECURITY

Personal Safety System® for driver and front passenger – Includes dual-stage front airbags,\* safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System

AdvanceTrac® Electronic Stability Control

Anti-theft perimeter alarm

Battery saver

Belt-Minder® safety belt reminder

Child-safety rear door locks

Front-seat side airbags

Illuminated entry

LATCH – Lower anchors and tether anchors for child-safety seats

Remote keyless-entry system with driver door-mounted keypad

Safety Canopy™ System with 2-row side-curtain airbags and rollover sensor

SecuriLock® passive anti-theft engine immobilizer system

SPACE (Side Protection And Cabin Enhancement) Architecture™

Tire Pressure Monitoring System

### SEATING

2-way power fold-flat front-passenger seat

6-way power driver seat with manual lumbar support

60/40 split fold-flat rear seat

Command Seating™

Front bucket seats

### INTERIOR

Accessory delay

Audio input jack

Beverage holders – 8

Dual-zone Electronic Automatic Temperature Control

Floor mats – Front and rear carpeted

Front centre floor console with armrest, beverage holders and storage

Front overhead console with map lights and sunglasses holder

Instrumentation – Speedometer, tachometer, temperature gauge and fuel gauge

Message centre with compass

Outside temperature display

Power door locks and windows with one-touch-up/-down driver-side feature

Power points – 3

Power remote trunk release

Rear-seat centre armrest with beverage holders

Rear-seat reading lights

SIRIUS Satellite Radio – Includes 6-month prepaid subscription

Sliding sun visors with illuminated vanity mirrors

Steering wheel-mounted cruise and audio controls

Tilt steering wheel

### EXTERIOR

Automatic headlamps with wiper-activated headlamps feature

Body-colour door handles

Body-colour power sideview mirrors

Chrome trim on fender appliqués and exhaust tips

Fog lamps

Rear-window defroster

Tri-bar chrome grille

## FEATURES & OPTIONS

### SEL

### LIMITED

#### MECHANICAL

- Intelligent All-Wheel Drive
- 17" 8-spoke aluminum wheels
- 18" 8-spoke bright-aluminum wheels
- 18" 7-spoke chrome-clad aluminum wheels
- P215/60R17 tires
- P225/55R18 tires

#### SEATING

- 8-way power driver seat (with memory on Limited)\*\*
- Leather-trimmed seats with heated front seats\*\*

#### INTERIOR

- Audiophile® Sound System with AM/FM stereo, subwoofer and 6-disc in-dash CD changer with MP3 capability
- DVD Family Entertainment System with 2 sets of wireless headphones (not available with moonroof)
- Ford SYNC™ – Voice-activated, in-vehicle communications and entertainment system (late availability)
- Power-adjustable pedals with memory
- Power-adjustable pedals (non-memory)
- Premium Sound System with AM/FM stereo and 6-disc in-dash CD changer with MP3 capability
- Retractable rear sunshade – Manual (late availability)
- Universal Garage Door Opener
- Voice-activated, DVD-based Navigation System

#### EXTERIOR

- Power, heated sideview mirrors with security approach lamps (chrome-capped on Limited with memory)
- Engine block heater
- Power moonroof
- Reverse Sensing System

#### PACKAGES

- All Weather Package – Includes leather-trimmed seats with heated front seats, heated sideview mirrors with security approach lamps, 8-way power driver seat and an engine block heater
- Limited Wood Package – Includes woodgrain insert on steering wheel and shifter knob (late availability)

● Standard   ○ Optional   ● Available as part of package   — Not Available

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

\*\*Only available on SEL as part of the All Weather Package.

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# SPECIFICATIONS

## ENGINE

| <b>3.5L DURATEC 35 V6 ENGINE</b> |            |
|----------------------------------|------------|
| Horsepower (hp @ rpm)            | 263 @ 6250 |
| Torque (lb.ft. @ rpm)            | 249 @ 4500 |

## EXTERIOR COLOURS



Oxford White



Dune Pearl Metallic



Merlot Metallic



Light Sage Metallic



Light Tundra Metallic



Light Ice Blue Metallic



Dark Ink Blue Metallic



Silver Birch Metallic



Alloy Metallic



Black

Ford uses clearcoat paint for beauty and protection. Colours shown are representative only. Not all colours are available on all models. See your Ford of Canada Dealer for actual paint/trim options.

## INTERIOR COLOURS



Camel Cloth  
Standard on SEL



Medium Light Stone Cloth  
Standard on SEL



Camel Leather  
Standard on Limited;  
Available on SEL



Medium Light Stone Leather  
Standard on Limited;  
Available on SEL



Black Leather  
Standard on Limited

## ESTIMATED FUEL CONSUMPTION RATINGS\*

|     |  |
|-----|--|
| FWD | 11.6L/100 km city and 7.0L/100 km hwy. (24 mpg city/40 hwy.) |
| AWD | 12.7L/100 km city and 8.3L/100 km hwy. (22 mpg city/34 hwy.) |

\*Fuel consumption ratings based on Transport Canada approved test methods.

## WHEELS

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



**A**



**B**



**C**

### CAMEL

### MEDIUM LIGHT STONE

### BLACK

### SEL

- Oxford White
- Dune Pearl Metallic
- Merlot Metallic
- Light Sage Metallic
- Light Tundra Metallic
- Light Ice Blue Metallic
- Dark Ink Blue Metallic
- Silver Birch Metallic
- Alloy Metallic
- Black

### LIMITED

- Oxford White
- Dune Pearl Metallic
- Merlot Metallic
- Light Sage Metallic
- Light Tundra Metallic
- Light Ice Blue Metallic
- Dark Ink Blue Metallic
- Silver Birch Metallic
- Alloy Metallic
- Black

# THE ALL-NEW 2008 FORD TAURUS

- Space, comfort and luxury for the whole family
- New, award-winning 263-hp V6 teamed with a new 6-speed automatic transmission
  - AdvanceTrac® Electronic Stability Control standard
  - Anti-lock Brake System (ABS) and Traction Control standard
  - All-Wheel Drive (AWD) available
- Class-exclusive Command Seating™ for a more comfortable, upright position
- Exclusive Ford SYNC™ voice-activated communications system (late availability)
  - Best-in-class
    - Interior volume
    - Rear-seat head room
    - Trunk volume

For more information on  
Ford of Canada and Ford products,  
please visit our website:



## Our commitment to you... Peace-of-Mind Protection

- **Basic Coverage:**  
3 years/60,000 km
- **Powertrain Warranty:**  
5 years/100,000 km
- **Corrosion Warranty:**  
5 years/unlimited distance
- **Roadside Assistance:**  
5 years/100,000 km\*

Certain conditions apply. For more information on these warranties and coverages, ask your local Ford of Canada Dealer or visit [ford.ca](http://ford.ca).

\*No additional cost.

## For prompt, courteous answers to your questions:

Ford Customer Relationship Centre  
1-800-565-3673  
Ford Credit Customer Service Centre  
1-877-636-7346



Please Note: The electronic version of the Ford of Canada vehicle brochure is a condensed version of the original printed version.

Competitive comparisons are based on 2007 competitive models, publicly available information and Ford data at the time of printing of the 2008 original printed version. 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 2008 original printed brochure, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford of Canada Dealer is your best source for up-to-date information. Ford Motor Company of Canada, Limited, reserves the right to change product specifications at any time without incurring obligations. Colours may not be exactly as illustrated. Please see your sales consultant for specific colour and model availability. Please visit your local dealer or [www.ford.ca](http://www.ford.ca) for complete vehicle details.