



# ALL-NEW 2008 TAURUS

AMERICA'S  
**IDEAL**  
FAMILY CAR



5 Stars in every crash test category:



Driver frontal crash rating



Passenger frontal crash rating



Front-seat side crash rating



Rear-seat side crash rating

RATED AMERICA'S  
**SAFEST**<sup>1</sup>  
FULL-SIZE CAR

## A reputation for being the BEST.

When it was originally introduced, Taurus forever changed the way cars look, feel and drive. Today's Taurus is better than ever; it's rated America's safest<sup>1</sup> full-size car. A bold chrome grille catches the eye, while the award-winning 263-hp V6 stirs the soul. Plus, industry-exclusive Ford SYNC™ connectivity<sup>2</sup> makes for voice-activated entertainment and communication. Safe, spacious, smart and so versatile, Taurus is America's best new car for families on the go.

### SAFEST<sup>1</sup>

5-Star crash test ratings from NHTSA; "Top Safety Pick" from IIHS

### ROOMIEST

Best-in-class<sup>3</sup> interior space; Best-in-class seat comfort<sup>4</sup>

### HANDIEST

Exclusive Ford SYNC voice-activated communications<sup>2</sup>; Extreme versatility; Biggest trunk

### LIVELIEST

263-hp V6 – Ward's "10 Best Engines"<sup>5</sup>

<sup>1</sup>Based on NHTSA 5-Star crash test ratings and with optional electronic stability control, IIHS "Top Safety Pick." Star ratings are part of U. S. Dept. of Transportation's Safercar.gov program ([www.safercar.gov](http://www.safercar.gov)).  
<sup>2</sup>Standard on Limited, available on SEL. <sup>3</sup>Standard 5-passenger Large Car class. <sup>4</sup>2006 Global Quality Research System (at 3 months in service). <sup>5</sup>WardsAuto.com, January 2007.

## STANDARD FEATURES

### MECHANICAL

3.5L Duratec V6 engine with 263 hp  
6-speed automatic transmission  
4-wheel disc Anti-lock Brake System (ABS)  
Compact spare tire  
Front-wheel drive (FWD)  
Hydraulic power steering  
Traction Control

### SAFETY/SECURITY

Personal Safety System® for driver and front passenger — Includes dual-stage front airbags<sup>1</sup> 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  
2-row Safety Canopy® System with side-curtain airbags and rollover sensor  
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  
SecuriLock® passive anti-theft ignition system  
SPACE (Side Protection And Cabin Enhancement) Architecture™  
Tire Pressure Monitoring System (excludes spare)

### SEATING

60/40 split fold-down rear seat  
Command Seating™  
Front bucket seats, including 6-way power driver seat with manual lumbar adjustment  
Rear-seat center armrest with beverage holders

### INTERIOR

Accessory delay  
Air conditioning  
Auto-dimming rearview mirror  
Auxiliary audio input jack  
Beverage holders — 8  
Floor mats — Front and rear carpeted  
Front center floor console with armrest, beverage holders and storage  
Front overhead console with dome light, map light and sunglasses holder  
Instrumentation — Speedometer, tachometer, temperature gauge and fuel gauge  
Leather-wrapped steering wheel and shift knob  
Message center with compass  
Power door locks and windows with one-touch-up/-down driver-window feature  
Power points — 3  
Power remote trunk release  
Rear-seat reading lights  
Sliding sun visors with illuminated vanity mirrors  
Steering wheel-mounted cruise and audio controls  
Tilt steering column  
Woodgrain-appearance appliqué (Ash on SEL; Koa on Limited)

### EXTERIOR

Body-color door handles  
Body-color, power sideview mirrors  
Dual chrome exhaust tips  
Fog lamps with chrome bezels  
Rear-window defroster  
Solar-tinted glass  
Tri-bar chrome grille

<sup>1</sup>Always wear your safety belt and secure children in the rear seat.

## FEATURES & OPTIONS

### SEL

### LIMITED

### MECHANICAL

- |                                  |                                  |   |
|----------------------------------|----------------------------------|---|
| <input type="radio"/>            | <input type="radio"/>            | All-Wheel Drive (AWD)                     |
| <input checked="" type="radio"/> | <input type="radio"/>            | 17" 8-spoke bright-finish aluminum wheels |
| <input type="radio"/>            | <input checked="" type="radio"/> | 18" 8-spoke bright-aluminum wheels        |
| <input type="radio"/>            | <input type="radio"/>            | 18" 7-spoke chrome-clad aluminum wheels   |
| <input checked="" type="radio"/> | <input type="radio"/>            | P215/60R17 tires                          |
| <input type="radio"/>            | <input checked="" type="radio"/> | P225/55R18 tires                          |
| <input type="radio"/>            | <input type="radio"/>            | AdvanceTrac® Electronic Stability Control |

### SEATING

- |                                  |                                  |   |
|----------------------------------|----------------------------------|---|
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | 8-way power driver seat (with memory on Limited)                          |
| <input checked="" type="radio"/> | <input type="radio"/>            | 2-way power fold-flat front-passenger seat                                |
| <input type="radio"/>            | <input checked="" type="radio"/> | 4-way power fold-flat front-passenger seat with manual lumbar adjustment  |
| <input type="radio"/>            | <input checked="" type="radio"/> | Heated driver and front-passenger seats with 2 heat settings <sup>2</sup> |
| <input type="radio"/>            | <input checked="" type="radio"/> | Leather-trimmed seats with contrast stitching                             |
| <input type="radio"/>            | <input checked="" type="radio"/> | Memory settings for driver seat and sideview mirrors                      |

### INTERIOR

- |                                  |                                  |   |
|----------------------------------|----------------------------------|---|
| <input checked="" type="radio"/> | <input type="radio"/>            | AM/FM stereo with single-CD player  |
| <input checked="" type="radio"/> | <input type="radio"/>            | Premium AM/FM stereo/6-disc in-dash CD changer with MP3 capability  |
| <input type="radio"/>            | <input checked="" type="radio"/> | Audiophile® Sound System with AM/FM stereo/6-disc in-dash CD changer with MP3 capability and subwoofer              |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Dual-zone Electronic Automatic Temperature Control  |
| <input type="radio"/>            | <input checked="" type="radio"/> | Ford SYNC™ — Voice-activated in-vehicle communications and entertainment system                                     |
| <input type="radio"/>            | <input type="radio"/>            | DVD Family Entertainment System with 2 sets of wireless headphones <sup>3</sup> (not available with power moonroof) |
| <input type="radio"/>            | <input type="radio"/>            | Power-adjustable pedals   |
| <input type="radio"/>            | <input checked="" type="radio"/> | Power-adjustable pedals with memory   |
| <input type="radio"/>            | <input type="radio"/>            | SIRIUS Satellite Radio <sup>4</sup>   |
| <input type="radio"/>            | <input checked="" type="radio"/> | Universal Garage Door Opener  |
| <input type="radio"/>            | <input type="radio"/>            | Voice-activated DVD-based Navigation System <sup>3</sup>  |

### EXTERIOR

- |                                  |                                  |  |
|----------------------------------|----------------------------------|--|
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Anti-theft perimeter alarm   |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Automatic headlamps with on/off delay and wiper-activated headlamps feature                          |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Power, heated sideview mirrors with security approach lamps (chrome-accented with memory on Limited) |
| <input type="radio"/>            | <input type="radio"/>            | Power moonroof   |
| <input type="radio"/>            | <input checked="" type="radio"/> | Reverse Sensing System   |

### PACKAGES

- |                       |                       |   |
|-----------------------|-----------------------|---|
| <input type="radio"/> | <input type="radio"/> | Interior Convenience Package — Includes AM/FM stereo/6-disc in-dash CD changer with MP3 capability, Dual-zone Electronic Automatic Temperature Control, automatic headlamps including the wiper-activated headlamps feature, outside temperature display, 8-way power driver seat, and woodgrain appearance on door-trim appliqué |
| <input type="radio"/> | <input type="radio"/> | Limited Convenience Package — Includes power-adjustable pedals with memory, Universal Garage Door Opener, Reverse Sensing System and trunk cargo net  |
| <input type="radio"/> | <input type="radio"/> | Limited Wood Package — Includes woodgrain insert on steering wheel and shift knob (late availability)   |
| <input type="radio"/> | <input type="radio"/> | Safety and Security Package — Includes anti-theft perimeter alarm; power, heated sideview mirrors with security approach lamps; remote perimeter lighting; and AdvanceTrac  |

● Standard ● Available as Part of a Package ○ Optional — Not Available

<sup>2</sup>Requires leather-trimmed seats and Interior Convenience Package on SEL. <sup>3</sup>Requires Interior Convenience Package on SEL. <sup>4</sup>Service not available in Alaska or Hawaii. See your Ford Dealer or contact SIRIUS at 1-888-539-7474 for more information.

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.

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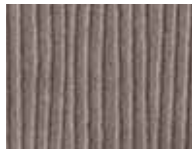
"SIRIUS," the SIRIUS dog logo and "The Best Radio on Radio" are registered trademarks of SIRIUS Satellite Radio Inc.

Comparisons based on 2008 competitive models (standard 5-passenger Large Car class), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following publication of the catalog, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

INTERIORS



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

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

CAMEL

MEDIUM LIGHT STONE

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

ENGINE

3.5L 24-VALVE DOHC DURATEC V6 ENGINE

Horsepower (hp @ rpm)	263 @ 6250
Torque (lb.-ft. @ rpm)	249 @ 4500

2008 EPA-ESTIMATED FUEL ECONOMY

FWD	18 mpg city/28 hwy.
AWD	17 mpg city/24 hwy.

DIMENSIONS

EXTERIOR (in.)	FWD/AWD
Length	201.8
Wheelbase	112.9
Width	74.5
Height	61.5
<b>INTERIOR (in.)</b>	
<b>Front</b>	
Head room	39.6
Shoulder room	57.8
Hip room	53.7
Leg room	41.3
<b>Rear</b>	
Head room	38.8
Shoulder room	57.6
Hip room	53.6
Leg room	41.2
<b>Capacities (cu. ft.)</b>	
Passenger volume	108.0
Cargo volume	21.2
Total interior volume	129.2
Fuel capacity (gal.)	20.5
Seating	5

WHEELS

- A** 17" 8-Spoke Bright-Finish 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



## 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 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 and Roadside Assistance, 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](http://fordcredit.com).



Genuine Ford Accessories are designed and engineered specifically for Ford vehicles. Visit our website at [fordaccessoriesstore.com](http://fordaccessoriesstore.com) to use the Accessorizer, and to learn about complete accessory details and purchase instructions.



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](http://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.