



2008 TAURUS



The 2008 Ford Taurus features more than 500 improvements that make it more distinctive, quieter, faster and safer. Highlights include new exterior styling, a new powertrain, a new all-wheel-drive system, more standard safety features and structural upgrades to further enhance crash protection.

The 2008 Taurus features Ford's 3.5-liter Duratec V-6 that delivers 263 horsepower – an increase of nearly 30 percent from the previous engine – and 245 pound-feet of torque. It is mated to the same smooth shifting, 6-speed automatic transmission as the new Ford Edge.

Importantly to customers, even with more power and performance, the 2008 Taurus delivers nearly a 10 percent fuel economy improvement than the outgoing Five Hundred and an increase of approximately 2 mpg on the highway – thanks to advancements in powertrain technology.

Taurus also offers a number of must-have technologies. In addition to a standard auxiliary audio input jack, available convenience features include a voice-activated navigation system, a DVD entertainment system and factory-installed SIRIUS® Satellite Radio. Ford Sync™ also will be available on the new 2008 Ford Taurus this fall.



INNOVATION: WORLD'S SAFEST FAMILY SEDAN

With standard air bags and available AdvanceTrac® electronic stability control, the 2008 Ford Taurus is rated the safest full-size car in North America and is a segment leader in safety, capable of achieving five-star ratings in all four categories for the U.S. government's crash tests. It also has been named a "Top Safety Pick" by the Insurance Institute of Highway Safety.

NEW FOR 2008

- Rated the safest large car in America
- More than 500 engineering changes make Taurus distinctive, quieter, faster and safer
- New 3.5-liter Duratec V-6 and 6-speed automatic deliver 263 horsepower – 30 percent more than the previous model
- Fuel economy improved by nearly 10 percent
- NVH improvements throughout
- Available electronic stability control
- Ford Sync™ offers the latest in state-of-the-art hands-free communication (late availability)



VITAL STATISTICS

Production Location: Chicago, Ill.

Powertrain: 260-hp 3.5-liter Duratec V-6; 6-speed automatic

Safety: Available AdvanceTrac® electronic stability control; Standard dual-stage driver and passenger front air bags; Seat-deployed side air bags; Safety Canopy™ side curtain air bags for both rows

Series: SEL, Limited; FWD or AWD

Fuel Economy: FWD 17/24 mpg
AWD 18/28 mpg