



Taurus Ghia



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Taurus Ghia shown in regent blue.

INTRODUCTION

It's a design achieved by thinking outside the square. The remarkable Ford Taurus Ghia.

Fully imported Taurus Ghia sets new standards in design and craftsmanship. Indeed, it's an inspiration by design. In engineering, comfort, refinement and quality, Taurus Ghia doesn't merely push the envelope – it rips it wide open.

The elliptical design theme achieves significant engineering and ergonomic objectives. As you'll discover, a meaningful benefit flows from every graceful Taurus curve.

Taurus Ghia is engineered to be safe, quiet, responsive. It's aerodynamic and ultra-ergonomic. And it's designed to inspire, with a host of features

that will surprise and delight you. In fact, if you look at all it's got, and you consider what it costs, there's no way you'd settle for anything on offer from the competition.

So if you aspire to think beyond the square, and see it realised in a dynamic, luxurious and innovative package... Ford Taurus Ghia waits.

Designed by thinking outside the square.



ENGINEERING

With Taurus Ghia, Ford breaks new ground in automotive engineering and vehicle production. The result is a car that possesses an almost seamless quality, like the whole body has been sculpted from a single piece of sheet metal. Which is almost the case.

Each side of the Taurus Ghia body is stamped out in one complete section from the tail-lamp to the windshield post. And up to 90% of Taurus Ghia body panels have special locators that match up with adjacent parts. This means the parts can be positioned precisely before

they are screwed, bolted or welded together.

Result: a tighter, stronger, quieter car with a smooth, crafted body. In Taurus Ghia, innovation and quality are themes that run through every aspect of the design, engineering and production process.

Engineered to be powerful, responsive... and a joy to drive.



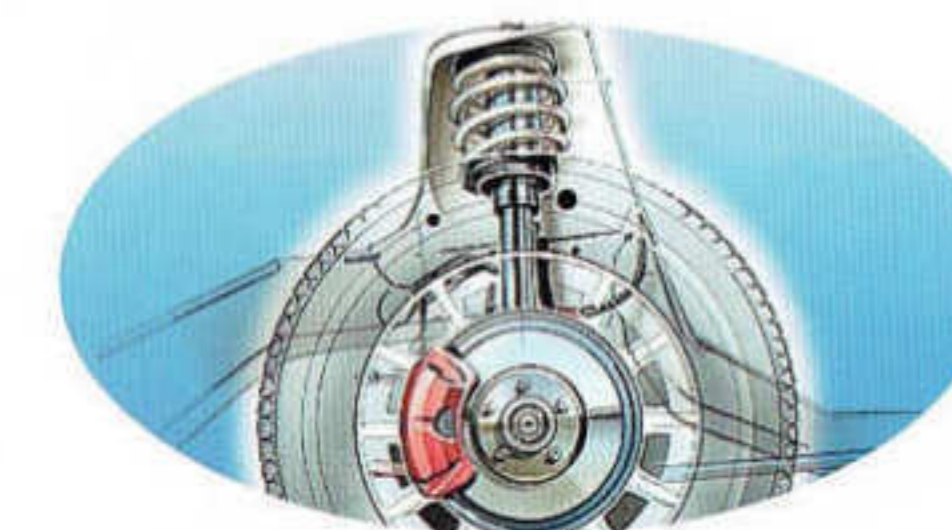
The 3.0 litre double overhead cam Ford Duratec V6 engine, with four valves per cylinder, Multipoint electronic fuel injection and computerised engine management, provides excellent fuel economy and delivers impressive performance at all engine speeds.



The Duratec engine is matched to a smooth and quiet electronically controlled four-speed automatic transmission with overdrive and lock-up torque converter. The unit is equipped with an On-Board Diagnostics system for timely and accurate service diagnosis.



A new MacPherson strut-type front suspension with coil springs and Quadralink independent rear suspension were developed for front wheel drive Taurus Ghia. Combined with speed sensitive power rack and pinion steering, it delivers precise, predictable handling with fast and accurate steering response.



Taurus Ghia has its own high tech solution to the Australian sun. Solar glass technology. Taurus Ghia's solar glass filters out virtually all UV light and greatly reduces infra-red light. This keeps you cooler and helps protect the upholstery.



Diary note for the year 2004:*

"First engine tune-up due"

Ford developed a new engine for Taurus Ghia. The 3.0 litre double overhead cam Ford Duratec V6.

If you travel, on average, 20,000 km annually under normal driving conditions and with routine fluid and filter changes, the first engine tune-up on your Taurus Ghia should occur sometime during the year 2004.*

That's because the higher corrosion resistance of the platinum used in the Duratec engine's spark plugs slows down plug wear. So you can expect to travel 150,000 km before a tune-up becomes necessary.

The Duratec V6 engine is an all-aluminium design, light and efficient, smooth and quiet. It's also impressively responsive. The aluminium cylinder block is reinforced with special ribbing to provide exceptional strength and reduce operating noise. Aided by the latest on-board engine management and diagnostic systems, the engine also achieves efficient fuel consumption.

*See your owner's manual for general scheduled service and maintenance information.



INTERIOR DESIGN

The driving dynamics of Taurus Ghia will certainly satisfy and reward the driving enthusiast. Along the way, you'll discover Taurus Ghia is well equipped to make sure the driving experience is enjoyed by driver and passengers alike.

Taurus Ghia delivers, of course, on the expected luxury

items – like luxurious leather seats and steering wheel, 6-stack CD player, automatic climate control air conditioning, power front driver's seat, remote central locking, power windows and high fidelity audio equipment.

It also delivers numerous considerate features that delight in the way they address many

practical "real world" issues – like the "lock disable" feature that uses the power door lock system to prevent the driver's door from being locked if the key is still in the ignition.

Taurus is also equipped with a luggage compartment net to hold lightweight items securely, and quality floor mats.

An interior shaped to reward and satisfy.



The Integrated Control Panel is an example of intelligent ergonomic design. This central control unit accommodates all the entertainment and climate controls. All the buttons are of a consistent texture and are designed to provide intuitive fingertip control of the climate and entertainment functions.



The leather steering wheel is adjustable for height, enabling you to find the most comfortable driving position.



60/40 split fold rear seat provides versatile accommodation for awkwardly shaped items.



Cruise control makes long trips more relaxing. "Tap up or down" adjusts speed by small increments.



Luxury and convenience down to the finest detail – like a handy holder for that refreshing cup of coffee.



When the engine is switched off, a battery saver switches off the interior lights after 40 minutes should a door be left ajar.



The power windows may be operated for 45 seconds after the ignition has been switched off.



Front driver's seat has power operation for adjustments to fore and aft position, tilt and height.



For increased comfort and safety, Taurus Ghia's front outboard shoulder belts can be height-adjusted.



Taurus comes equipped with a premium audio system incorporating 6-stack CD player.

SAFETY & SECURITY

In Taurus Ghia, some of Ford's most innovative thinking has been applied to your safety and security. Much of this advanced technology, including ABS, is directed towards providing a substantial capability to help

you avoid an accident. Other features, like the airbags for driver and front seat passenger, are designed to provide protection in the event of one. Vehicle security is an important issue. It's one Ford's engineers have

addressed quite comprehensively.

The keyless remote entry system, which allows you to unlock your Taurus Ghia from up to 10m, also controls the engine immobilisation system and the vehicle's car alarm.

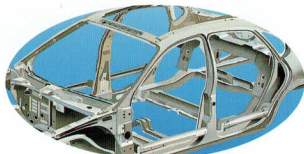
Engineered for peace of mind.



Airbags for the driver and front seat passenger are standard equipment.



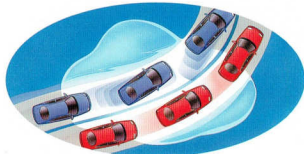
Special "crumple zones" are designed to help absorb the impact of a collision.



Ford achieves a new level of safety by means of a "safety cage" structural design.



Doors are fitted with side intrusion beams for greater impact resistance.



The anti-lock braking system (ABS) is designed to help you maintain steering control in emergency braking situations.



The remote keyless entry system conveniently allows you to unlock your car from up to 10m.



Taurus Ghia seats are designed to prevent the tendency of occupants to slide down and under their seat belts in the event of a sudden stop.



Inertia reel seat belts, for all occupants, including the centre rear seat passenger.



Taurus Ghia is equipped with the superior stopping capability of power-assisted four-wheel disc brakes with ABS.

SPECIFICATIONS.

Mechanical

3.0 litre DOHC multipoint EFI 24 valve V6 engine.
4-speed automatic transmission with overdrive and lock-up torque converter.
Speed sensitive power-assisted rack and pinion steering.
4-wheel power-assisted disc brakes with Anti-lock Braking System (ABS).
MacPherson strut front suspension.
Quadralink independent rear suspension with coil springs.
Front and rear stabiliser bars.

Exterior

Impact absorbing bumper bars.
Galvanised panels to resist corrosion.
Solar tint side and rear glass.
Body coloured bumper bars.
Body coloured bodyside protection mouldings.
Body coloured rocker moulding with integrated front mudshield.
Dual exhaust outlets.
Body coloured door mirrors.
Driving lights.
Halogen headlights.
15" x 6" alloy wheels and 205 x 65 R15 steel belted radial ply tyres.

Interior

Premium 6-speaker stereo AM/FM radio/cassette audio system and 6-stack CD player.
Leather seat trim.
Central locking with remote control keyless entry.
Dual airbags.
Power antenna.
Cruise control.
Leather trim steering wheel.
Courtesy lights with time delay.
Lockable glove box with light.
Dual driver and passenger sunvisors with illuminated vanity mirrors.
Fold-out cup holder.
Map reading lights.
6-way power adjustable driver's seat.
Fully integrated sports console.
Front centre armrest.
2-way adjustable front headrests.
Tachometer.
External temperature indicator.
Water temperature gauge.
'Headlights on' and 'key in ignition' warning chime.
Locking remote boot release and locking fuel filler.
Perimeter anti-theft system with panic alarm.
Engine immobilisation system.
Power side mirrors with demister.
Luggage compartment stowage net.
Premium front and rear floor mats.

FORD PRESTIGE SERVICE PLAN. EXCLUSIVELY YOURS.

One of the many rewards of owning a prestige vehicle like Taurus Ghia is entitlement to the Ford Prestige Service Plan, which provides assistance and peace of mind for 3 years. Among the many benefits offered in the event of mechanical breakdown are:

- 24 hr Emergency Roadside Assistance.

- Emergency towing and vehicle recovery service.
- One night's free emergency accommodation for up to 5 people.
- Free emergency rental car assistance in certain circumstances.
- General assistance with medical matters.
- Assistance with cancellation or

re-booking of any pre-arranged travel and accommodation.

- Urgent message relay anywhere in Australia.

If your Taurus Ghia has to spend more than 24 hours at the servicing dealership in order for any warranty repairs to be carried out, a free loan vehicle will be available for you to use until your car is ready.

Ford Taurus Ghia has a range of selected accessories that are designed to meet individual requirements and suit specific driving conditions. These acces-

sories are specially made from high quality materials. Being Ford Approved, you know they'll fit right, perform right and look right. If ordered and

fitted prior to delivery, these Ford Approved Accessories are fully backed by the Ford 3 year/100,000 km 'Bumper to Bumper' Warranty.



Headlamp Guards meet Australian Design Rules. Bonnet Protector helps to protect against stone damage.



Driving Light Protectors are designed to prevent stone damage. Photometrically tested and approved by Ford.



Acrylic Weathershield styled to help protect against wind and light rain. Available for both sides of vehicle.



Townerbar. If you need to tow, a Ford Approved Townerbar is available. Ask your Authorised Ford Dealer for details.



Heavy duty, plush pile Carpet Mats help protect your Taurus Ghia carpet from wear and soiling. Anti-slip backing.

FORDCARE. OUR COMMITMENT TO YOUR SATISFACTION

FORDcare



Fordcare is a whole range of programs, products and services designed to make Ford owners the most satisfied motor vehicle owners in Australia.

The well-being of your Ford is supported by these warranties and services:

**3 Year/100,000km
'Bumper to Bumper' Warranty.***



Covers your Taurus against defects in factory materials or workmanship for the first 3 years or 100,000 km - whichever occurs first. When fitted at or prior to the time of vehicle delivery, Ford Approved Accessories are also covered by the Ford 3 Year/100,000km 'Bumper to Bumper' Warranty.

*Conditions and exclusions apply. See your Authorised Ford Dealer for details.

**Five Year Perforation
Corrosion Warranty.***

Covers the original vehicle's body against perforation corrosion for the first five years of its life.

Lifelong Panel Warranty.*



Covers replacement of outer body panels against perforation corrosion for the life of the vehicle.

Ford Customer Assistance Centre.



We're always happy to hear from you and you will find us responsive to your needs. **Customer Assistance Centre - Telephone 1800 333 306 (TOLL FREE), in Melbourne telephone 9359 7023.**

Ford Credit Financial Services.



Ford Leasing and Red Carpet Options are available to approved applicants of Ford Credit Australia Limited. Enquire at your Authorised Ford Dealer.

Fleet Communication Centre.



Our Fleet Communication Centre is available to assist fleet customers with information on Ford products and services. Telephone 1800 673 207.

Further information on these warranties and services may be obtained from your Authorised Ford Dealer.



Visit Ford on the Internet. Our home page is located at: www.ford.com.au

This brochure is designed to provide you with a general introduction to the Ford Products (including available optional equipment) referred to, and should be read in conjunction with the latest specification sheet. Because of changes in conditions and circumstances Ford reserves the right, subject to all applicable laws, at any time, at its discretion, and without notice, to discontinue or change the features, designs, materials, colours and other specifications and the prices of their products, and to either permanently or temporarily withdraw any such products from the market without incurring any liability to any prospective purchaser or purchaser. The latest specification sheet should be referred to for information on the availability, ordering and use of optional equipment. Always consult an Authorised Ford Dealer for the latest information with respect to features, specifications, prices, optional equipment and availability before deciding to place an order. *FORD MOTOR COMPANY OF AUSTRALIA LIMITED. (A.C.N. 004 116 223) Registered Office: 1735 Sydney Road, Campbellfield, Victoria 3061, Australia. Printed June 1997. FCL 6704



Taurus COLOUR RANGE



Performance White
(Solid)



Raven Black
(Solid)



Green Bay
(Metallic)



Sofitel Blue
(Metallic)



Toreador Red
(Metallic)



Light Denim Blue
(Metallic)

INTERIOR TRIM COMBINATION

	GHIA SEDAN LEATHER
	MEDIUM GRAPHITE
LIGHT DENIM BLUE	✓
TREADOR RED	✓
RAVEN BLACK	✓
SOFITEL BLUE	✓
PERFORMANCE WHITE	✓
GREEN BAY	✓

PLEASE NOTE: The paints, colours, trims, combinations and information described, depicted and referred to in this selector are to be used only as a general guide in the selection of a vehicle. Vehicle paint colours will differ in varying degrees from those depicted herein.

Ford Motor Company of Australia Limited reserves the right at any time and without notice to discontinue or change the specifications, descriptions, colours and designs of the paints, colours, trims and combinations thereof as described and referred to herein, to add or delete any paint colour, trim or combination thereof to or from the range described or referred to herein and to temporarily suspend or restrict the use of any paint colour, trim or combination thereof listed or referred to herein without incurring any liability whatsoever for so doing.

Always consult your Authorised Ford Dealer for the latest information on the availability of paints, colours, trims and combinations before deciding to place an order for a vehicle.

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Standard Equipment Ford Taurus Ghia

MECHANICAL

- 3.0 litre Quad Cam EFI V6 24 valve Duratec engine
- 4 speed electronically controlled automatic transmission with lock-up torque converter, overdrive and full nonsynchronous shifting
- MacPherson strut front suspension
- Independent "Quadralink" coil spring rear suspension
- Speed sensitive power steering - rack and pinion

SAFETY & SECURITY

- Driver and front passenger air bags
- Safety cell body structure designed to protect occupants during front/side and rollover crash
- Electronic four-channel anti-lock brakes (ABS)
- Power assisted four-wheel disc brakes
 - Front - Ventilated discs
 - Rear - Solid discs
- Front and rear stabiliser bars
- Height adjustable front head restraints
- Adjustable top mount front seat belts
- 3-point inertia seat belts (front and rear, all seats)
- Brake system fail, parking brake and seat belt warning light
- Central door locking

SAFETY & SECURITY (cont)

- Remote entry locking with panic alarm
- 60/40 split folding rear seat with security locks
- Illuminated entry
- Perimeter anti-theft system
- Anti-theft alarm
- Engine immobilisation - only operates with coded ignition key
- Illuminated power window and door lock switches
- Visible vehicle identification number
- Fuel filler locking cover
- Dipping rear view mirror
- Headlamps off delay to illuminate parking area
- Battery saver
- Child-proof safety locks on rear doors

EXTERIOR

- 15"×6" alloy wheels
- 205/65 TR15 tyres
- Dual exhausts
- Flush, body coloured door handles
- High strength, tubular steel side door intrusion beams
- Colour-keyed bodyside protection mouldings
- Driving lamps
- High mounted rear stop light

EXTERIOR (cont)

- Body coloured, heated, electric exterior mirrors with power fold
- Solar tint side and rear glass
- Tinted laminated windscreen with shade band
- Variable windscreen wipers with anti-lift spoiler
- Power antenna

INTERIOR

- Integrated control panel for climate and audio systems
- Electronic tuned AM/FM premium sound system
- Auto reverse cassette deck with 6 speakers
- Electronic digital clock
- Ambient temperature indicator
- CFC-free air conditioning
- Automatic temperature control
- Rear seat heating ducts in console
- Side window demister vents
- Rear windscreen demister
- Driver and passenger vanity mirror with adjustable illumination
- Foldaway cup holder
- Centre console armrest with storage bin
- Rear seat fold down centre armrest
- Cruise control
- Pollen filter ventilation system
- Courtesy light delay

HAVE YOU DRIVEN A FORD... LATELY?

FORD TAURUS



Ford Taurus Specifications

FORD TAURUS GHIA

Engine

Bore & stroke mm	89.0×79.5
Cylinder head	Aluminium alloy
Engine block	Aluminium alloy
Displacement cc	2967
Compression ratio	9.3 : 1
Fuel system	Electronic sequential multipoint fuel injection
Fuel (octane rating)	91
Max power output DIN kW/rpm	149/5750
Max torque DIN Nm/rpm	272/4500
Cylinders	60 degree V6
Valve gear	Chain driven double overhead cams, 4 valves per cylinder

Steering

Power assisted, speed sensitive steering	
Rack and pinion	
Lock to lock (turns)	2.75
Minimum turning circle (metres)	11.6 kerb to kerb
Steering ratio	Variable rate

Dimensions

Exterior (mm)	
Overall length	5029
Overall height	1417
Overall width	1854
Wheelbase	2757
Front track	1566
Rear track	1559
Front overhang	1073
Rear overhang	1200
Ground clearance	140.5

Interior (mm)

Front headroom	996
Front legroom	1048
Front shoulder room	1457
Front hiproom	1418
Rear headroom	920
Rear legroom	987
Rear shoulder room	1438
Rear hiproom	1429

General

Fuel tank capacity (litres)	68
Luggage capacity (litres)	447
Kerb weight (kg)	1541
Kerb weight (with optional Pack) (kg)	1555

Suspension

FRONT	
• Independent MacPherson strut coil spring	
• Stabiliser bar	
REAR	
• Independent "Quadralink" coil spring	
• Stabiliser bar	

Brakes

- Dual circuit, diagonally split,
- Four-channel anti-lock brakes with integrated electronic control module and hydraulic actuator
- Front Ventilated discs, diameter 276mm
- Rear Solid discs, diameter 256mm

Transmissions and Ratios

4 speed electronic controlled automatic	
1st gear ratio	2.77 : 1
2nd gear ratio	1.54 : 1
3rd gear ratio	1.00 : 1
4th gear ratio	0.694 : 1
Reverse ratio	2.26 : 1
Final drive ratio	3.77 : 1

Options

LUXURY PACK

- Leather seat trim
- 6 Disc boot mounted CD player
- Cargo net
- Front floor mats
- Leather wrapped steering wheel
- Driver power lumbar adjustment
- Front head restraint
- four way adjust

Towing Capacity (Subject to applicable State and Territory regulations)

Ford approved tow bar
 • 1200kg towing capacity †

† An accessory towbar is available from your Authorised Ford Dealer, fitting to be arranged by the purchaser. Consult your Authorised Ford Dealer for the latest information with respect to the specifications and the availability of the accessory tow bar. The actual towing capability and performance of a vehicle will depend on many factors including the suitability of the caravan, trailer, etc, the conditions, road gradient, terrain and other prevailing conditions.

Selected Fuel Consumption Data

This data is based on AS2877 Tests conducted for Ford

CITY	L/100km	Auto	11.0
HIGHWAY	L/100km	Auto	7.0

These figures are provided to assist you in comparing the fuel consumption of Taurus with other vehicles. The actual fuel consumption you achieve will depend, however, on many factors, including your driving habits, the prevailing conditions and your vehicle's equipment, condition and use.

About this specification sheet. This sheet is designed to provide you with selected specification data for the Ford Products which have been described in a general way in the relevant brochure. Because of changes in conditions and circumstances Ford* reserves the right, subject to all applicable laws, at any time, at its discretion, and without notice to discontinue or change the features, designs, materials, colours and other specifications and the prices of its products, and to either permanently or temporarily withdraw any such products from the market without incurring any liability to any prospective purchaser or purchaser.

Because of variations which occur in manufactured products, all capacities, measurements, dimensions and weights quoted in the relevant brochure and this specification sheet should be taken as approximate only.

Always consult an Authorised Ford Dealer for the latest information with respect to features, specifications, prices, optional equipment and availability before deciding to place an order.

*FORD MOTOR COMPANY OF AUSTRALIA LIMITED

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FORDcare



All Ford vehicles sold throughout Australia are backed by Fordcare after sales service. Fordcare is comprised of a number of individual service products designed exclusively for Ford vehicles and their drivers. These include technical support back-up, diagnostic equipment, approved Ford/Motorcraft replacement parts and parts and service warranties.

24/50 EXPRESS NEW VEHICLE WARRANTY



Covers your Ford against defects in factory materials or workmanship for the first twenty four months or 50,000 km — whichever comes first.



PROUD SPONSOR

