

THE ALL-NEW  
**2008** TAURUS



Built for life in Canada



# Better than ever: Taurus is back.

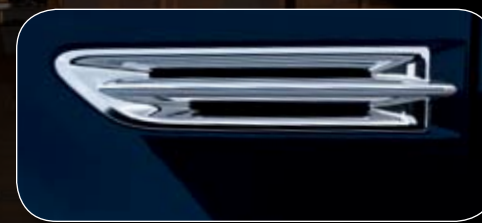
When it was originally introduced, Ford Taurus was so revolutionary, it forever changed the way cars look, feel and drive. Today's Taurus is even more distinctive. The chrome grille and spoked aluminum wheels catch the eye, while the award-winning 263-hp V6 and 6-speed transmission stir the soul. Add 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.



## 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 appliqué 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.

Taurus Limited in Dark Ink Blue Metallic.





## 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.



## 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.

## All at your Command.

Take the wheel of Taurus and take charge. An experience enhanced by class-exclusive Command Seating,<sup>TM</sup> 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.



Powered by **Microsoft**

**Exclusive Ford SYNC<sup>TM</sup>\***

Groundbreaking hi-tech innovation: This voice-activated, hands-free communications and entertainment system integrates your Bluetooth<sup>®</sup>-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 appliques and exhaust tips
Fog lamps
Rear-window defroster
Tri-bar chrome grille

## FEATURES & OPTIONS

		SEL
		LIMITED
		MECHANICAL
<input type="radio"/>	<input type="radio"/>	Intelligent All-Wheel Drive
<input checked="" type="radio"/>	<input type="radio"/>	17" 8-spoke 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
		SEATING
<input checked="" type="radio"/>	<input checked="" type="radio"/>	8-way power driver seat (with memory on Limited)**
<input checked="" type="radio"/>	<input checked="" type="radio"/>	Leather-trimmed seats with heated front seats**
		INTERIOR
<input type="radio"/>	<input checked="" type="radio"/>	Audiophile® Sound System with AM/FM stereo, subwoofer and 6-disc in-dash CD changer with MP3 capability
<input type="radio"/>	<input type="radio"/>	DVD Family Entertainment System with 2 sets of wireless headphones (not available with moonroof)
<input type="radio"/>	<input type="radio"/>	Ford SYNC™ — Voice-activated, in-vehicle communications and entertainment system (late availability)
<input type="radio"/>	<input checked="" type="radio"/>	Power-adjustable pedals with memory
<input type="radio"/>	<input type="radio"/>	Power-adjustable pedals (non-memory)
<input checked="" type="radio"/>	<input type="radio"/>	Premium Sound System with AM/FM stereo and 6-disc in-dash CD changer with MP3 capability
<input type="radio"/>	<input type="radio"/>	Retractable rear sunshade — Manual (late availability)
<input type="radio"/>	<input checked="" type="radio"/>	Universal Garage Door Opener
<input type="radio"/>	<input type="radio"/>	Voice-activated, DVD-based Navigation System
		EXTERIOR
<input checked="" type="radio"/>	<input checked="" type="radio"/>	Power, heated sideview mirrors with security approach lamps (chrome-capped on Limited with memory)
<input type="radio"/>	<input type="radio"/>	Engine block heater
<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"/>	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
<input type="radio"/>	<input type="radio"/>	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

	3.5L DURATEC 35 V6 ENGINE
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.