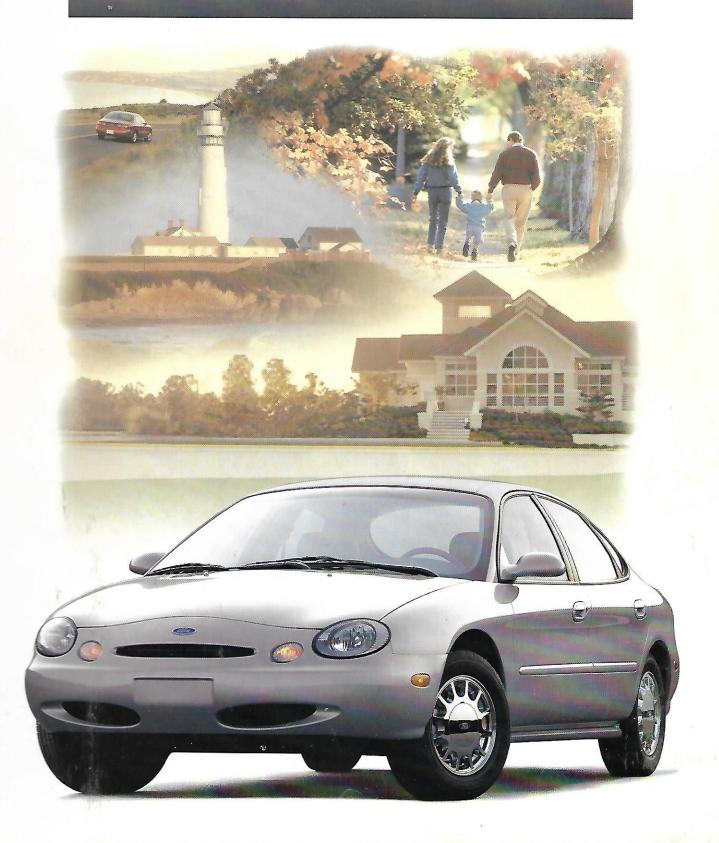
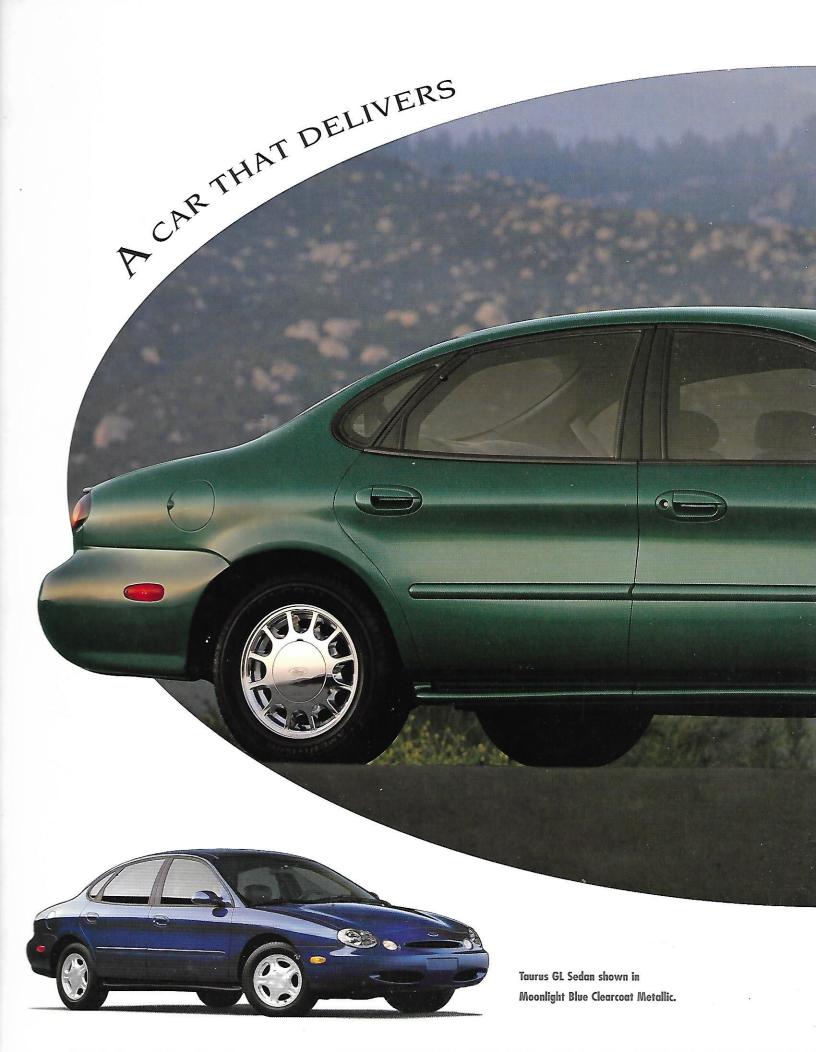
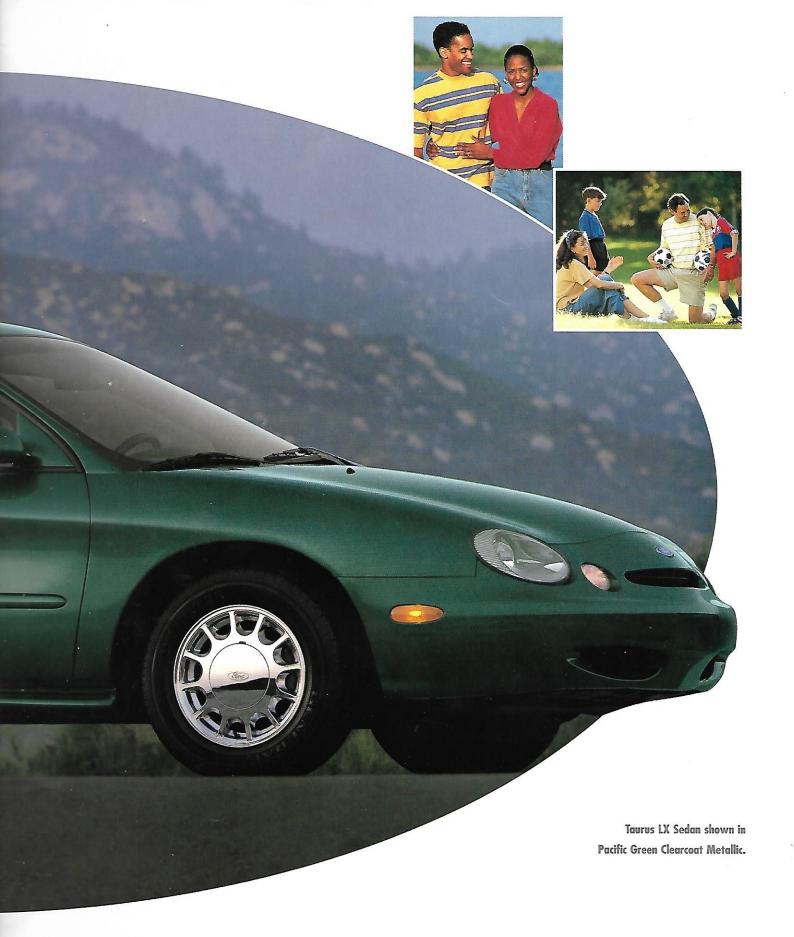


1 9 9 7 TAURUS

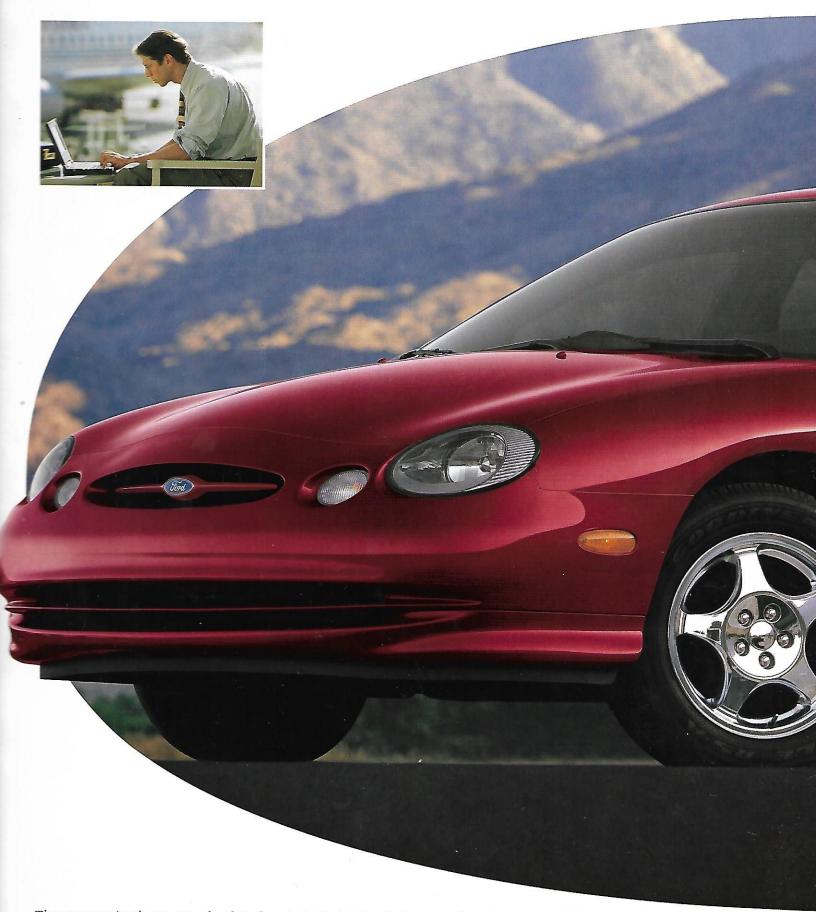






The design is an automotive tour de force. A symphony of ovals. On the road, it's a true eye catcher. But Taurus is more than just a pretty face. It has established itself as a car that delivers safety, room, comfort, performance and driver reward. A car praised by critics and owners alike.

SHO: POWERFULLY



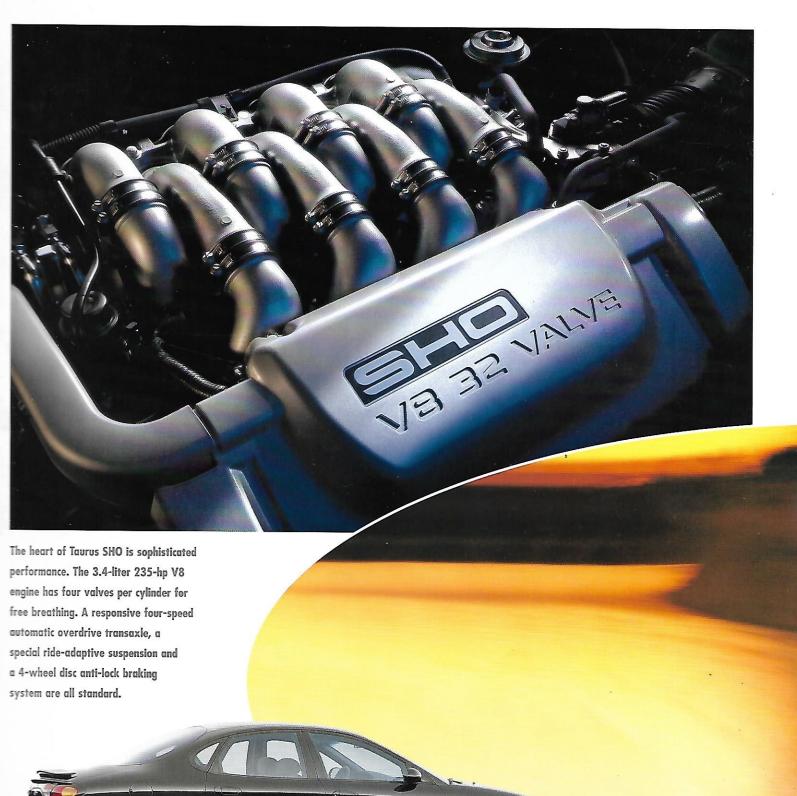
The power is there, no doubt about it. But it isn't the raw, brash power of the muscle-car variety. This is refined performance. Smooth, exhilarating acceleration. Tight, responsive handling. It's a

OPHISTICATED



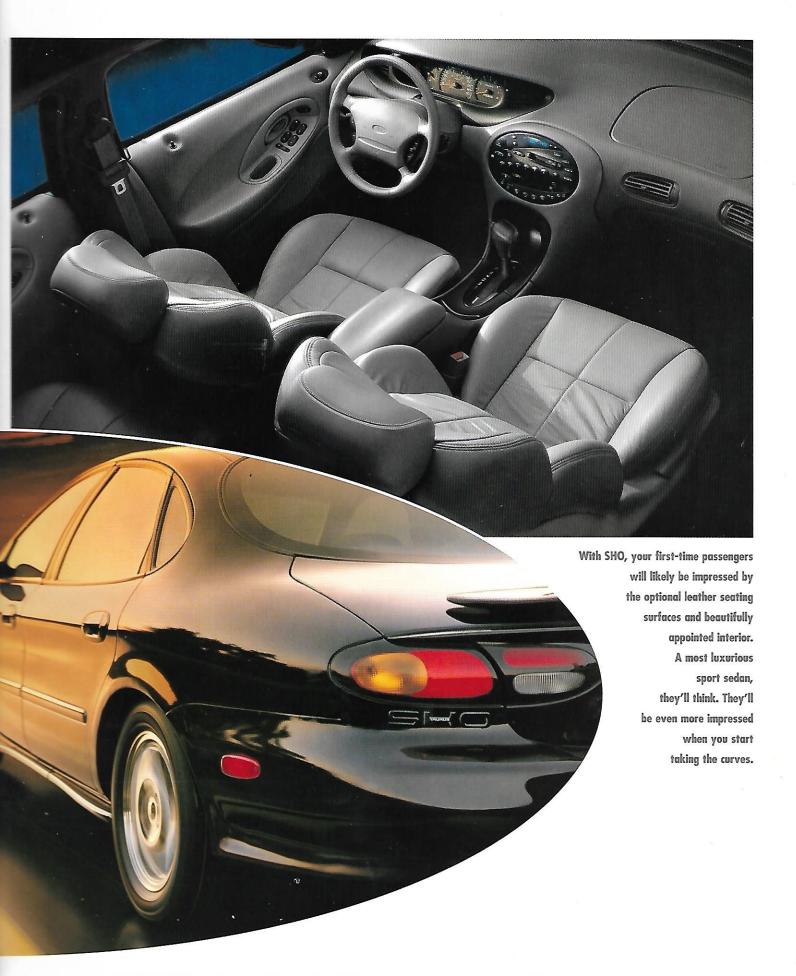
spirited, technologically advanced automobile, one that combines the bounds enthusiasm of a traditional V8 sports car with the civility and comfort of a fine luxury sedan.

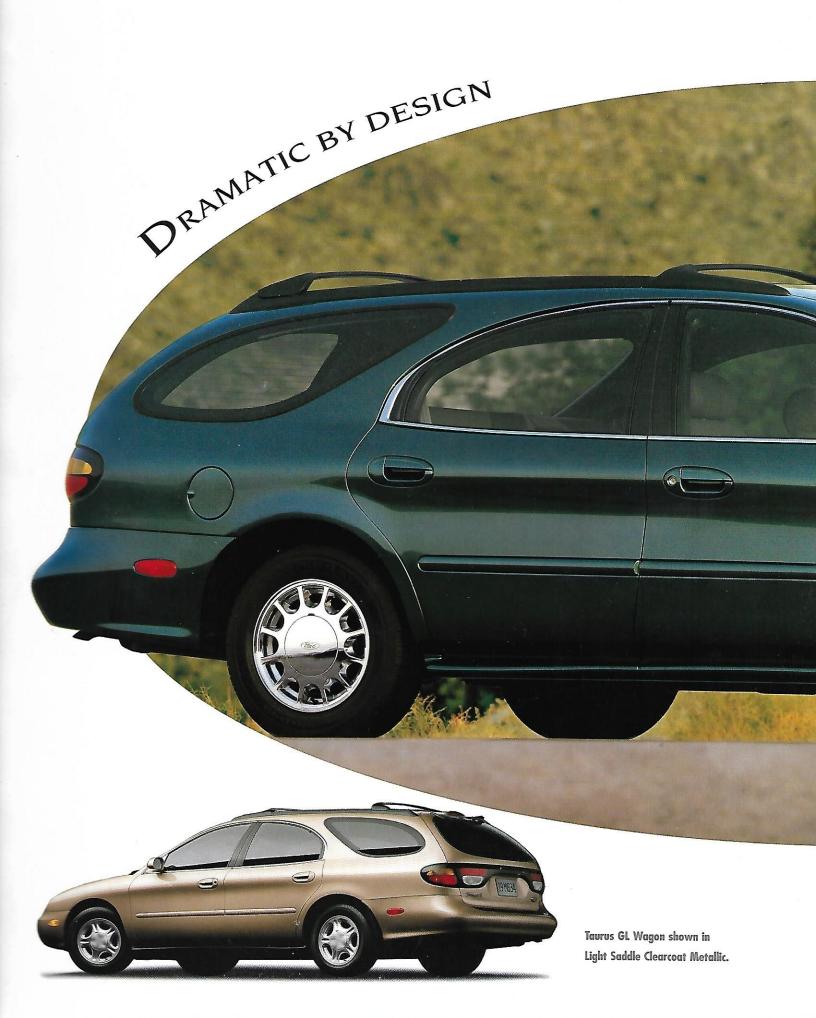




The dynamic Taurus SHO shown in Black Satin Clearcoat Metallic.

D CIVILIZATION







Designing a great-looking sedan is one thing. Molding that same sophisticated shape into a wagon is quite another. The demands for functionality are greater, making the aesthetic challenges more formidable. For Taurus Wagon, this transformation is most gratifying.

PRACTICALLY





A rear-facing third seat is available with Taurus Wagon. It's ideal for families on the go.

Taurus Wagon combines performance, comfort and sophisticated styling with traditional wagon versatility. When the optional rear-facing third seat is added, Taurus Wagon can seat up to eight. The optional wagon group includes a rear wiper/washer, cargo area cover and handy cargo net.

DISPENSABLE



In Taurus Wagon, open the liftgate window by itself to load smal items...



... or open the entire liftgate for easy loading or unloading of bulky cargo.





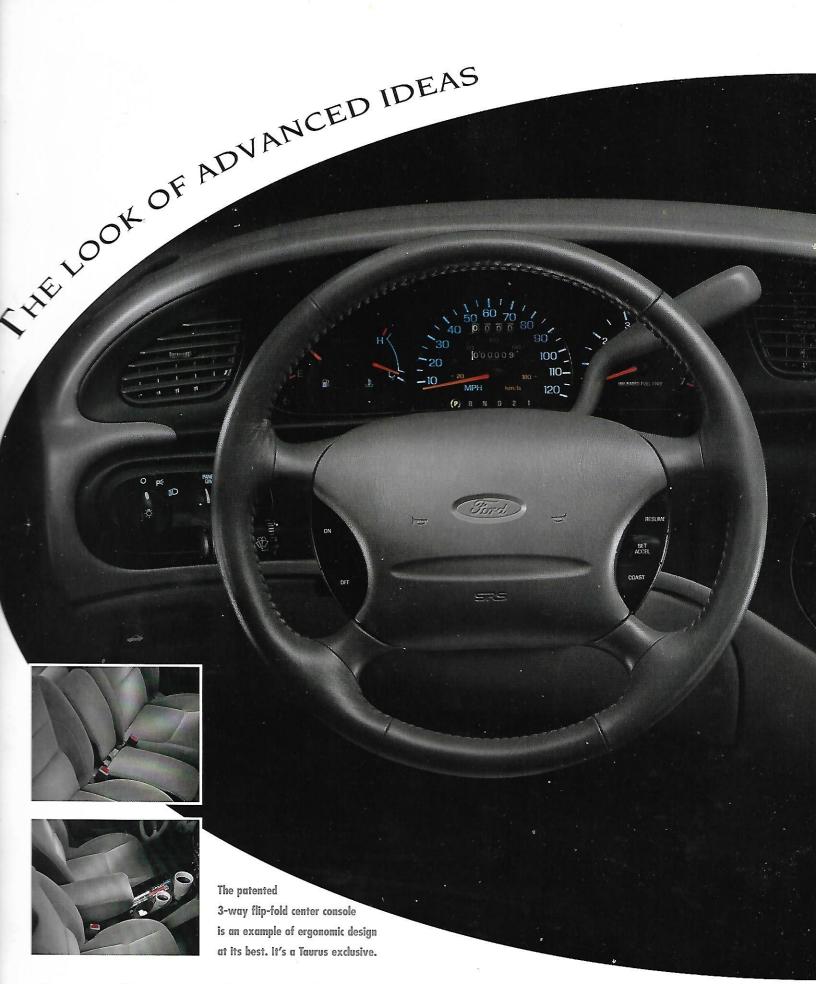
Under the smooth, sculpted skin of Taurus Wagon lies 142.5 cubic feet of people and cargo capacity.



Passenger comfort was a high priority in the development of this Taurus. A longer wheelbase, more height and more width mean more rear seat knee and leg room. Easy entry and exit for passengers,

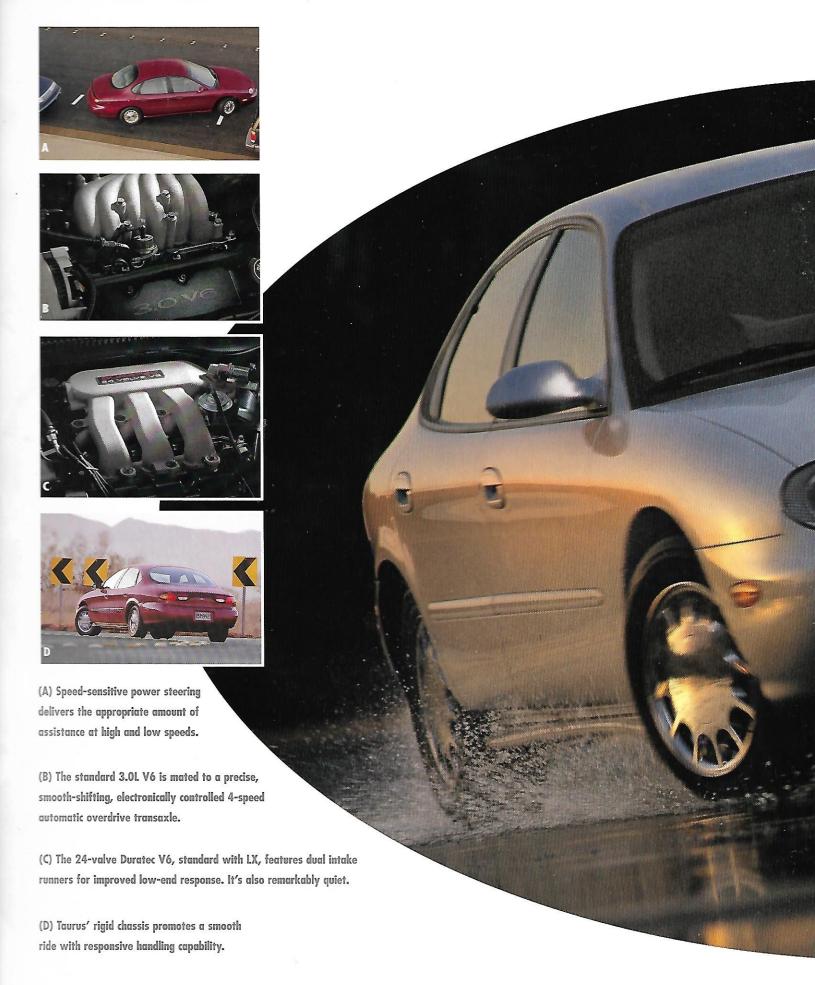


It's also the quietest Taurus ever, thanks to its aerodynamic shape and sound insulation. et metal, glass and trim panels are designed to fit precisely to minimize wind noise.

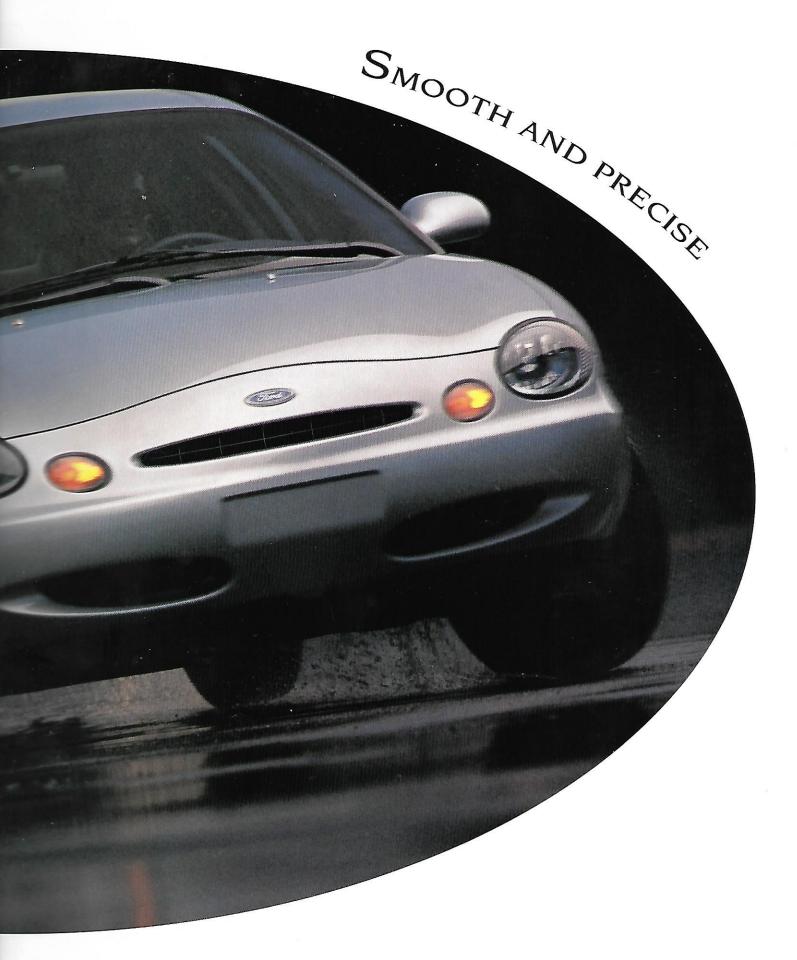


Harmony of design extends to Taurus instrumentation with its modern feel. The integrated control panel, an industry first, combines climate and audio controls into one user-friendly unit.

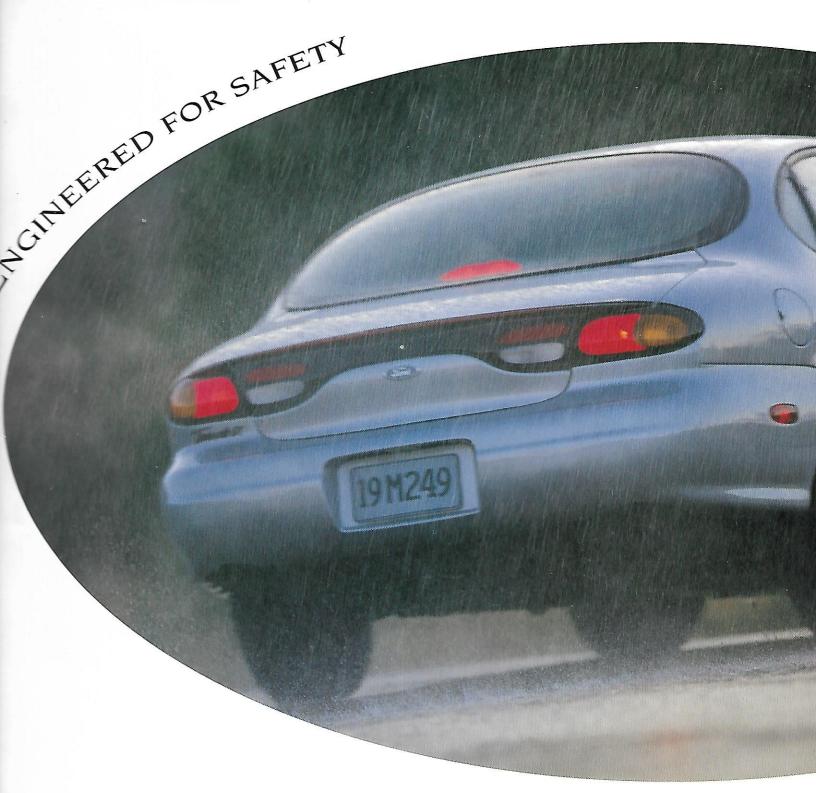




On the road, Taurus is a delight. Its advanced quadralink rear (sedan) and MacPherson front suspensions combine for a smooth ride with responsive handling and control. In addition, all Taurus engines



benefit from the latest-generation EEC-V control system and are designed to go 100,000 miles without a scheduled tune-up (under normal driving conditions with routine fluid and filter changes).





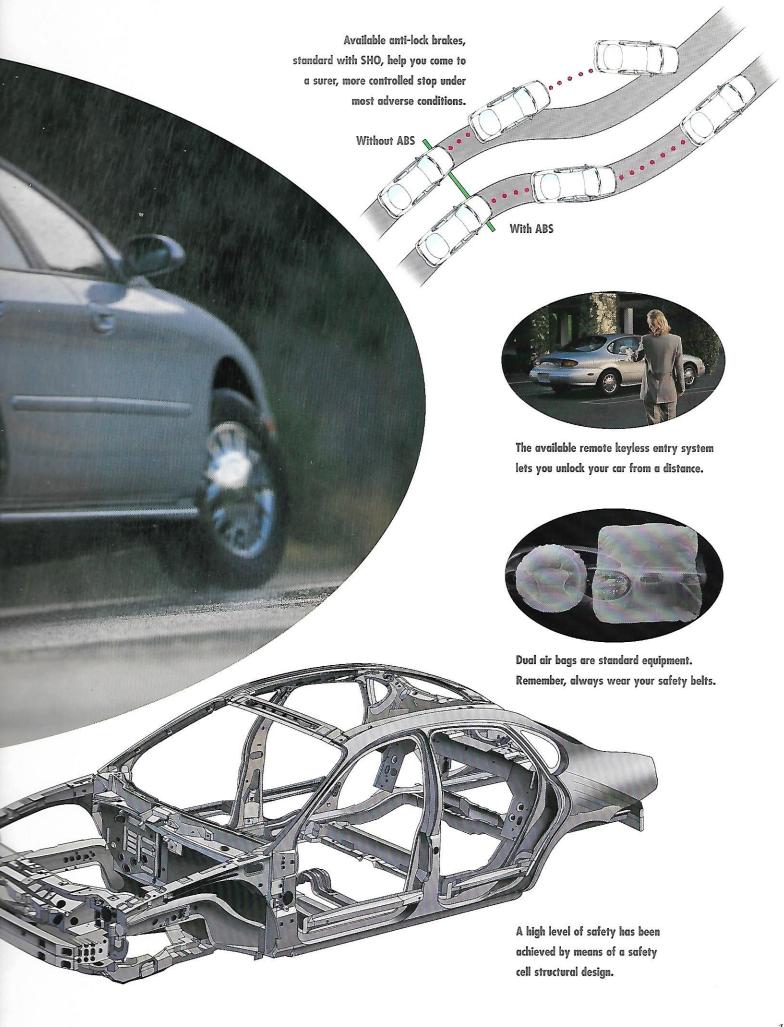
Taurus seats are designed to prevent occupants from sliding forward under their safety belts.



When activated, the standard "childproof" rear door locks can't be opened from inside the vehicle.



Passive anti-theft, standard with LX and SHO, prevents ignition unless the special coded key is used.



REFERRED EQUIPMENT PACKAGES

TAURUS SHO



211A

- · Remote keyless entry system with perimeter anti-theft
 - Electronic temperature control
 - Ford MACH Audio System Power moonroof
 - Power heated mirrors

TAURUS LX



209A

- Speed control Leather-wrapped steering wheel
 - 4-wheel disc anti-lock braking system
- · Remote keyless entry system with perimeter anti-theft
- Front and rear floor mats
 Particulate air filtration system
 Passenger-side secondary power point

210A

- All items included in Package 209A Electronic temperature control Ford MACH Audio System
 - Power heated mirrors Chromed aluminum wheels and P205/65R15 tires

TAURUS GL



VALUE PACKAGE 204A

- Speed control Power door locks
- Electronic AM/FM stereo radio with cassette
- Particulate air filtration system Front/rear floor mats
 - Passenger-side secondary power point

205A

- All items included in Package 204A
- Power driver's seat Aluminum wheels Light group

TAURUS G



200A

Notable Taurus G standard features include:

- Dual electric remote-control mirrors Dual air bags
 - Integrated control panel Tilt steering column
- Electronic AM/FM stereo radio Rear window defroster
 - CFC-free air conditioning
 - · Solar tinted glass · Power windows

TERIOR FEATURES

G	GL	LX	SHO
S	S	S	S
S	S	S	S
S	S	S	S
S	S	S	S
S	S	S	S
S	S	S	S
S	S	S	S
_	S	S	-
-	S	S	-
	\$ \$ \$ \$ \$	S S S S S S S S S S S S S S S S S S S	S S S S S S S S S S S S S S S S S S S

FETY AND SECURITY

r and right front passenger air bag				
emental restraint system	S	S	S	S
a lap shoulder belts for outboard occupants and ustable for outboard front positions)	S	S	S	S
eel disc anti-lock braking system	0	0	P	S
ble-timed interval windshield wipers	S	S	S	_
mamic autobahn windshield wipers		_		S
proof rear door locks	S	S	S	S
helt (non-drive-away) system	-	-	S	S
less entry system with perimeter anti-theft	_	_	Р	Р
the keyless entry system		0	-	-

MFORT AND CONVENIENCE

all air conditioning — CFC-free	S	S	S	S
anditioning with electronic temperature control;	1000			
heated mirrors (included in LX package 210A)	_	-	O	P
r side windows with illuminated controls,				
at switch, express-down feature for the driver,				
ccessory delay	S	S	S	S
r locks with illuminated controls. Lock				
ing prevents locking keys inside	O	P	S	S
of prevents locking keys inside bolders, coin holder and cassette stowage in console	S	S	S	S
ng, illuminated glove box with dampened door	S	S	S	S
aled control panel with controls for clock, climate,				
window defroster and radio	S	S	S	S
ing lights for air bags, door ajar, battery, oil				
are, brake, service engine soon, and seat belt				
nder (addition of low fuel with LX, SHO)	S	S	S	S
ctable front and rear grab handles with integral				
toat hooks	_	-	S	S
matic on/off/delay headlamps	1-1	_	S	S
meter (except G), 1-million-mile odometer,			100	
dometer, low brake fluid alert, electric speedometer,				
erature and fuel gauges	S	S	S	S
group: dual courtesy lights under instrument panel;				
beam reading and dome lights (included with				
ackage 205A)	_	-	S	S
group: cargo area cover, cargo net	-			
ear wiper/washer	3 <u>—</u> 8	O	0	
1: includes speed control, front and				
loor mats, air filtration system and				
meer-side secondary power point	_	P	P	S
r moonroof	_	_	0	P
leering column	S	S	S	S
leel floor shifter	-		S	S
Factivated cellular telephone		0	O	ō
andow defroster/defogger	S	S	S	S
decklid release (sedan)	S	S	S	S
en non-lockable, right-quarter-panel	3	3	3	3
compartment (wagon)		S	S	
seat heat ducts	S	<u>S</u>	S	S
	3	3		3
ar conditioning outlet (with 5-passenger seating			C	c
med console only)			S	S
rulate air filter		P	P	S
seer (turns off interior lights after 45 minutes)	S	S	S	S
monic digital clock with dimming feature	S	S	S	S
mirrors	S	S	-	-
Muminated visor mirrors	-		S	S

SEATING

	G	GL	LX	SHO
Six-passenger cloth seating with dual recliners, front armrest, front seat map pockets (GL only), two-way head restraints and 3-way flip-fold center console	S	S		
Five-passenger cloth seating with dual recliners, front and rear armrests, front seat map pockets, two-way head restraints and floor console	_	_	S	_
Cloth sport bucket seats, front seat map pockets, two-way head restraints and floor console	_		_	S
6-way power driver's seat with power lumbar (included with GL package 205A)	_	_	S	S
60/40 split fold-down rear seat back		S	S	S
Leather seating surfaces – five-passenger with front buckets	_		0	0
Six-passenger premium cloth seating with dual recliners, driver power lumbar, front/rear armrests (sedan only), front map pockets, two-way head restraints and 3-way				
flip-fold center console	_	-	O	-
Rear-facing third seat (wagon)	-	O	0	-

WHEELS AND TIRES

Deluxe wheel covers with P205/65R15 92T BSW tires	S	S	_	_
Bright aluminum wheels with P205/65R15 92T BSW tires	_	-	S	_
Aluminum wheels with P225/55ZR16 BSW tires	-	-		S
Aluminum wheels with P205/65R15 92T BSW tires (included in GL package 205A)	_	0		_
Chromed aluminum wheels with P205/65R15 92T BSW tires (included with LX package 210A)	_	_	0	_
Chromed aluminum wheels with P225/55ZR16 BSW tires	-	-	-	0

SOUND SYSTEMS

Electronic AM/FM stereo radio	S	S	_	_
Electronic AM/FM stereo radio/cassette with 6 speakers	0	P	S	S
Ford MACH Audio System (included in LX package 210A)	-	-	0	Р
6-disc CD changer	1-0	_	O	O

S = Standard O = Optional P = Preferred Equipment Package feature

PRODUCT CHANGES AND OPTIONS AVAILABILITY

Following publication of the catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred that would not be included. Your Ford Dealer is your best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

Options shown or described are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

G/GL POWERTRAIN

Type	12-valve, single overhead cam V6
Displacement	3.0 liters
Ingine control	EEC-V
scheduled tune-up interval	100,000 miles
Horsepower (SAE net)	145 @ 5,250 rpm
longue (SAE net lbft.)	170 @ 3,250 rpm
Fuel system	Sequential electronic fuel injection
ransaxle	Electronic 4-speed automatic overdrive

LX POWERTRAIN

lype	24-valve, dual overhead cam V6
Displacement	3.0 liters
ing ine control	EEC-V
scheduled tune-up interval	100,000 miles
Horsepower (SAE net)	200 @ 5,750 rpm
orque (SAE net lbft.)	200 @ 4,500 rpm
wel system	Sequential electronic fuel injection
fransaxle	Electronic 4-speed automatic overdrive with overdrive lockout

SHO POWERTRAIN

Type	32-valve, 60°, dual overhead cam V8
Displacement	3.4 liters
ingine control	EEC-V, integrated electronic coil-on-plug ignition
scheduled tune-up interval	100,000 miles
Horsepower (SAE net)	235 @ 6,100 rpm
longue (SAE net lbft.)	230 @ 4,800 rpm
uel system	Sequential electronic fuel injection
ransaxle Electro	nic 4-speed automatic overdrive with overdrive lockout

Body type	Unitized
Front suspension	Independent strut-type with gas-pressurized hydraulic struts and stabilizer bar (semi-active handling components with SHO)
Rear suspension (sedan)	Independent rear quadralink with gas-pressurized hydraulic struts and stabilizer bar (semi-active handling components with SHO)
Rear suspension (wagon)	Independent "short/long arm" (SLA) type with gas-pressurized hydraulic shocks, progressive rate springs and stabilizer bar
Steering	Speed-sensitive power rack-and-pinion; High-precision ZF power rack-and-pinion (SHO)
Optional power 4-w	Standard power front disc/rear drum (sedan); Standard power 4-wheel disc (wagon); heel disc with anti-lock system (sedan, std. with SHO); Optional anti-lock system (wagon)
Tires P2	P205/65R15 92T BSW; 25/55 ZR16 all-season, low-profile performance (SHO)
Fuel capacity	16 gallons

DIMENSIONS

	4-DOOR	SHO	WAGON
Wheelbase	108.5"	108.5"	108.5"
Length	197.5"	198.4"	199.6"
Height	55.1"	55.8"	57.6"
Midth	73.0"	73.0"	73.0"
Front tread	61.6"	61.6"	61.6"
Rear tread	61.4"	61.4"	61.8"
Trunk/cargo volume (cu. ft.)	15.8	15.8	81.3*
Passenger capacity	6	5	6
Sear seat backs down: 38.4 cu. ft. rear seat backs up			

FEATURES AND OPTIONS



The Ford MACH Audio System and a six-disc CD changer are available with LX and SHO models.



A convenient cargo net is optional with wagons, available as an accessory for sedans through your Ford Dealer.

The particulate air filtration system (SHO) keeps out over 90% of pollen and dust particles larger than three microns.





Standard solar tinted glass reduces heat build-up and helps the air conditioner cool the car faster.

A power moonroof is optional with LX, included in the SHO Preferred Equipment Package.



Available remote keyless entry includes a perimeter anti-theft system for added security (LX and SHO).



COLORS





Light Saddle Clearcoat Metallic

Toreador Red Clearcoat Metallic





Black Satin Clearcoat Metallic

Light Denim Blue Clearcoat Metallic





toonlight Blue Clearcoat Metallic

Pacific Green Clearcoat Metallic





Willow Green Clearcoat Metallic

Silver Frost Clearcoat Metallic



Vibrant White Clearcoat

	Medium	OR TRIM C	OLORS
ERIOR PAINT COLORS	Graphite	Saddle	Green
Saddle Clearcoat Metallic†			
dor Red Clearcoat Metallic [†]			
Denim Blue Clearcoat Metallic*			
light Blue Clearcoat Metallic†	-		
c Green Clearcoat Metallic*			
willow Green Clearcoat Metallic†			
Frost Clearcoat Metallic*			
Satin Clearcoat Metallic*			
nt White Clearcoat†			
RUS SHO			
dor Red Clearcoat Metallic	=	-	
c Green Clearcoat Metallic			
Frost Clearcoat Metallic			
Satin Clearcoat Metallic			
nt White Clearcoat			
able on Taurus G with Medium Graphite inter	ior only. †Not	available on Ta	aurus G.

OWNERSHIP EXPERIENCE



ROADSIDE ASSISTANCE PROGRAM

Every new Ford includes the assurance of a 24-hour emergency Roadside Assistance Program provided during the 3-year/36,000-mile bumper-to-bumper warranty. Ask your dealer for complete details on this program which includes such services as fuel delivery, tire change, jump start, or even help when you're locked out of your car.

Ford Credit offers a wide variety of financing and leasing programs to qualified buyers which can be arranged right at the dealership. Ask your Ford Dealer for the facts on these programs.







Optional Ford Extended Service Plans go beyond the basic 3-year/36,000-mile

warranty. Ask your dealer for complete details on the optional plans and for a copy of the limited warranty.

Using your Ford Citibank VISA® or MasterCard® could earn you hundreds, even thousands of dollars from Ford toward the purchase or lease of



a new Ford, Lincoln or Mercury product. To apply or get more information, call 1-800-374-7777. Or visit a Ford or Lincoln-Mercury Dealer, or a branch of Citibank.

DEALER-INSTALLED ACCESSORIES

Your Ford Dealer offers a variety of quality Ford-brand accessories that meet or exceed our strict specifications.

FLEXIBLE FUEL

There is also a flexible-fuel version of Taurus. See your Ford Dealer for all the details.

For more information, visit our Web site at http://www.ford.com



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