Ford Taurus. Design leader. Award winner. One of the most successful automotive nameplates in history. That's saying a lot, but it's far from being the end of the story. Taurus, like all Ford products, is an ongoing success story, an evolution driven by the firm Ford commitment to quality.

Because it's the latest, the 1993 version is the best Taurus yet, the beneficiary of refinement after refinement. Ford Engineers and designers kept asking “how can we make it better?”

Customers made suggestions, and they listened. Then they applied what they learned. That's the way it is at Ford.

That's what continuous improvement is all about.

As a result of this philosophy, Taurus now offers such equipment as a standard driver's side airbag supplemental restraint system, optional right-front passenger-side air bag, and available anti-lock brakes — all important safety-related items.

Keeping up with the needs and wants of our customers. That's “customer driven.” And that's what's behind every car and truck we build.
Taurus' excellent overall performance is due in part to state-of-the-art technology such as sequential electronic fuel injection. SER accurately releases fuel to each cylinder in time with the engine's spark firing order, and fuel is precisely metered by the sophisticated EEC IV computer, which constantly fine-tunes the engine to the requirements of the moment. The 4-speed automatic overdrive transaxle is also electronically controlled for smooth, quick gear changing.

Taurus steering systems are designed to respond precisely. SHO, LX and GL (with Package 204A) are equipped with variable power assist speed-sensitive steering. Controlled by computer, it provides more power assist for low-speed maneuvers such as parking, and gradually decreases power assist as speed increases to effect a firmer feel of the wheel.
A space-efficient layout, comfortable, supportive seating, controls that are easily seen, reached and operated — all these Taurus virtues, of course, contribute to your driving and riding enjoyment. But what’s under the passenger compartment is also an important contributor.

The smooth ride of the Ford Taurus is the result of its 4-wheel independent suspension system. MacPherson struts are double-isoulated to help reduce noise and vibration. Nitrogen gas-pressurized, they help maintain consistent hydraulic fluid pressure for a smooth and controlled ride.

In the sedan, the rear struts are as far outboard and as low as possible, contributing to the 160 cu. ft. of trunk space. The wagon’s short/long arm independent rear system allows a low load floor and more cargo space. And it delivers sedan-like ride and handling, with or without a full load.
Taurus instrumentation is a good example of something that started out great and then got better. Since introduction, the layout of the panel and the features it contains have been continually refined. World-class design made classier.

The panel blends smoothly into the door trim, giving the entire interior a flowing, united appearance. The controls, most of which are readily identifiable by touch, are easy to reach and require minimal effort to operate. A simple turn of the hand is all that’s needed for the rotary-type climate and headlamp controls. The stereo system features a remote module for driver convenience, with volume, memory and seek controls located close by on the instrument cluster.

And the cluster itself is illuminated by blue-green light, a color which consumers told us provides better night visibility of dials and gauges.

The Taurus LX instrument panel shown in Rapid Grey with the LX Preferred Equipment Package and items of optional equipment.

Rotary controls for headlamps and climate are easy to find and operate. The "tactile" design of others permits location and operation by touch.
On the road, the smooth, sculpted silhouette of the Taurus Wagon is unmistakable. America's leader in wagon design, it outsells every other wagon year after year because there's a lot of practicality under its stylish skin.

The maximum 81.1 cubic-foot cargo compartment is the result of the rear suspension design. Equipped with helical coil springs and with its shocks outboard of the frame rails, the unique short/long arm (SLA) independent rear system allows for a low, wide bed floor, thereby providing more usable cargo space.

Taurus Wagon has a versatile 60/40 rear seat, cargo tie-downs, 2-way liftgate (raise the entire liftgate or just the window), a roof rack with crossbar and tie-downs, as well as a handy lockable under-floor compartment. A cargo net and remote fuel door release are included with LX.
Whether you choose the Taurus GL in sedan or wagon, you'll get world-class design and room for up to six. The sedan has a large 18.0 cu.-ft. deep-well trunk. The versatile wagon provides cargo space from 36.0 to 81.1 cubic feet.

Taurus seats feature high-density foam pads in areas needing extra support. They distribute contact pressure evenly for greater comfort. Flex-locator springs help provide lower back support. GL comes with a driver air bag supplemental restraint system standard (right-front passenger side air bag available), power-assisted brakes (or optional 4-wheel anti-lock disc brakes), front seat back recliners, AM/FM stereo, electric remote control mirrors, and a lot more.

And when you select the Taurus GL with Preferred Equipment Package 204A (see list on page 28), you get Taurus value at its very best.
TAURUS SAFETY

The safety of your passengers. There's no greater concern when it comes to your automobile. And while nobody can guarantee safe trips, we've spent considerable time and resources developing ways to help make them safer.

Taurus is designed to reduce the risk of injury should you be involved in an accident. But it is also engineered to help you avoid an accident in the first place. Every time you take the wheel, this two-chambered defense system is backing you.

OCCUPANT SAFETY

This term deals with how we design our cars to reduce the risk of injury in an accident. From its overall body structure to many of its individual design components, Taurus has been developed and exhaustively tested with occupant safety as a primary concern.

Some features you might not readily associate with safety, like the energy-absorbing steering column that's designed for impact protection.

And then there are the much more obvious safety features, such as the driver-side air bag supplemental restraint system, standard in every Taurus model, as well as the air bag option available for the right-front passenger.

From initial impact to full deployment, the air bag inflates in less than 1/30 of a second. And it deploys in a fraction of a second.

Remember always that the Taurus air bag restraint system is intended to supplement, not replace, the vehicle's lap and shoulder safety belt system, which helps protect you in all types of accidental impacts.

OPERATING SAFETY

This term applies to how your car is engineered to help you avoid an accident, with suspension and steering systems designed for handling control, with brakes that can stop you quickly and smoothly, and with tires designed to grip the road.

Today's technology can bring you systems such as 4-wheel anti-lock brakes and tires with all-season tread. But to avoid an accident, it's ultimately up to you to make the best use of your car's advanced engineering.

A driver air bag supplemental restraint system is standard in every Taurus. This state of the art safety device is also available for the right-front passenger.

The computer-controlled anti-lock brake system (ABS) can help bring you to a smooth, straight stop. It's optional with Taurus LX and standard with SVO.

Taurus LX in Silver Clearcoat Metallic shown with the LX Preferred Equipment Package.
Details are important to the overall impression a vehicle makes on its prospective owner. How often have you driven or ridden in an automobile and noticed how a certain feature was designed or positioned particularly well? You probably thought "nice touch." Much of the goal in the initial design of Taurus, and in the refinements that have taken place since, was to create as many of these "nice touches" as possible. When this kind of attention to detail is realized in the context of Taurus' smooth exterior and interior styling, the impression is a whole that is greater than the sum of its parts. That's what Taurus is about.

The optional electronically controlled air conditioning system, for example, is designed to introduce cool air gradually, not in a sudden, jarring blast. Likewise, the stereo system automatically sets the volume to a pre-specified moderate level when turned off. Not having to turn it back on. The angle of the standard tilt steering column can be adjusted to suit driver preference. Optional power windows and door locks have lighted controls, and the driver's window has a one-touch "express down" feature—no need to hold down the button (these controls and others are "tactile," which means they can be identified and operated by touch alone). The ...
It has a 24-valve, dual overhead cam 3.0L V-6 equipped with state-of-the-art sequential electronic fuel injection. Putting out 220 hp @ 6,200 rpm (SAE rating), this Super High Output (SHO) V-6 has one of the highest ratios of power to displacement among normally aspirated engines. 24-valves, four per cylinder, promote high-flow/velocity breathing and rapid burning. The dual plenum chamber combines with the racing-type DQHC, multi-valve arrangement for exceptional performance over a range of conditions. The transaxle is a smooth and precise-shifting manual 5-speed. And now there's a 4-speed automatic transaxle option teamed with the extra punch of the 3.2L V-6 (see your dealer for availability). A sophisticated handling suspension and 4-wheel power disc brakes with anti-lock round out SHO's world-class power and handling.
In Taurus SHO, world-class performance means much more than power, handling and braking. Inside, ergonomic design and sport sedan appointments are not only natural extensions of its superb engineering, but are also natural complements to your high driving enthusiasm.

The sport bucket seats are designed to promote proper posture. They provide firm and supportive comfort, and they’re body-contoured to help hold you in position, especially when cornering. The seat backs recline, and feature 4-way adjustable head restraints as well as power-adjustable side and back bolsters. The driver’s seat is also equipped with 6-way power adjustment (up and down, forward and back, tilt forward and back). Between the seats is a luxury console with flip-up padded armrest and storage bin.

Also standard are speed control, a leather-wrapped steering wheel, power windows and door locks, the High-Level Audio System, and much more (see page 25 for SHO’s standard features and Preferred Equipment Packages).

Right: SHO’s new optional 4-speed electronically controlled automatic transmission is offered with a 3.2-liter V6 engine to maximize performance (see your dealer for date of availability).

At left: The superbly equipped and appointed Taurus SHO interior with sport bucket seats is lush. Some equipment shown is optional.
TAURUS EQUIPMENT

There are a lot of ways to enjoy the Taurus driving experience. It's just a matter of choosing and equipping the Taurus model that best suits your transportation needs and style.

There are three models, each with its own standard features list and at least one Preferred Equipment Package. Packages make ordering easy and offer a savings on select features.

Compared with the prices of the items purchased separately, the savings may be significant when getting certain items at no extra charge.

To further personalize your Taurus, choose from the selection of appearance, comfort and convenience options that are available separately, some of which are shown here.

Preferred Equipment Package features are subject to change over the course of the year. For up-to-date information, see your Ford Dealer.

SHO COLORS

Exterior Paint Colors

- Oxford White
- Bright Silver Clearcoat Metallic
- Clearcoat (non-metallic)

Interior Trim Colors

- Black (non-metallic)

LX & GL COLORS

Exterior Paint Colors

- Oxford White
- Bright Silver Clearcoat Metallic
- Clearcoat (non-metallic)
- Medium Dark Blue
- Medium Dark Blue Metallic
- Dark Camel Clearcoat Metallic
- Dark Plum Clearcoat Metallic
- Dark Blue Clearcoat Metallic

Interior Trim Colors

- Medium Dark Blue
- Medium Dark Blue Metallic
- Dark Camel Clearcoat Metallic
- Dark Plum Clearcoat Metallic
- Dark Blue Clearcoat Metallic
- Dark Blue Metallic

MAJOR STANDARD FEATURES

Ext. Electrical Package:
- Xenon headlamps
- 5-mph polyurethane bumpers
- High-mount brake lamp (in decked spoiler on SHO)
- Front power windows and keyless entry
- Dual electronic rearview mirrors
- Tinted glass (complete)
- Lower body-side protection (weather coating on lower doors and rear panels on GL, GLS, color-matched protective coating on LX, SHO)
- Two-tone paint, roof & luggage rack (shiny)
- Rocker panel moldings
- Driver side air bag supplemental restraint system
- Electronic 4-Wheel Drive (E-4WD)
- Driver Information System (DIS)
- Tilt steering column
- Fuel and temperature gauges, low brake fluid alert light, trip computer
- Tachometer
- Driver-side rearview mirror
- Security system, personal identification number (PIN)
- Illuminated entry system (on SHO)
- Full color digital clock (on SHO)
- Automatic parking brake release (on SHO)

Functional Features:
- Sequencer electronic fuel injection (EFI), electronic control module (ECM-C)
- 3-stage air intake: high-octane (4V), medium-octane (6V), low-octane (4V)
- High-Performance (A) module
- Traction control system
- Run-flat tire suspension
- Suspension (on SHO)
- Stability control system
- Traction control system
- Anti-lock brake system (on SHO)
- Brake assist (on SHO)
- Power passenger air bag (on SHO)
- Conventional tire pressure monitoring system

Seating:
- Cloth bench seats (standard in LX and SHO)
- Cloth bench seats with cloth upholstery
- Cloth bucket seats (optional in LX)
- Cloth bucket seats with cloth upholstery
- Cloth bucket seats with cloth upholstery

PRODUCT CHANGES

Following publication of the catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in this catalog. Your Ford Dealer is your best source for up-to-date information.
BUMPER-TO-BUMPER COVERAGE

The 36-month/36,000-mile bumper-to-bumper coverage of Ford's new vehicle limited warranty covers the complete vehicle (except tires, battery, service adjustments and other items covered under separate provisions) against defects in factory-supplied materials or workmanship. For complete information, see your Ford Dealer.

Optional Ford Extended Service Plans can cover major components on new Ford cars and light trucks for longer than the vehicle's basic warranty. Your dealer has full details.

SPECIFY GENUINE FORD COLLISION REPAIR PARTS

Genuine Ford sheet metal and plastic replacement collision parts, such as hood, doors, fenders and bumper components, are the right choice — and for all the right reasons. Genuine Ford parts are equal to original parts in fit, finish, structural integrity and corrosion protection. Ford parts are the same as those used on new vehicles which are certified to meet all Federal Motor Vehicle Safety Standards. And all Ford sheet metal parts are covered by the exclusive Ford Lifelong Sheet Metal Guarantee. Ask your dealer to see a copy of this limited warranty. Don't settle for imitations. Ask your insurer to authorize genuine Ford collision parts.

Ford Credit offers advantageous financing and leasing arrangements for qualified customers, plus the convenience of making them right where you buy or lease your car — at your Ford Dealer.

OPTIONS AVAILABILITY

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