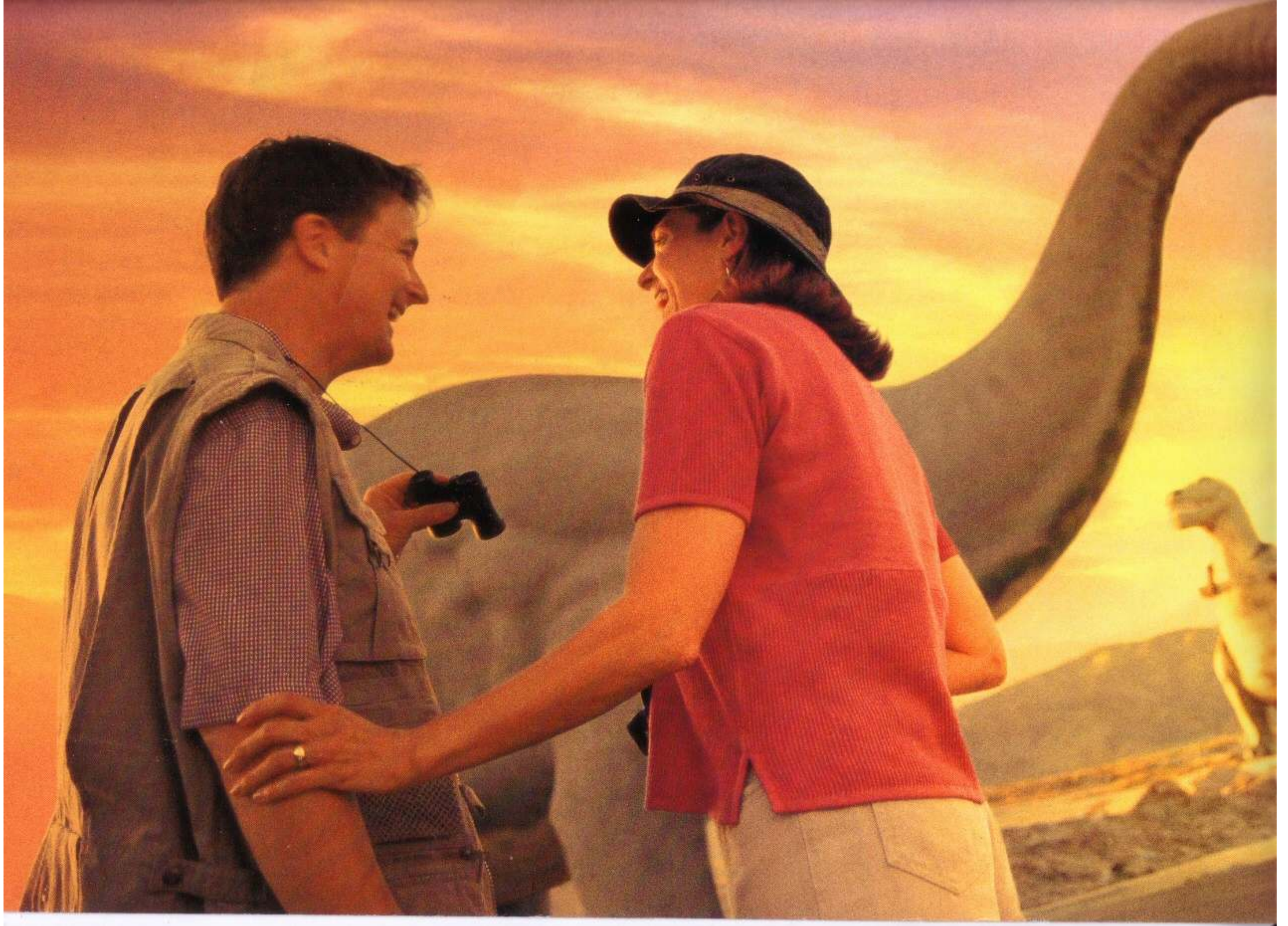


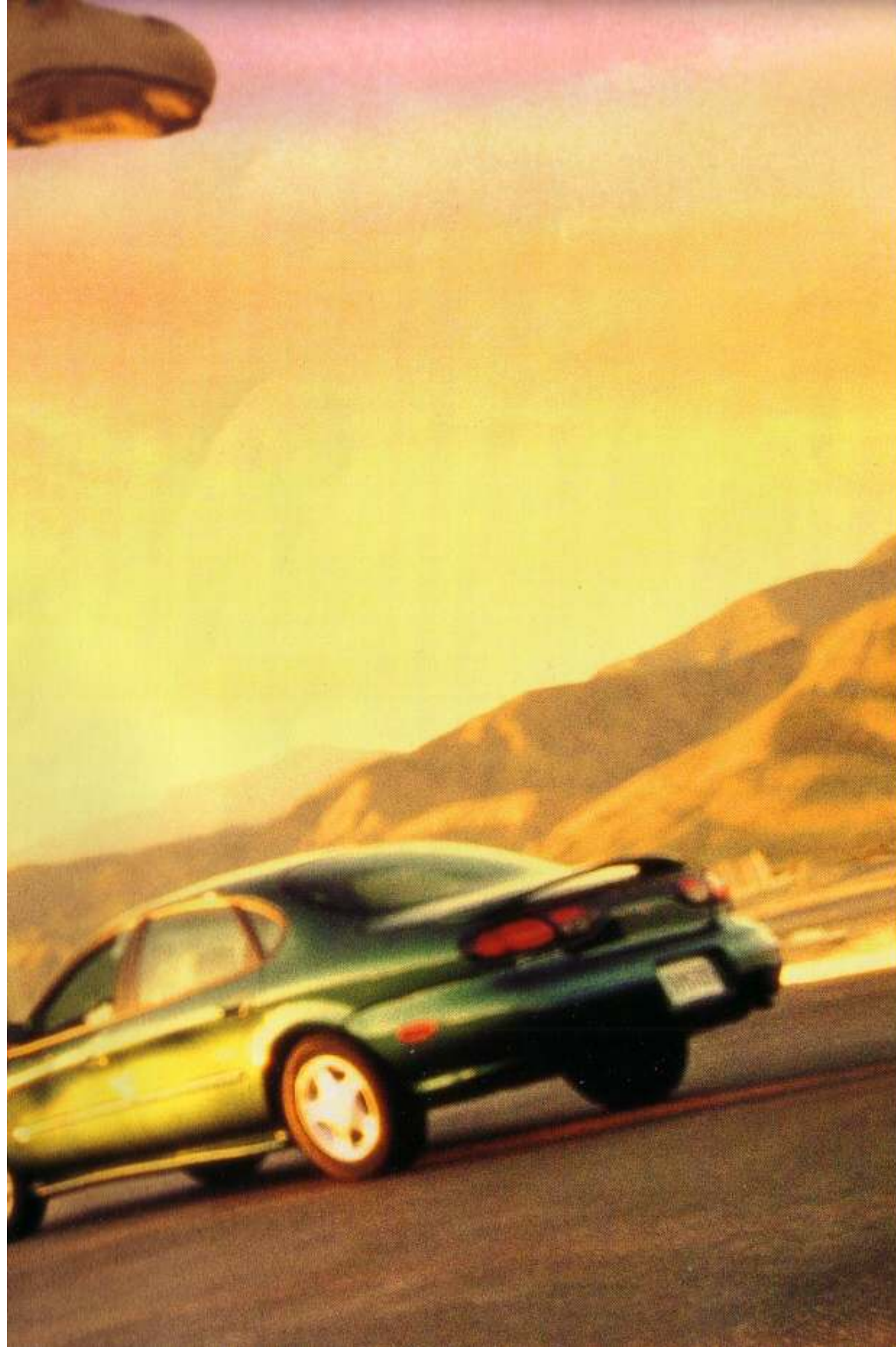


taurus
ninety-nine

'99







Their friends thought they were crazy; their kids thought they were going through some parental syndrome.

For Ben and Lisa, "on the road" had always been some zany idea for a younger generation. But as their 20th anniversary approached, they decided that catch phrase and their Taurus were perfect for the long trip to Roswell,

New Mexico. They wanted to **check for signs of alien life.** Ben and Lisa

knew the truth was out there, and they were just the people to uncover those mysteries.





Taurus SE in Black Clearcoat with optional Comfort Group and 12-spoke chromed aluminum wheels

Taurus SE and LX Sedans



Taurus LX Sedan in Silver Frost Clearcoat Metallic with optional 5-spoke aluminum wheels.

No single attribute can fully explain the enduring popularity of Taurus. **Sleek shape** brings to mind the coupe you owned a

few years back, when looks were paramount. Nimble, road-going

performance seduces all five senses. Four doors escape

your gaze, so you re-count to be sure you aren't seeing double.

Indeed, **five passengers** can come along for the ride.

It's up to you.



With a 15.8-cubic-foot trunk cargo area, the whole family can load their luggage.



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



The power moonroof is standard on SHO, optional on SE.



Taurus SE Wagon in Tropic Green Clearcoat Metallic with optional Comfort Group.

Taurus SE Wagon



Taurus SE Wagon in Light Prairie Tan Clearcoat Metallic with optional 5-spoke aluminum wheels.

The last thing you want parked in your driveway is a minivan. Although it may be **practical**, you're not prepared to give up the driving experience only a car can deliver. Enter the Taurus SE Wagon. It will get you there in style and whisk up to eight people or hold **81.3 cubic feet of cargo**, the largest cargo space of any station wagon in its class. And we haven't begun to mention the sedan-like performance. With a **quadralink** independent rear suspension delivering precise wheel control through corners, you can savor the road ahead.



Taurus provides the cargo-handling versatility you've come to expect and the amenities you haven't. A rear wiper/washer, for example (standard on SE Wagon).



Open the liftgate window for loading small items. Or open the entire liftgate for easy loading and unloading of cargo and passengers. With optional rear-facing third seat, you can carry up to eight people.



Under the smooth, sculpted skin of the Taurus SE Wagon are 142.5 cubic feet of space for people and cargo. Cargo space is 38.4 cu. ft. (rear seat backs up) or 81.3 cu. ft. (seat backs down). There's also additional space in a hidden quarter panel storage compartment under the load floor for items you want to keep out of sight.



Taurus SE in Toreador Red Clearcoat Metallic with optional Sport/Comfort Group.

Taurus SE Sport and SHO Sedans



Taurus SHO in Black Clearcoat.

Underneath seamless, aerodynamic sheet metal, Taurus has cultivated a **performance** reputation. Begin with the limber **200-hp, 3.0-liter Duratec V6**. With four valves per cylinder at your service, the SE Sport more than earns its badging. Add a healthy dose of hardware to the engine bay and you will detect the inspired dual exhaust notes of the **235-hp, 3.4-liter Taurus SHO**. Duratec and SHO: engines that reflect Ford's Motorsports heritage.



Taurus SE with Sport Group includes 200 horsepower Duratec V6, unique decklid spoiler, 5-spoke aluminum wheels and 5-passenger seating with floor shift.



The potent 200-hp, 24-valve, DOHC 3.0-liter Duratec V6.

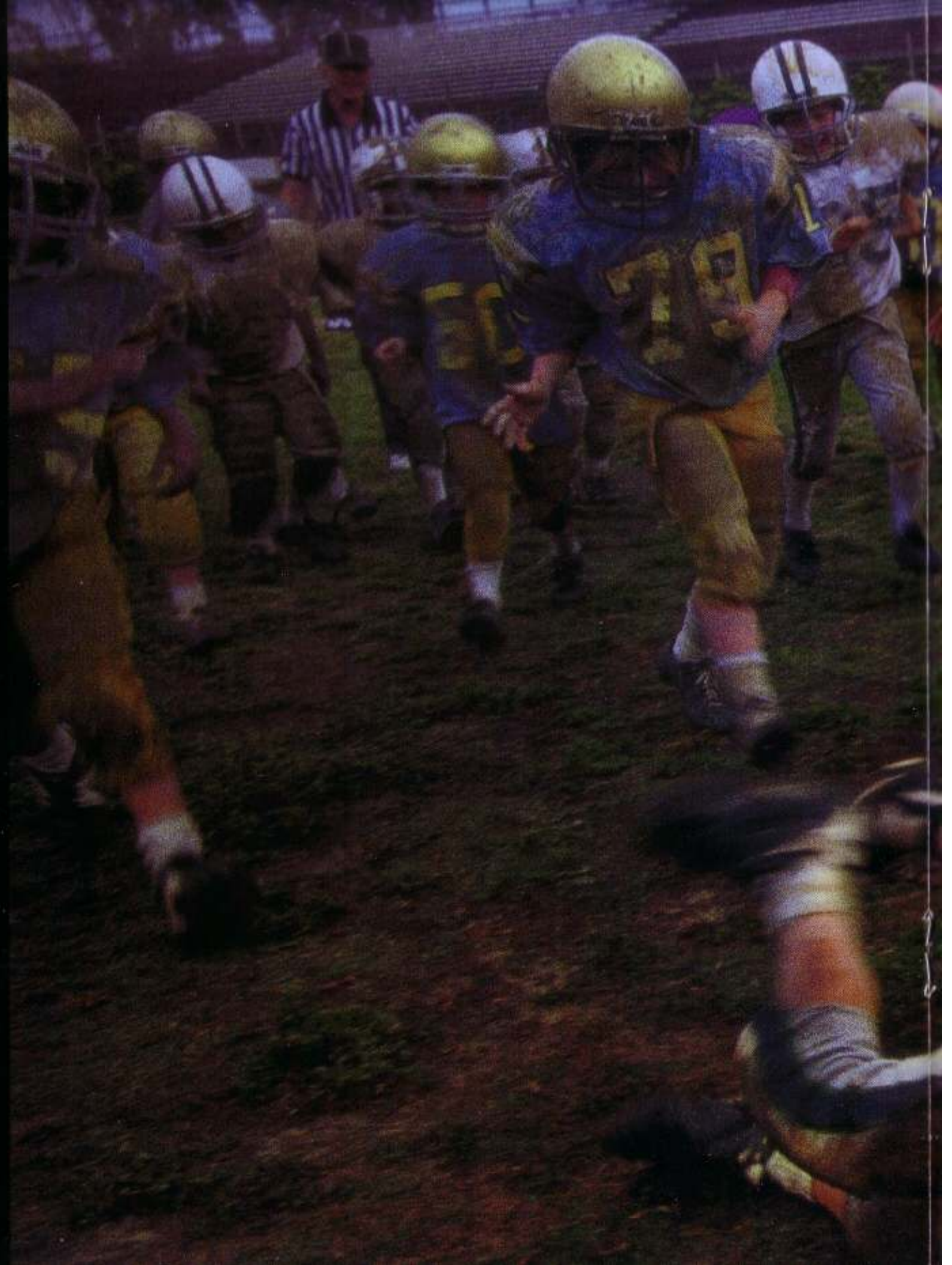


The success of the 1998 NASCAR Taurus on the Winston Cup Circuit lends credence to Ford's Motorsports heritage.

When Brandon made quarterback on the peewee travel team, his parents thought nothing of spending hours in the family wagon taking him to games against the best ten-year-olds in the state. But this Saturday, Brandon's team was playing for the championship. A

225-mile road trip and **the weather was not cooperating.**

But since over 3 million people have relied on Taurus, the only thing Brandon had to worry about was trying to tell his team's uniforms from the other team's when everyone was covered in mud.







safety

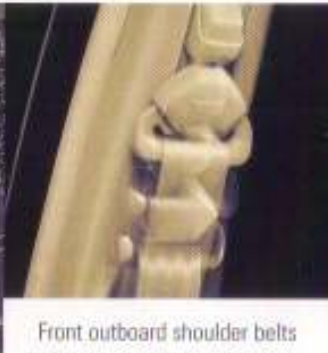


A high level of safety and durability has been achieved by means of a safety cell structural design.

Safety should be something you can take for granted. Unfortunately, it's not. That's why Taurus takes such strides for safety: safety cell structural design; **Second Generation Depowered airbags,*** designed to further enhance protection for the driver and front passenger; available **SecuriLock™**, an ingenious anti-theft system that "interrogates" your key, helping to keep would-be thieves at bay; and finally, **optional 4-wheel ABS,**** the brake system that helps the driver stay in control during adverse road conditions.



The available Remote Keyless Entry system lets you lock and unlock your car from a distance, providing extra security and peace of mind.



Front outboard shoulder belts have D-ring height adjusters to satisfy comfort for short and tall people alike.

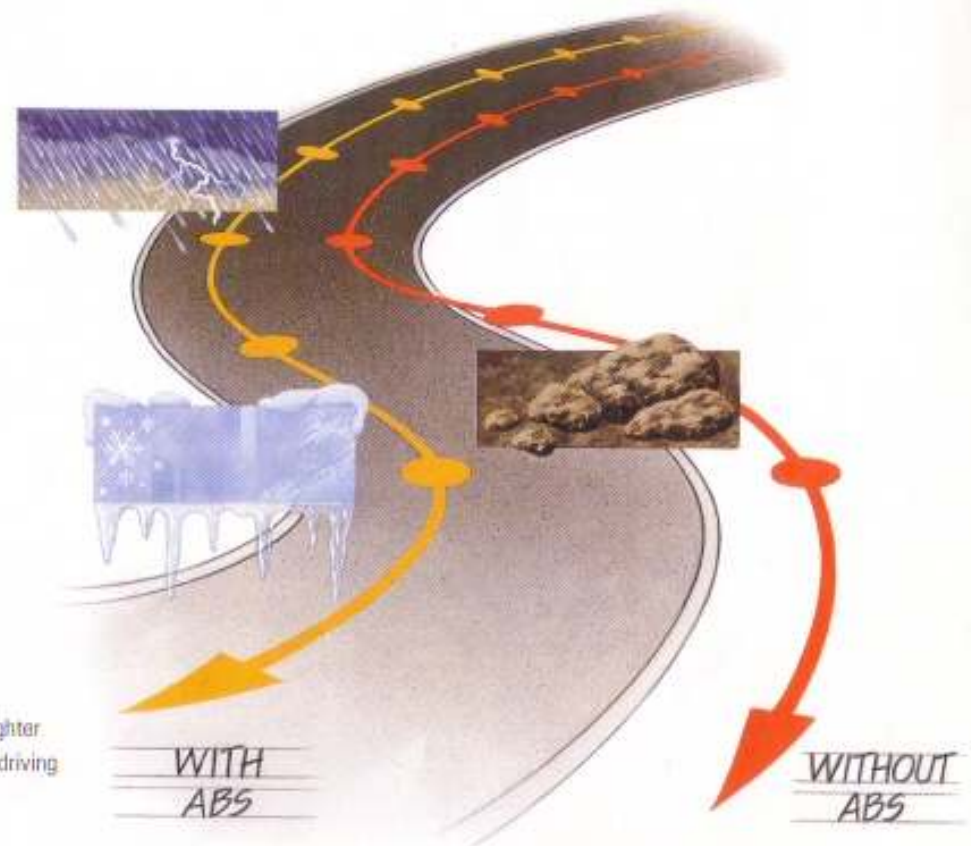


Rear seat center shoulder belt secures the passenger in the event of frontal impacts.



When activated, standard "childproof" rear door locks prevent doors from being opened from inside the vehicle.

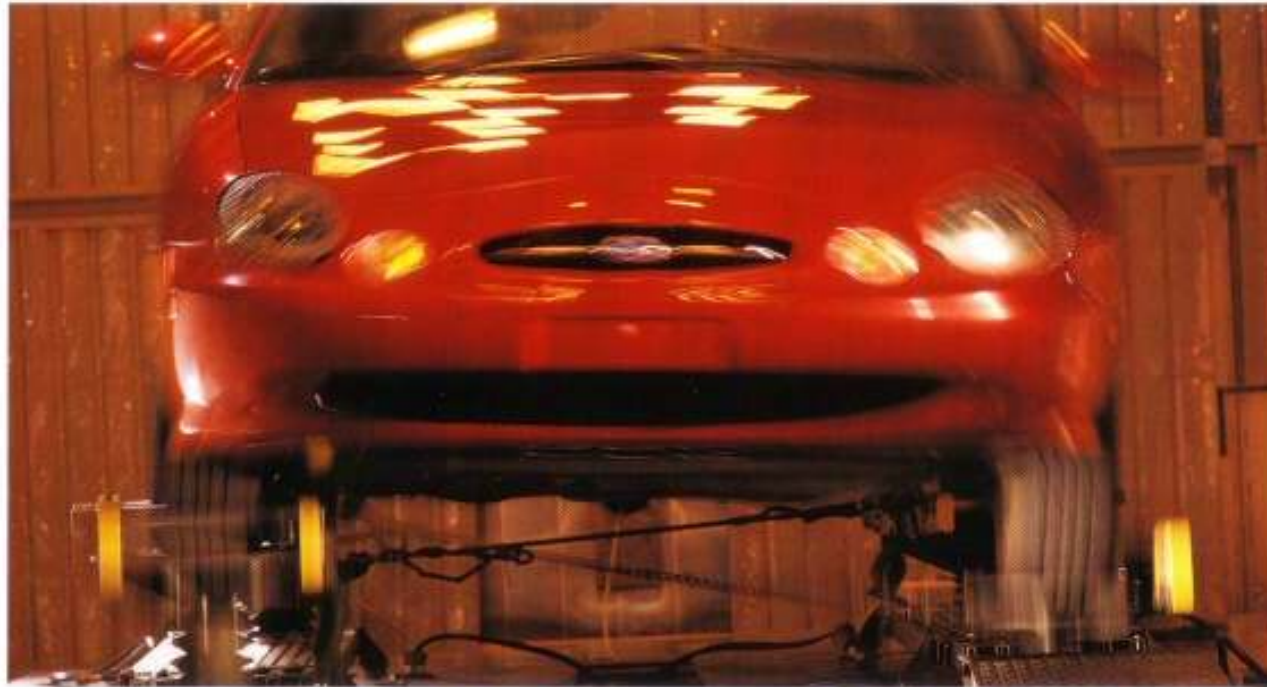
The anti-lock brake system (available on LX and SE and standard on SHO) provides straighter stops with greater steering control under most driving conditions, even on wet or slippery surfaces.



*Always wear your safety belt and secure children in the rear seat.

**Standard on SHO, optional on LX and SE.

durability



Testing prototypes for squeak and rattle, the 4-Post Shaker simulates 150,000 miles of wear and tear. With temperatures dipping as low as -40° F and rising as high as 180° F, the simulator is nearly as unforgiving as a family of four.

Durability testing begins long before production. **The Road**

Simulator recreates driving conditions on prototypes for

150,000 simulated miles – an excellent indicator of the

sources of squeaks and rattles. The chassis dynamometer utilizes bump

strips which simulate how the chassis and suspension react to even the

most severe road conditions. To evaluate corrosion prevention, proto-

types are driven through hundreds of miles of mud and salt water. The

ultimate test cannot be simulated, however: Taurus has proven itself

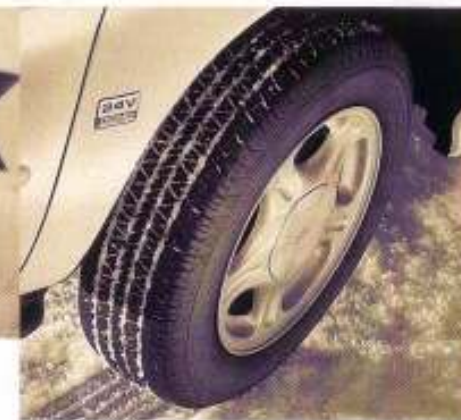
over **100 billion real world miles**. A worthy test indeed.



The 40 mph saltwater drive tests Taurus' ability to ward off corrosion.



The structurally rigid chassis combines with a MacPherson strut front suspension and advanced quadralink rear suspension system to deliver a smooth ride with responsive handling capability.



General P205/65 R15 tires promote capable all-season traction.



Speed-sensitive steering delivers more power assist for low-speed maneuvers, such as parking, and reduced power assist as speed increases for a firmer, more positive feel of the wheel.

safety & durability

Today, automotive design must satisfy many more demands than it did even just a few years ago.

Styling is important, of course, but considerations like safety and durability continue to grow in importance as customers weigh their purchase decisions ever more carefully. Like all Ford vehicles, Taurus has been designed to protect its occupants and to provide years of dependable service to its owners.





Taurus SE 5-passenger interior with optional Comfort Group and leather seating surfaces in Medium Prairie Tan.

Interior



Taurus SE 6-passenger cloth interior in Medium Graphite.

A substantial part of your life is spent in transit. To that end, Taurus has created a distinctive, spacious driving environment.

The **integrated control panel** is ergonomically efficient and pleasing to the eye – a design coup. Aerodynamic shape, precise fit of glass to sheet metal and **sound insulation** offer a respite from the world of chaos. However, there are those who seek to enhance the sound of their “inner” world. An available premium 6-speaker **MACH® Audio System** surrounds the listener in lush, responsive sound.



Taurus offers a great selection of stereo entertainment systems, including the MACH Audio System and a trunk-mounted 6-disc compact disc changer.



Advanced ergonomic design makes the Taurus driving experience quite efficient and comfortable. The integrated control panel combines climate and audio controls into one user-friendly unit.



The particulate air filtration system keeps out over 90% of pollen and dust particles larger than three microns. Available as a dealer-installed option.

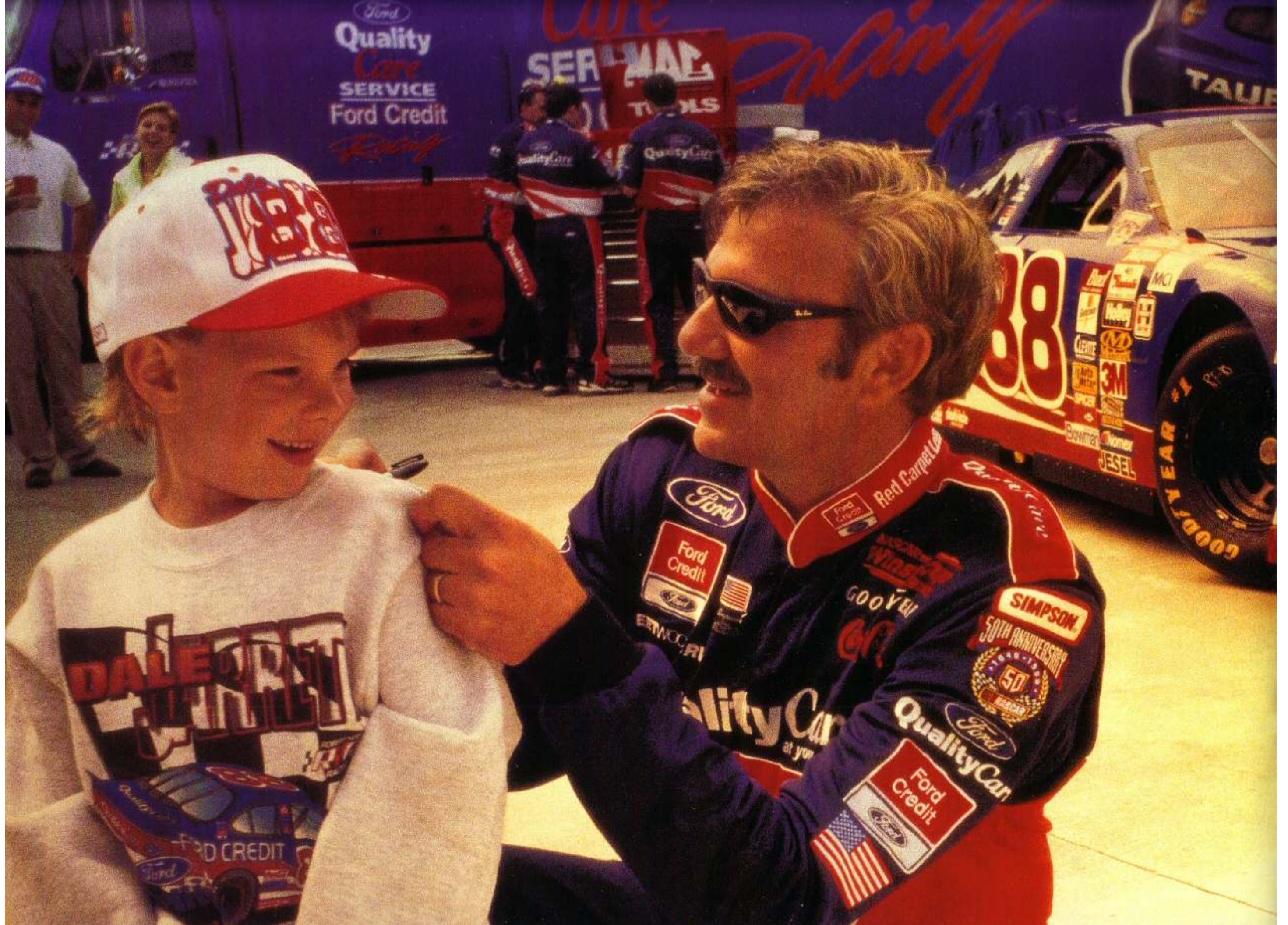


5-passenger seating with storage console is standard in both LX and SE.

The 6-passenger Taurus LX and SE feature an available 3-way flip-fold center console, a patented design. (Pictured with console flipped open, armrest down.)



Convenient 60/40 split/fold rear seat (standard in SE and SHQ) offers more space for work and leisure pursuits.





The champion had autographed Kevin's T-shirt,
not long after he roared to victory in his #88 NASCAR
Taurus. Why he was picked out of the crowd for such
special treatment he'll never know, but Kevin couldn't
remember ever being so excited. Behind the wheel of
the family Taurus, even **Dad showed**
signs of race fever when
he announced, "What'd you say on the drive home
we pit for ice cream?"



Paint Colors



Light Prairie Tan
Clearcoat Metallic



Toreador Red
Clearcoat Metallic



Tropic Green
Clearcoat Metallic



Dark Green Satin
Clearcoat Metallic



Graphite Blue
Clearcoat Metallic



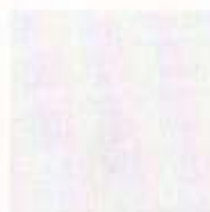
Deep Navy Blue
Clearcoat Metallic



Silver Frost
Clearcoat Metallic



Black Clearcoat



Vibrant White
Clearcoat

EXTERIOR PAINT

INTERIOR TRIM

Taurus SE, LX

	Medium Prairie Tan	Medium Graphite	Dark Denim Blue
Light Prairie Tan Clearcoat Metallic		•	
Toreador Red Clearcoat Metallic	•	•	
Tropic Green Clearcoat Metallic	•	•	
Dark Green Satin Clearcoat Metallic	•	•	
Graphite Blue Clearcoat Metallic	•		•
Deep Navy Blue Clearcoat Metallic	•	•	•
Silver Frost Clearcoat Metallic	•		•
Black Clearcoat	•	•	
Vibrant White Clearcoat	•	•	•

Taurus SHO

Toreador Red Clearcoat Metallic	•	•	
Tropic Green Clearcoat Metallic	•	•	
Silver Frost Clearcoat Metallic	•		
Black Clearcoat	•	•	
Vibrant White Clearcoat	•	•	

Not available on Wagons



- A** Deluxe wheel cover, standard on LX and SE
- B** 5-spoke aluminum wheel, standard on SE Sport and SE Sport/Comfort Groups, available on LX and SE base
- C** 12-spoke bright cast aluminum wheel, standard on SE Comfort Group
- D** 12-spoke chrome aluminum wheel, available on SE Comfort Group
- E** 16" aluminum wheel, standard on SHO, available on SE Sport and SE Sport/Comfort Groups

Standard Equipment Groups

LX Sedan

Notable Taurus LX Standard Features:

- 3.0-liter V6 with electronic 4-speed automatic overdrive transmission
- 5-passenger seating with storage console/column shift or 6-passenger seating with 3-way flip-fold center console/column shift
- Dual front airbags
- Air conditioning
- Power windows
- AM/FM stereo
- Deluxe wheel covers
- Tilt steering column
- Variable-timed interval wipers
- Solar tinted glass all around
- Dual electric remote mirrors
- Remote decklid release

SE Sedan and Wagon

Notable Taurus SE Standard Features:

Taurus LX features plus:

- Power door locks
- Speed control
- Power antenna (only on Wagons)
- Remote Keyless Entry
- AM/FM stereo/cassette
- Split-fold rear seat
- 6-passenger seating with 3-way flip-fold center console/column shift or 5-passenger seating with storage console/column shift

SHO Sedan

Notable Taurus SHO Features:

- 3.4-liter, 32-valve, dual overhead cam V8
- Sport handling suspension
- High-precision ZF rack-and-pinion steering
- 4-wheel disc anti-lock brake system
- P225/55 ZR16 low-profile performance tires
- Chrome five-spoke aluminum wheels
- Rear decklid spoiler
- Sport bucket seats with leather seating surfaces
- MACH® Audio System with six speakers
- Electronic temperature control air conditioning
- Remote Keyless Entry with keypad perimeter anti-theft
- Speed control
- Power moonroof
- 6-disc radio-controlled CD changer
- Front/rear floor mats

Optional Equipment Groups

Taurus SE Comfort Group:

- 3.0-liter, 24-valve Duratec V6
- 6-way power driver seat with power lumbar support
- Bright cast aluminum wheels
- Electronic temperature control air conditioning
- Leather-wrapped steering wheel
- Auto on/off headlamps
- Remote Keyless Entry with keypad and perimeter anti-theft
- Light Group
- Illuminated visor mirrors
- Grab handles
- 5-passenger seating with console/floor shift

Taurus SE Sport Group:

- 3.0-liter, 24-valve Duratec V6
- Rear decklid spoiler
- 5-spoke aluminum wheels
- 5-passenger seating with console/floor shift

Taurus SE Sport/Comfort Group:

- Taurus SE Sport and Comfort Groups' features plus:
- 5-spoke aluminum wheels

Exterior Features	LX*	SE	SHO
Multi-reflector halogen headlamps	\$	\$	\$
Dual electric remote-control mirrors	\$	\$	\$
Side tinted glass - complete	\$	\$	\$
Full perimeter dual door seals with third seal on door frame	\$	\$	\$
Front and rear splash shields	\$	\$	\$
Bodyside protection moldings	\$	\$	\$
Clearcoat paint	\$	\$	\$
Luggage rack (Wagons)	-	\$	-
Flip-up liftgate window with gas cylinders (Wagons)	-	\$	-
Rear decklid spoiler (available in Sport Group for SE)	-	0	\$

Safety and Security

Second Generation Depowered driver and right front passenger airbag supplemental restraint system	\$	\$	\$
Manual lap/shoulder safety belts for outboard occupants and also center rear passenger (sedan) - height-adjustable for outboard front positions	\$	\$	\$
4-wheel anti-lock brake system	0	0	\$
Variable-timed interval windshield wipers	\$	\$	-
Aerodynamic autobahn windshield wipers - variable speed	-	-	\$
Childproof rear door locks	\$	\$	\$
SecuriLock anti-theft system (non-drive-away)	0 ¹⁾	0 ¹⁾	\$
Remote Keyless Entry system	0	\$	\$
Remote Keyless Entry with keypad and perimeter anti-theft	-	0	\$
Rear wiper/washer (Wagons)	-	\$	-

Comfort and Convenience

Manual air conditioning - CFC-free	\$	\$	-
Air conditioning with electronic temperature control	-	0	\$
Power side windows with illuminated controls, lockout switch, express-down feature for the driver, and accessory delay	\$	\$	\$
Power locks with illuminated controls. Lock disabling prevents locking keys inside	0	\$	\$
Cupholders, coin holder and cassette storage in console	\$	\$	\$
Floor mats	0	0	\$
Glove box	\$	\$	\$
Integrated control panel with controls for clock, climate, rear window defroster and radio	\$	\$	\$
Warning lights for airbags, door ajar, battery, oil pressure, brake, service engine soon, low fuel and safety belt reminder	\$	\$	\$
Retractable front and rear grab handles with integral rear coat hooks	-	0	\$
Automatic on/off/delay headlamps	-	0	\$
Tachometer, 1-million-mile odometer, trip odometer, low brake fluid alert, electric speedometer, temperature and fuel gauges	\$	\$	\$
Light Group: dual beam reading and dome lights	0	0	\$
Wagon Group: cargo area cover, cargo net	-	0	-
Speed control	0	\$	\$
Power moonroof	-	0	\$
Tilt steering column	\$	\$	\$
Leather-wrapped steering wheel	-	0	\$
Rear window defroster/defogger	\$	\$	\$
Remote decklid release (sedan)	\$	\$	\$
Hidden, right-quarter-panel and under-load-floor storage compartments (Wagon)	-	\$	-

Comfort and Convenience Cont.	LX*	SE	SHO
floor seat heat ducts	\$	\$	\$
Rear seat air conditioning outlet with floor shift only	-	0	\$
Battery saver (turns off interior lights after 45 minutes)	\$	\$	\$
Electronic digital clock with dimming feature	\$	\$	\$
Visor mirrors	\$	\$	-
Dual illuminated visor mirrors	-	0	\$
Heated outside rearview mirrors	0	0	\$

Seating

Cloth bucket seats with center seating, dual recliners, 2-way head restraints and 3-way flip-fold center console/column shift (6-passenger seating)	0	0	-
Cloth bucket seats with dual recliners, 2-way head restraints, floor console, floor shift (5-passenger seating)	-	0	-
Sport buckets with leather seating surfaces, 2-way head restraints, floor console, floor shift (5-passenger seating)	-	-	\$
Cloth bucket seats with dual recliners, 2-way head restraints, storage console, column shift (5-passenger seating)	\$	\$	-
Bucket seats with leather seating surfaces, 2-way head restraints, with either flip-fold console and column shift (6-passenger seating) or floor console with floor shift (5-passenger seating)	-	0	-
6-way power driver seat with power lumbar	-	0	\$
6-way power driver/passenger seats with driver's seat power lumbar (available with Comfort Group only)	-	0	-
60/40 split fold-down rear seat back	-	\$	\$
Fixed rear seat back	\$	-	-
Rear-facing third seat (Wagon)	-	0	-

\$ = Standard 0 = Optional
*Sedans only (1) Requires Duratec engine

Wheels and Tires

Deluxe wheel covers with P205/65 R15 92T BSW tires	\$	\$	-
16" aluminum wheels with P225/55 ZR16 92T BSW tires	-	0	\$
5-spoke aluminum wheels with P205/65 R15 92T BSW tires (standard in SE Sport Group and SE Sport/Comfort Group)	0	0	-
12-spoke bright cast aluminum wheels with P205/65 R15 92T BSW tires (standard on SE Comfort Group)	-	0	-
12-spoke chrome aluminum wheels with P205/65 R15 92T BSW tires (only available on SE Comfort Group)	-	0	-

Audio Systems

AM/FM stereo with four speakers	\$	-	-
AM/FM stereo/cassette with four speakers	0	\$	-
MACH [®] Audio System with AM/FM stereo/cassette and 80 watts with six speakers	-	0	\$
8-disc CD changer (trunk-mounted)	-	0	\$

Powertrains

Taurus LX and SE (standard)			
Type	12-valve, OHV V6		
Displacement	3.0 liters		
Engine control	EEC-V		
Scheduled tune-up interval	100,000 miles		
Horsepower (SAE net)	145 @ 5,250 rpm		
Torque (SAE net lb.-ft.)	170 @ 3,250 rpm		
Fuel system	Sequential electronic fuel injection		
Transaxle	Electronic 4-speed automatic overdrive		

Powertrains Cont.

Taurus LX and SE (optional)	
Type	24-valve, Duratec DOHC V8
Displacement	3.0 liters
Engine control	EEC-V
Scheduled tune-up interval	100,000 miles
Horsepower (SAE net)	200 @ 5,750 rpm
Torque (SAE net lb.-ft.)	200 @ 4,500 rpm
Fuel system	Sequential electronic fuel injection
Transaxle	Electronic 4-speed automatic overdrive with overdrive lockout

Taurus SHO

Type	32-valve, dual overhead cam V8
Displacement	3.4 liters
Engine control	EEC-V, integrated electronic coil-on-plug ignition
Scheduled tune-up interval	100,000 miles
Horsepower (SAE net)	235 @ 6,100 rpm
Torque (SAE net lb.-ft.)	230 @ 4,800 rpm
Fuel system	Sequential electronic fuel injection
Transaxle	Electronic 4-speed automatic overdrive with overdrive lockout

Body/Chassis

Body type	Unitized
Front suspension	Independent strut-type with gas-pressurized hydraulic struts and stabilizer bar (unique handling components with SHO)
Rear suspension (sedan)	Independent rear quadralink with gas-pressurized hydraulic struts (SE Sport and SHO only) (unique 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)
Brakes	Power front disc/rear drum (standard on LX, SE sedan); Power 4-wheel disc (Std. on SE Wagon) Anti-lock brake system (optional on LX, SE; standard on SHO)
Stabilizer bar	Available on SE Sport and SHO
Tires	P205/65 R15 92T BSW (LX, SE); P225/55 ZR16 all-season, low-profile performance (SHO)
Fuel capacity	16 gallons

Dimensions

	LX/SE Sedan	SHO Sedan	SE Wagon
Wheelbase	108.5"	108.5"	108.5"
Length	197.5"	198.4"	199.6"
Height	55.1"	55.8"	57.0"
Width	73.0"	73.0"	73.0"
Front tread	61.6"	61.6"	61.6"
Rear tread	61.4"	61.4"	61.6"
Trunk/cargo volume (cu. ft.)	15.8	15.8	61.3*
Passenger capacity	5/6	5	5/6

*Rear seat backs down; 38.4 cu. ft. rear seat backs up.

Competitive comparisons based on published 1998 competitive data.

A Response to the Need for a Cleaner Environment: All Ford vehicles are manufactured with a concern for environmental impact. An environmentally responsible flexible-fuel version of Taurus is also available. See your Ford Dealer for details.

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 which would not be included in these pages. 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.

Roadside Assistance: 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 Ford Dealer for a copy of the limited warranty and 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 vehicle.



Race For The Cure: As part of our ongoing commitment to breast cancer research and public awareness, Ford Division is proud to continue its national sponsorship of the Susan G. Komen Foundation's Race For The Cure.





Visit the Ford website at www.ford.com