

2008 Ford Taurus SEL

COMPETITIVE PRODUCT FEATURES

Innovative Safety and Security Features

Rated the safest full-size car in America⁽¹⁾

- Taurus achieved five-star crash ratings in all four categories of frontal and side crash testing performed by the National Highway Traffic Safety Administration (NHTSA). These are the highest ratings possible

- Taurus with optional Electronic Stability Control received a "Top Safety Pick" from the Insurance Institute for Highway Safety (IIHS)

SPACE (Side Protection And Cabin Enhancement) Architecture™

- Helps protect passengers in the event of a side-impact collision by redirecting crash energy away from them
- ✓ Not available on Impala, 300 or Camry

Safety Canopy® System side curtain airbags with rollover sensor

- Helps protect front and rear outboard occupants in the event of a side-impact or rollover accident
- ✓ The side curtain airbags on Impala, 300 and Camry do not offer a rollover sensor

Front bumper plate

- Promotes a more even collapse of the vehicle's energy-absorbing structures, helping to keep the impact forces away from passengers
- ✓ Not available on Impala, 300 or Camry

Security approach lamps

- Illuminate the ground when the doors are unlocked with the key fob to help passengers avoid puddles and other hazards when approaching the vehicle
- ✓ Not available on Impala, 300 or Camry

Advanced Powertrain Technology

6-speed automatic transmission

- Provides torque on demand for quick acceleration and impressive fuel economy for highway driving
- ✓ Not available on Impala or 300

Road-Hugging Performance

All-Wheel Drive

- Allows Taurus to stay sure-footed in all driving conditions by seamlessly transferring power to the wheel(s) with the best traction
- ✓ Not available on Impala, 300 or Camry

AdvanceTrac® Electronic Stability Control System

- Helps maintain vehicle stability in extreme driving conditions such as taking a turn too fast or making evasive maneuvers on slippery pavement
- ✓ Not available on Impala

Commanding and Confident Ride

Front-wheel Drive

- Helps provide improved vehicle traction due to the weight of the engine being placed over the drive wheels
- ✓ 300 is rear-wheel drive

18-inch chrome-clad wheels with low-profile tires

- Low-profile tires have less tendency to "flex" while cornering, adding to the already precise handling of Taurus
- ✓ Not available on Impala, 300 or Camry

Best-in-Class⁽²⁾ Interior Room and Great Versatility

Command Seating™

- Designed to provide an enhanced view of the road and easier entry and exit
- ✓ Not available on Impala, 300 or Camry

Fold-down front passenger seatback

- Provides up to 9 feet of flat loadfloor from the trunk to the instrument panel to accommodate extra-long cargo items
- ✓ Not available on Impala, 300 or Camry

Keyless entry keypad

- Allows the vehicle to be unlocked and locked without the use of the key or key fob
- ✓ Not available on Impala, 300 or Camry

DVD Family Entertainment System

- Allows rear-seat passengers to watch their favorite DVD while on long trips
- ✓ Not available on Impala or Camry

Reverse Sensing System

- Detects certain objects up to 6 feet from the rear of the vehicle while backing up
- ✓ Not available on Impala, 300 or Camry

Ford SYNC™(5) in-vehicle communications and entertainment system

- Fully integrated, customizable media system that allows users to operate both Bluetooth®(4) wireless technology enabled mobile phones and nearly all portable digital media players with simple voice commands
- ✓ Not available on Impala, 300 or Camry

NOTE: See latest Dealer Ordering Guide for feature availability.



Best-in-Class⁽²⁾ Claims

- Rated the safest full-size car in America⁽¹⁾
- Best-in-class passenger total interior volume
- Best-in-class luggage capacity
- Best-in-class rear-seat passenger volume
- Best-in-class rear passenger head room
- Largest trunk of any sedan in America
- Roomiest interior in its class
- Rated highest in class for seat comfort⁽³⁾

Unparalleled Convenience

- Command Seating™ for an enhanced view down the road
- Optional DVD Family Entertainment System
- Fold-down front passenger seatback
- 21.2-cubic-foot trunk

(1) Based on both NHTSA (National Highway Traffic Safety Administration) five-star crash test ratings and, with Electronic Stability Control, IIHS (Insurance Institute for Highway Safety) "Top Safety Pick." Star ratings are part of the U.S. Department of Transportation's safercar.gov program (www.safercar.gov).

Built to Perform

- 263-horsepower Duratec 35 - 3.5L DOHC V6 engine
- 6-speed automatic transmission
- Independent front and rear suspension
- Stiff, solid chassis
- Large four-wheel disc Anti-lock Braking System (ABS)

(2) Class is standard 5-passenger large cars. Comparison based on 2007 class competitors.

(3) 2006 Global Quality Research System, at 3 months in service.

(4) The Bluetooth word mark and logos are trademarks of the Bluetooth, SIG, Inc.

Safe and Secure

- AdvanceTrac® Electronic Stability Control System
- Five-star ratings in all impact testing performed by NHTSA
- Safety Canopy® System side curtain airbags with rollover sensor
- Solid safety structure
- Personal Safety System*

(5) Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so, and use extreme caution.

2008 Ford Taurus SEL		VERSUS		2008 Chevrolet Impala LT with 2LT		2008 Chrysler 300 LX		2008 Toyota Camry LE V6	
Duratec 35 - 3.5L DOHC V6 263 @ 6250 249 @ 4500		Engine Horsepower (SAE net @ rpm) Torque (lb.-ft. @ rpm)		3.9L OHV V6 233 @ 5600 240 @ 4000		2.7L DOHC V6 178 @ 5500 190 @ 4000		3.5L DOHC V6 268 @ 6200 248 @ 4700	
6-speed Automatic		Transmission		4-speed Automatic		4-speed Automatic		6-speed Automatic	
Independent MacPherson Struts with Coil Springs and Stabilizer Bar		Front Suspension		Independent MacPherson Struts with Coil Springs and Stabilizer Bar		Independent Short- and Long-Arm (SLA) with Coil Springs, Shock Absorbers and Stabilizer Bar		Independent MacPherson Struts with Coil Springs and Stabilizer Bar	
Independent Multi-link with Coil-over-shock Design, and Stabilizer Bar		Rear Suspension		Independent Tri-link Design with Coil-over-shock Design and Stabilizer Bar		Independent Five-link Design with Coil Springs and Shock Absorbers		Independent MacPherson Struts with Coil Springs and Stabilizer Bar	
Front-wheel Drive/All-Wheel Drive		Layout		Front-wheel Drive		Rear-wheel Drive		Front-wheel Drive	
Disc/Disc with Anti-lock Braking System (ABS)		Braking System		Disc/Disc with Anti-lock Braking System (ABS)		Disc/Disc with Anti-lock Braking System (ABS)		Disc/Disc with Anti-lock Braking System (ABS)	
Rack-and-pinion		Steering		Rack-and-pinion		Rack-and-pinion		Speed-sensitive Variable-assist Rack-and-pinion	
Dual-stage Driver and Front Passenger Airbags, Safety Canopy® System Side Curtain Airbags with Rollover Sensor and Front-seat Side Airbags		Airbags		Dual-stage Driver and Front Passenger Airbags, Head Curtain Airbags and Side Airbags		Dual-stage Driver and Front Passenger Airbags, Available Side Curtain Airbags		Multi-stage Driver and Front Passenger Airbags, Side Curtain Airbags, Front-seat Side Airbags and Driver's Knee Airbag	
Dimensions (All dimensions are in inches unless otherwise noted.)									
112.9	Wheelbase	110.5		120.0		109.3			
201.8	Length	200.4		196.8		189.2			
61.5	Height	58.7		58.4		57.7			
82.9	Width	72.9		74.1		71.7			
5	Seating Capacity	5/6		5		5			
64.3/64.4	Track (F/R)	62.4/61.5		63.0/63.1		62.0/61.6			
39.6/38.8	Head Room (F/R)	39.4/37.8		38.7/37.0		38.8/37.8			
57.8/57.6	Shoulder Room (F/R)	58.7/58.6		59.4/57.7		57.8/56.9			
53.7/53.6	Hip Room (F/R)	56.4/57.2		55.9/55.9		54.6/53.9			
41.3/41.2	Leg Room (F-max./R-min.)	42.3/37.6		41.8/40.2		41.7/38.3			
108.0	Passenger Volume (cu. ft.)	104.5		106.6		101.4			
21.2	Luggage Capacity (cu. ft.)	18.6		17.2		14.5			
20.5	Fuel Tank Capacity (gal.)	17.0		19.0		18.5			
3741 (FWD)/3930 (AWD)	Base Curb Weight (lbs.)	3674		3725		3483			
1000	Trailer Towing (max. lbs.)⁽¹⁾	1000		1000		1000			
18/28 (FWD)/17/24 (AWD)	EPA Estimated MPG (city/hwy.)⁽²⁾	20/28		18/26		19/28			
\$24,235 (FWD)/\$26,085 (AWD)	Price (MSRP)*	\$25,735		\$25,270		\$24,300			
3 years/36,000 miles	Basic Warranty	3 years/36,000 miles		3 years/36,000 miles		3 years/36,000 miles			
5 years/60,000 miles	Powertrain Warranty	5 years/100,000 miles		Lifetime Limited Warranty		5 years/60,000 miles			
5 years/unlimited mileage	Corrosion Warranty	6 years/100,000 miles		5 years/100,000 miles		5 years/unlimited mileage			
5 years/60,000 miles	Roadside Assistance	5 years/100,000 miles		Towing only		Not available			

 **Bolded purple text = Ford Advantage over one or more competitors.** Red text = the specific competitive specification/dimension where Ford has the advantage.

* Includes base MSRP, destination charge and option package if applicable. Title, tax and registration fees extra. Package contents and price may vary by region and are subject to change. Check your latest Ford pricing information for the current incentives on your vehicles.

(1) Properly equipped.

(2) With standard powertrain.

January 2008. Information based on generally available industry data. At the time of publication, descriptive and illustrative materials contained herein were believed to be correct. Ford Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, equipment or designs without incurring obligation.