

2008 Ford Taurus X SEL

COMPETITIVE PRODUCT FEATURES

SUV-Like Interior Room and Versatility

Ford SYNC™(3) in-vehicle communications and entertainment system

- Fully integrated, customizable media system allows users to operate both Bluetooth®(2) wireless technology enabled mobile phones and nearly all portable digital media players with simple voice commands

✓ Not available on Pacifica, Pilot or Highlander

Driver's-door-mounted keypad

- Allows the vehicle to be unlocked without the use of the key or key fob

✓ Not available on Pacifica, Pilot or Highlander

Fold-down front passenger seatback

- Provides a full 10 feet of flat loadfloor from the trunk to the instrument panel to accommodate extra-long items

✓ Not available on Pacifica, Pilot or Highlander

Command Seating™

- Designed to provide a better view of the road and easier entry and exit

✓ Not available on Pacifica, Pilot or Highlander

Spacious fold-into-floor third-row seat

- Provides a rear seating area designed for two 6'1" adults that also folds into the floor when additional cargo space is needed. No cargo height is lost due to a fold-down seatback

✓ Not available on Pacifica, Pilot or Highlander

Power adjustable accelerator and brake pedals

- Can be adjusted fore and aft for optimum driver comfort

✓ Not available on Pilot or Highlander

Dual-zone Electronic Automatic Temperature Control (DEATC)

- Automatically maintains a separate preset temperature for the driver and front passenger

✓ Not available on Pilot or Highlander

Car-Like Ride and Handling

Lower base curb weight

- Helps contribute to acceleration and handling due to less vehicle weight to accelerate and maneuver and also contributes to better fuel economy

✓ Lower than Pacifica or Pilot



Innovative Safety Features

Rated America's safest 7-passenger crossover(3)

- Taurus X 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 X received a "Top Safety Pick" from the Insurance Institute for Highway Safety (IIHS)

✓ Pacifica is not an IIHS "Top Safety Pick"

Safety Canopy® System side curtain airbags with rollover sensor

- Protects front and rear outboard seated occupants in the event of a side-impact or rollover accident

✓ The side curtain airbags on Pacifica do not feature a rollover sensor

SPACE (Side Protection And Cabin Enhancement) Architecture™

- Helps protect occupants in the event of a side-impact collision by redirecting crash energy away from the passengers, allowing the vehicle body structure to absorb the crash forces

✓ Not available on Pacifica, Pilot or Highlander

5-year/60,000-mile Roadside Assistance

- Adds extra peace of mind by providing emergency services including: towing, changing a flat tire, jump starts and fuel delivery for 5 years or 60,000 miles, whichever occurs first

✓ Pacifica offers towing assistance only. Extra cost on Pilot. Not available on Highlander.

Style

- All-new for 2008
- Bold tri-bar chrome grille
- Distinctive headlamp design
- Large, bright LED (light-emitting diode) tailgate design
- Fog lamp chrome ring surround
- Sparkle Silver painted roof rails
- 17-inch bright aluminum wheels

Safety

- Standard AdvanceTrac® Electronic Stability Control System
- Available All-Wheel Drive (AWD)
- Standard 3-row Safety Canopy® System with rollover sensor
- Standard front-seat side airbags

Versatility



















- Ford SYNC
- 263-horsepower 3.5L Duratec V6 engine
- 6-speed automatic transmission
- DVD Family Entertainment System
- EPA-estimated 24 mpg highway (FWD)


(1) 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.

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

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

NOTE: See latest Dealer Ordering Guide for feature availability.

2008 Ford Taurus X SEL		VERSUS		2008 Chrysler Pacifica Touring	2008 Honda Pilot VP	2008 Toyota Highlander
3.5L DOHC V6 263 @ 6250 249 @ 4500	 	Engine Horsepower (SAE net @ rpm) Torque (lb.-ft. @ rpm)	4.0L SOHC V6 253 @ 6000 262 @ 4100	3.5L OHV V6 244 @ 5750 (2WD)/244 @ 5600 (4WD) 240 @ 4500	3.5L DOHC V6 270 @ 6200 248 @ 4700	
6-speed Automatic		Transmission	6-speed Automatic	5-speed Automatic	5-speed Automatic	
Independent MacPherson Struts with Coil Springs and Stabilizer Bar		Front Suspension	Independent Struts with Coil Springs and Stabilizer Bar	Independent MacPherson Struts with Coil Springs and Stabilizer Bar	Independent MacPherson Struts with Coil Springs and Stabilizer Bar	
Independent Multi-link Design with Coil Springs, Shock Absorbers and Stabilizer Bar		Rear Suspension	Independent Five-link Design with Coil Springs, Self-leveling Shock Absorbers and Stabilizer Bar	Independent Multi-link Design with Trailing Arms, Coil Springs, Shock Absorbers and Stabilizer Bar	Independent MacPherson Struts with Coil Springs and Stabilizer Bar	
Front-wheel Drive/All-Wheel Drive		Layout	Front-wheel Drive/All-Wheel Drive	Front-wheel Drive/Four-wheel Drive	Front-wheel Drive/Four-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	Electric 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	Advanced Multi-stage Driver and Front Passenger Airbags, Side Curtain Airbags, Driver's Knee Airbag	Dual-stage Driver and Front Passenger Airbags, Side Curtain Airbags with Rollover Sensor and Front-seat Side Airbags	Dual-stage Driver and Front Passenger Airbags, Side Curtain Airbags with Rollover Sensor and Front-seat Side Airbags, Driver's Knee Airbag	
Dimensions (All dimensions are in inches unless otherwise noted.)						
112.9		Wheelbase	116.3	106.3	109.8	
200.3		Length	198.5	188.0	188.4	
67.6		Height	68.3	71.3 (FWD)/71.7 (4WD)	68.1	
74.9		Width	79.3	77.5	75.2	
6/7		Seating Capacity	6	8	7	
64.3/64.4		Track (F/R)	66.0/66.0	66.5/66.7 (FWD)/66.3/66.5 (4WD)	64.0/64.2	
39.4/39.7/38.6		Head Room (F/M/R)	39.2/40.0/35.4	41.9/40.1/38.6	40.6/40.1/36.3	
58.5/58.0/50.8		Shoulder Room (F/M/R)	60.8/60.5/58.0	61.6/61.4/59.7	59.7/59.5/55.0	
55.5/56.0/45.9		Hip Room (F/M/R)	55.1/56.3/41.9	57.5/56.6/49.0	56.7/56.5/42.3	
40.8/ 40.4/33.4		Leg Room (F/M/R)	40.9/ 39.9/29.9	41.4/ 37.4/30.2	43.2/ 38.3/29.9	
85.5/47.0/20.8⁽¹⁾		Cargo Volume (cu. ft.) (behind 1st row/2nd row/3rd row)	79.5/43.6/13.0	87.6/47.6/15.9	95.4/ 42.3/10.3	
146.2		Passenger Volume (cu. ft.)	143.9	153.0	145.7	
19.0		Fuel Tank Capacity (gal.)	23.0	20.4	19.2	
4033 (FWD)/4203 (AWD)		Base Curb Weight (lbs.)	4388 (FWD)/4593 (AWD)	4264 (FWD)/4453 (4WD)	3979 (FWD)/4178 (4WD)	
2000		Trailer Towing (max. lbs.)⁽²⁾	2600	3500 (FWD)/4500 (4WD)	5000	
16/24 (FWD)/15/22 (AWD)		EPA Estimated MPG (city/hwy.)⁽³⁾	15/23 (FWD)/14/22 (AWD)	16/22 (FWD)/15/20 (4WD)	18/24 (FWD)/17/23 (4WD)	
\$27,605 (FWD)/\$29,455 (AWD)		Price (MSRP)*	\$28,995 (FWD)/\$31,040 (AWD)	\$28,230 (FWD)/\$29,630 (4WD)	\$27,985 (FWD)/\$29,435 (4WD)	
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	Lifetime Limited Warranty	5 years/60,000 miles	5 years/60,000 miles	
5 years/ unlimited mileage		Corrosion Warranty	5 years/ 100,000 miles	5 years/unlimited mileage	5 years/unlimited mileage	
5 years/60,000 miles		Roadside Assistance	Towing only	Extra cost	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) Includes 5.0-cu.-ft. storage well behind 3rd-row seat.
(2) Properly equipped.
(3) With standard powertrain.