

FORD

'93

TAURUS





1993 FORD TAURUS

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?"

Taurus, like all Ford products, is an ongoing success story, an evolution driven by our firm commitment to vehicles of quality.

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 air bag 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 PERFORMANCE



Taurus' excellent overall performance is due in part to state-of-the-art technology such as sequential electronic fuel injection. SEFI 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.

Above: The Taurus LX in Black Clearcoat shown with the LX Preferred Equipment Package.



TAURUS COMFORT



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-isolated 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 180 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.



Above: The luxurious Taurus LX interior in Opal Grey shown with the LX Preferred Equipment Package and optional leather seating surfaces.

TAURUS INSTRUMENTATION

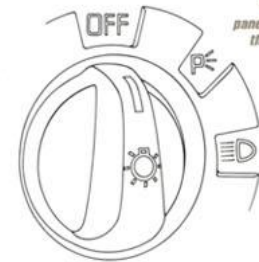


Taurus instrumentation is a good example of something that started out great and then got better. Since introduction, the layout of the panel and the features it contains have been continually refined. World-class design made classier.

The panel blends smoothly into the door trim, giving the entire interior a flowing, unified 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.

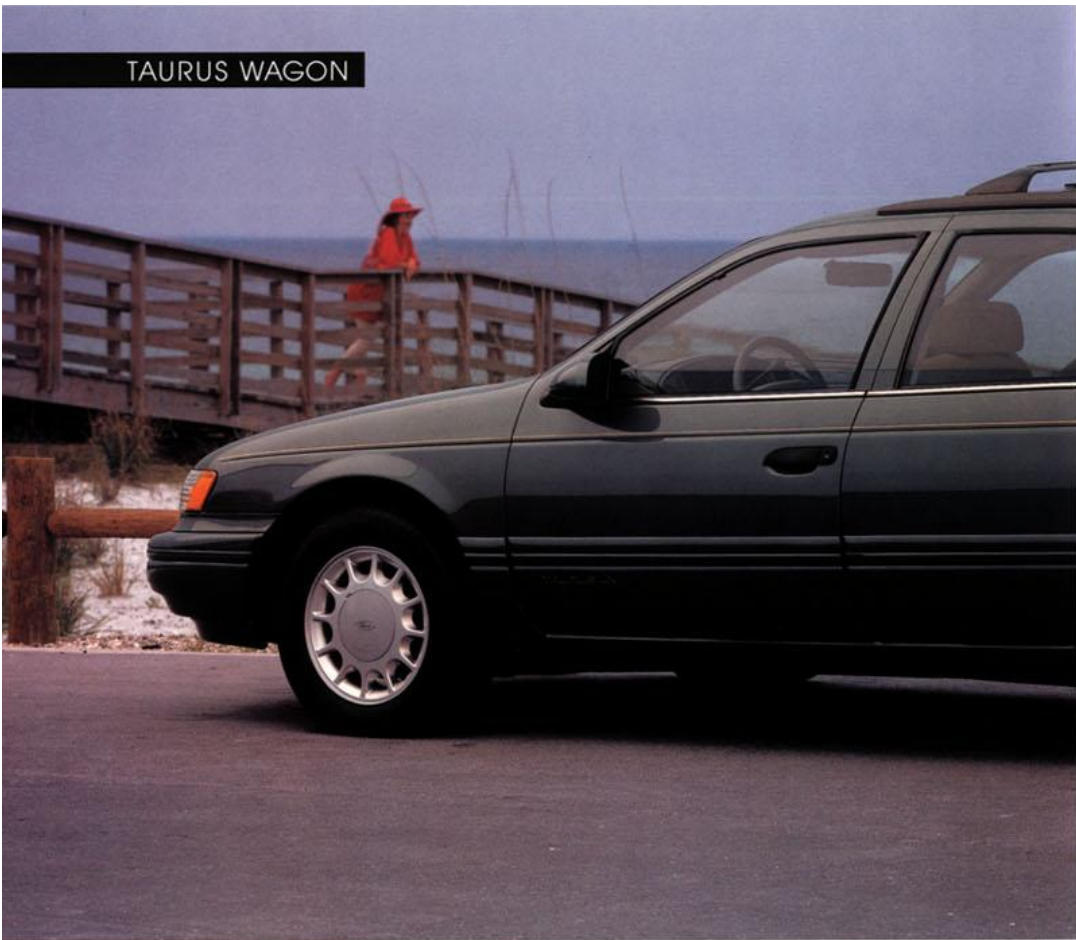
And the cluster itself is illuminated by blue-green light, a color which consumers told us provides better night visibility of dials and gauges.



The Taurus LX instrument panel shown in Opal Gray 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.

TAURUS WAGON

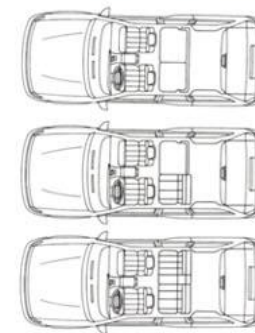


On the road, the smooth, sculpted silhouette of the Taurus Wagon is unmistakable. America's leader in wagon design, it outsells every other wagon year after year because there's a lot of practicality under its stylish skin.

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 load 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.



Above: Taurus LX Wagon in Caribbean Green Clearcoat Metallic with the LX Preferred Equipment Package.

Left: With both seat backs of the 60/40 rear seat lowered, you have 81.1 cu. ft. of cargo space with a flat load floor. Depending on which seat back you lower, there's room for one or two passengers. Both rear seat backs raised yield full passenger capacity plus 38.0 cu. ft. of cargo space.

TAURUS GL



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 38.0 to 81.1 cubic feet.

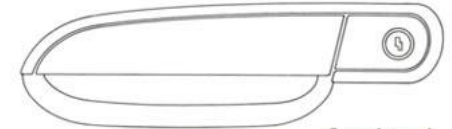
Taurus seats feature high-density foam pads in areas needing extra support. They distribute contact pressure evenly for greater comfort. Flex-olator springs help provide lower back support.

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 25), you get Taurus value at its very best.



Taurus GL Sedan in Medium Cranberry Clearcoat Metallic and GL Wagon in Silver Clearcoat Metallic shown with the GL Preferred Equipment Package 204A and optional equipment. A multi-port EFI 3.0L V-6 with electronic 4-speed automatic transaxle is standard (3.8L V-6 optional).



Taurus form and function. Stylish components that are also aerodynamic.

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's also engineered to help you avoid an accident in the first place. Every time you take the wheel, this two-phased 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.

Remember always that the Taurus air bag restraint system is intended to supplement, not

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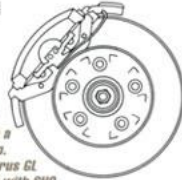
replace, the vehicle's lap and shoulder safety belt system, which helps protect you in all types of accidental impacts.

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.

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



Taurus LX in Silver Clearcoat Metallic shown with the LX Preferred Equipment Package.



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.

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 position.

From initial impact to full deployment, the air bag inflates in less than $\frac{1}{10}$ of a second. And it begins to deflate in a fraction of a second.



TAURUS FEATURES

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 cold 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 so there's no startling blare when it's turned 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



From top: driver's stereo control module; optional power windows/door locks; optional electronic climate control air conditioning.



From top: variable interval wipers; coin and cup holders; center console (with bucket seats).



From top: tilt steering column; optional remote keyless entry system; optional cargo tie-down net.



From top: security-delayed dome lamp; optional remote liftgate release; optional rear-facing third seat (wagon).

dome lamp keeps the interior lighted for several seconds after the door is closed for added security. A separate stereo control module is provided for the driver. Controls for volume, seek, and memory are an easy reach away on the instrument panel. Electric remote-control outside mirrors are tinted to help reduce annoying glare. In Taurus LX and SHO, a convenient cargo tie-down net is standard equipment and the floor console has been redesigned (shown at left).

Handy new remote-control and battery-saver features have been added to the keyless entry system (it's included in both the LX and SHO Preferred Equipment Packages).

Some of these comfort and convenience items are pictured on these pages. For a more detailed discussion of Taurus standard and optional equipment, see pages 24-25.

The important thing to remember about features is this: Here at Ford, we are always looking for ways to improve our products — in quality and safety, style and comfort. The term we use for this is "customer-driven." It's part and parcel of our firm, ongoing commitment to quality.

The way we see it, features that help make driving more comfortable, more enjoyable, more rewarding and more assuring are what you should expect from a company that's as totally committed to satisfying your needs as Ford.

TAURUS SHO

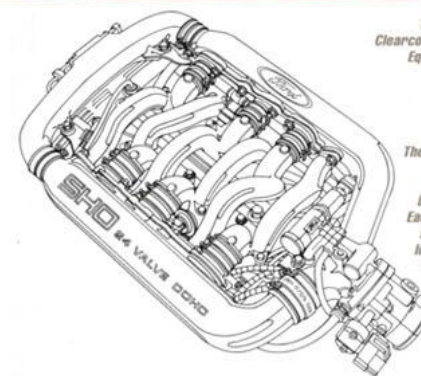


It has a 24-valve, dual overhead cam 3.0L V-6 equipped with state-of-the-art sequential electronic fuel injection. Putting out 220 hp @ 6,200 rpm (SAE rating), this Super High Output (SHO) V-6 has one of the highest ratios of power to displacement among normally aspirated engines. 24-valves, four per cylinder, promote high-flow/velocity breathing and rapid burning. The dual plenum chamber combines with the racing-type

DOHC, 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.

Taurus SHO in Crimson Clearcoat with SHO Preferred Equipment Package 211A.



The Taurus SHO induction system allows tuning the intake pulses for both low and high rpm. Each chamber serves all six cylinders, with the longer of its three runners reaching across the intake valley.



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.

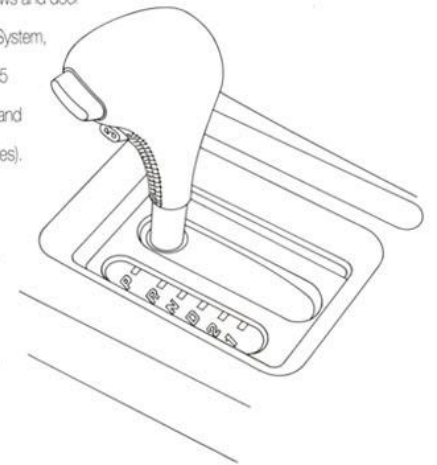
Also standard are speed control, a leather-wrapped steering wheel, power windows and door locks, the High-Level Audio System, and much more (see page 25 for SHO's standard features and Preferred Equipment Packages).

Right: SHO's new optional 4-speed electronically controlled automatic transaxle is offered with a 3.2 liter V-6 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 in Black. Some equipment shown is optional.



The SHO instrument cluster has an 8,000-rpm tachometer. Plus diagnostic alert lights for door ajar, low washer fluid, low oil level, low brake fluid, low fuel, headlamp or tailamp out.



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 if purchased separately, the savings may be equivalent to 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.

Left to right: wheel cover (GL); deluxe wheel cover (GL with Preferred Equipment Package 204A); optional sparkle cast aluminum wheel (GL); sparkle cast aluminum wheel (LX); unidirectional sparkle spoke cast aluminum wheel (SHO).



Above left: The rear window wiper washer is included on LX wagons with package 208A.



The optional power moonroof lets in the sun or the stars for a great open-air feeling.

Included on wagons with the LX Preferred Equipment Package is the "picnic table" load floor extension.



The optional compact disc player provides superb clarity and includes a convenient random play feature.

The Ford JBL Sound System option (sedans only) is 81-amplified for a total of 145 watts of power.



SHO COLORS

Exterior Paint Colors	Interior Trim Colors		
	Opal Grey	Mocha	Black
Oxford White	■	■	■
Royal Blue Clearcoat Metallic	■	■	■
Silver Clearcoat Metallic	■	■	■
Black Clearcoat (non-metallic)	■	■	■
Deep Emerald Green Clearcoat Metallic	■	■	■
Crimson Clearcoat (non-metallic)	■	■	■

LX & GL COLORS

Exterior Paint Colors	Interior Trim Colors			
	Opal Grey/Crystal Blue	Mocha	Cranberry	Black ⁽¹⁾
Oxford White	■	■	■	■
Royal Blue Clearcoat Metallic	■	■	■	■
Silver Clearcoat Metallic	■	■	■	■
Black Clearcoat (non-metallic)	■	■	■	■
Mocha Frost Clearcoat Metallic	■	■	■	■
Medium Cranberry Clearcoat Metallic	■	■	■	■
Dark Plum Clearcoat Metallic	■	■	■	■
Crystal Blue Frost Clearcoat Metallic	■	■	■	■
Caribbean Green Clearcoat Metallic	■	■	■	■
Opal Grey Clearcoat Metallic	■	■	■	■

(1) Not available on GL/LX wagon, or on GL without Preferred Equipment Package 204A.

MAJOR STANDARD FEATURES

Exterior

- Aero-design halogen headlights
- 5-mph polycarbonate bumpers
- High-mount brake lamp (in decklid spoiler on SHO)
- Front cornering lamps and fog lamps (SHO)
- Dual electric remote outside tinted mirrors
- Tinted glass — complete
- Lower body-side protection: urethane coating on lower doors and rocker panels (GL); color-keyed protective claddings (LX, SHO)
- Two-way liftgate, aero roof luggage rack (wagon)
- Rocker panel moldings
- Clearcoat paint (except Oxford White)
- Wheel covers (GL); sparkle cast aluminum wheels (LX); unidirectional sparkle spoke cast aluminum wheels (SHO)

Interior

- Driver-side air bag supplemental restraint system
- Electronic AM/FM stereo search radio with electronic digital clock (GL, LX); High-Level Audio System (SHO)
- Radio credit option is available in GL
- Tilt steering column
- Variable-timed interval windshield wipers
- Fuel and temperature gauges, low brake fluid alert light, trip odometer
- Diagnostic instrument cluster, autolamp system (LX, SHO)
- Child-proof rear door locks
- Security delayed dome lamp
- Illuminated entry system (LX, SHO)
- Illuminated visor mirrors (LX, SHO)
- Full cloth door trim (LX, SHO)
- Floor-shift console (LX, SHO)
- Automatic parking brake release (LX)

Functional

- Front-wheel drive
- Sequential electronic fuel injection (SEFI); electronic engine controls (EEC-IV)
- All-season radial tires: P205/70R14 BSW (GL); P205/65R15 BSW (LX); P215/60R16 94V BSW Touring (SHO automatic); P215/60R16 94V BSW High Performance (SHO manual)
- Sedan/wagon front suspension: independent MacPherson strut-type
- Sedan rear suspension: independent MacPherson strut-type
- Wagon rear suspension: independent "short/long arm" (SLA) type
- SHO suspension: MacPherson strut-type with special handling components
- Steering: power rack-and-pinion (GL); variable power-assist speed-sensitive (LX, SHO)
- Brakes: power front disc/rear drum (GL, LX); power 4-wheel disc with anti-lock system (SHO)
- Fuel tank: 16 gallons (GL, LX); 18.4 gallons (SHO)

PREFERRED EQUIPMENT PACKAGES AND OPTIONS

Note: Package content is subject to change. P = Included in package S = Standard O = Optional

	GL 203A	GL 204A	LX 208A	SHO 211A
Comfort and Convenience				
Manual air conditioning	P	P	S	—
Electronic climate-control air conditioning	—	—	O	S
Rear window defroster	P	P	P	S
Power door locks and power side windows	O	P	S	S
Remote-control decklid (sedan)/liftgate (wagon) and remote fuel door releases	—	P	S	S
6-way power driver seat	—	P	S	S
6-way power driver and passenger seats	—	—	O	O
Speed control	O	P	P	S
Light group: dual-beam map light, engine compartment light; dual courtesy lights under instrument panel; headlamps-on reminder chime	—	P	S	S
GL decor/equipment group: Cloth split bench seats with deluxe upholstery and seat back map pockets; full cloth door trim; dual visor mirrors; driver-side secondary visor, variable power-assist speed-sensitive steering; paint stripe	—	P	—	—
Deluxe wheel covers and P205/65R15 BSW tires	—	P	—	—
Luxury convenience group (sedans only): Ford JBL Audio System, power moonroof, 6-way power driver and passenger seats	—	—	O	O
Leather-wrapped steering wheel	—	—	P	S
Remote keyless entry system (includes illuminated entry and battery saver)	—	—	P	O
Power moonroof	—	—	O	O
Cargo tie-down net	—	P	S	S
Rear window wiper/washer (wagon)	O	O	P	—
Cargo area cover (wagon)	O	O	P	—
Load floor extension — "picnic table" (wagon)	—	O	P	—
Rear-facing third seat (wagon)	O	O	O	—
Floor mats, front and rear	O	P	P	S
Sparkle cast aluminum wheels with P205/65R15 tires	—	O	S	—
Stereo Systems				
Electronic AM/FM stereo radio with cassette player	O	P	P	—
High-Level Audio System	—	O	O	S
Ford JBL Audio System	—	—	O	O
CD player (requires High-Level Audio System)	—	O	O	O
Power radio antenna	—	—	P	S
Performance and Safety				
3.0L SEFI V-6 with electronic 4-speed automatic transaxle	S	S	S	—
3.8L SEFI V-6 with electronic 4-speed automatic transaxle (standard in LX wagon)	—	O	O	—
3.0L SEFI DOHC 24-valve V-6 with 5-speed manual transaxle	—	—	—	S
3.2L SEFI DOHC 24-valve V-6 with electronic 4-speed automatic transaxle*	—	—	—	O
Anti-lock brake system (with 4-wheel disc brakes)	O	O	O	S
Passenger-side air bag supplemental restraint system	O	O	O	O
Conventional spare tire	O	O	O	—
Seating				
Cloth split bench seats (standard in LX wagon)	S	—	O	—
Cloth split bench seats with deluxe upholstery	—	P	—	—
Cloth bucket seats/console (optional in LX wagon)	—	O	S	—
Bucket seats with leather seating surfaces/console	—	O	O	—
Split bench seats with leather seating surfaces	—	—	O	—
Sport bucket seats with cloth/leather seating surfaces	—	—	—	S
Sport bucket seats with leather seating surfaces	—	—	—	O

*See your dealer for date of availability.

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 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.

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.

