

the nineteen hundred and ninety eight
TAURUS



Ford Taurus. A car that will make you look twice, and think again.



The car you take out for an afternoon of driving enjoyment and, later on that evening, drive to a fine four-star restaurant. Is it the same car that brings the groceries home and takes the kids to school? Probably not. Unless, of course, it's a Ford Taurus. At a glance, Taurus catches your eye with its sleek, aerodynamic styling. Now stop and take a closer look. Taurus has four doors and plenty of space to seat up to six passengers. If you never thought a car so stylish could also be so practical, here's a car that'll make you think again. Ford Taurus.

Innovative style has always been a Ford Taurus hallmark. It's a style that's been imitated by a long parade of competitors riding enviously behind. And the followers continue, as Ford Taurus strives to remain a major step ahead.



Stylish and practical.

Take the Taurus SE Comfort Group with amenities such as 6-way power driver's seat and electronic temperature control air conditioning, plus 200-hp, 24-valve, 3.0-liter Duratec V6. It's perfect for those who enjoy driving. Or look into the 6-passenger Ford Taurus LX Sedan, a car that's stylish as well as practical and affordable.



The affordable Taurus LX provides standard seating for six passengers. The LX Sedan above is shown in Silver Frost Clearcoat Metallic.



The superbly equipped Taurus SE Sedan with Comfort Group is shown here in Deep Navy Blue Clearcoat Metallic. The SE comes in sedan and wagon bodystyles; 5- and 6-passenger seating arrangements are available.

A definite bias toward the sporty. The new Taurus SE with Sport Group.



You're in for a great day of driving enjoyment in the new Taurus SE with Sport Group. In the console between the reclining bucket seats is an electronic 4-speed automatic shifter that connects you to the power of the 200-hp, 24-valve, DOHC 3.0-liter Duratec V6.

Take Taurus' ultra-aerodynamic shape and give it a racy rear decklid spoiler...add sport wheel covers...put in bucket seats with floor shift...and go with the power of the 200-hp, 3.0-liter, 24-valve Duratec V6. Now get ready for some real driving enjoyment in the new Taurus SE with Sport Group.



Taurus SE with optional Sport Group in Toreador Red Clearcoat Metallic. Some equipment shown is optional.

Hard to believe a wagon this practical can look this good. The Taurus SE Wagon.



You're considering a minivan, but what you want is a car. The answer? Taurus SE Wagon. It can seat up to eight with the available rear-facing third seat, and it has sedan-like style and handling. Taurus SE Wagon has everything you need for your family. What more could you ask for?

Everything you could ask for in a wagon.



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 load floor for items you want to keep out of sight.



Taurus provides a lot of cargo-handling versatility. Open the liftgate window by itself to load small items...



...or open the entire liftgate for easy loading or unloading of larger and heavier cargo.



The rear wiper/washer is standard on Taurus SE Wagon.

Taurus SE Wagon really shines when it comes to doing all the practical things a wagon is supposed to do. It provides the versatility of folding rear seat backs for extra cargo space (up to 81.3 cu. ft.), and it offers additional seating (up to eight with the optional rear-facing third seat). But even if you don't need these practical features, you may choose the Taurus SE Wagon simply because it looks so great.

Taurus SE Wagon in Light Prairie Tan Clearcoat Metallic. Some equipment shown may be optional.



With the optional rear-facing third seat, you can carry up to eight passengers.



Taurus SE Wagon shown above in Dark Green Satin Clearcoat Metallic. The roof luggage rack is standard. Other equipment shown may be optional.

Quality design you can see, feel, and hear.



Interior design of high quality is something that you can easily and readily sense. It's visible, as the components come together almost seamlessly. It's pleurably detected by touch, as you are firmly and comfortably supported in a spaciouly accommodating environment. Taurus possesses that distinctive sound of quiet quality you'll always enjoy hearing, thanks to the ultra-aerodynamic shape, sound insulation, and the precise fit of glass and sheet metal.

The 5-passenger Taurus SE interior in Medium Graphite with Comfort Group, floor-mounted shift, and bucket seats shown with optional leather seating surfaces.

The integrated control panel combines climate and audio controls into one user-friendly unit.

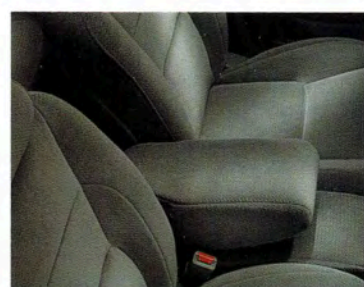


Making driving as comfortable as possible is the focus of Taurus' advanced ergonomic design. Both the Taurus LX and SE models offer a unique 5-passenger cloth interior with a floor console and column shift.



The 6-passenger Taurus LX and SE feature this 3-way flip-fold center console, a patented design.

1) Console is closed, armrest up.

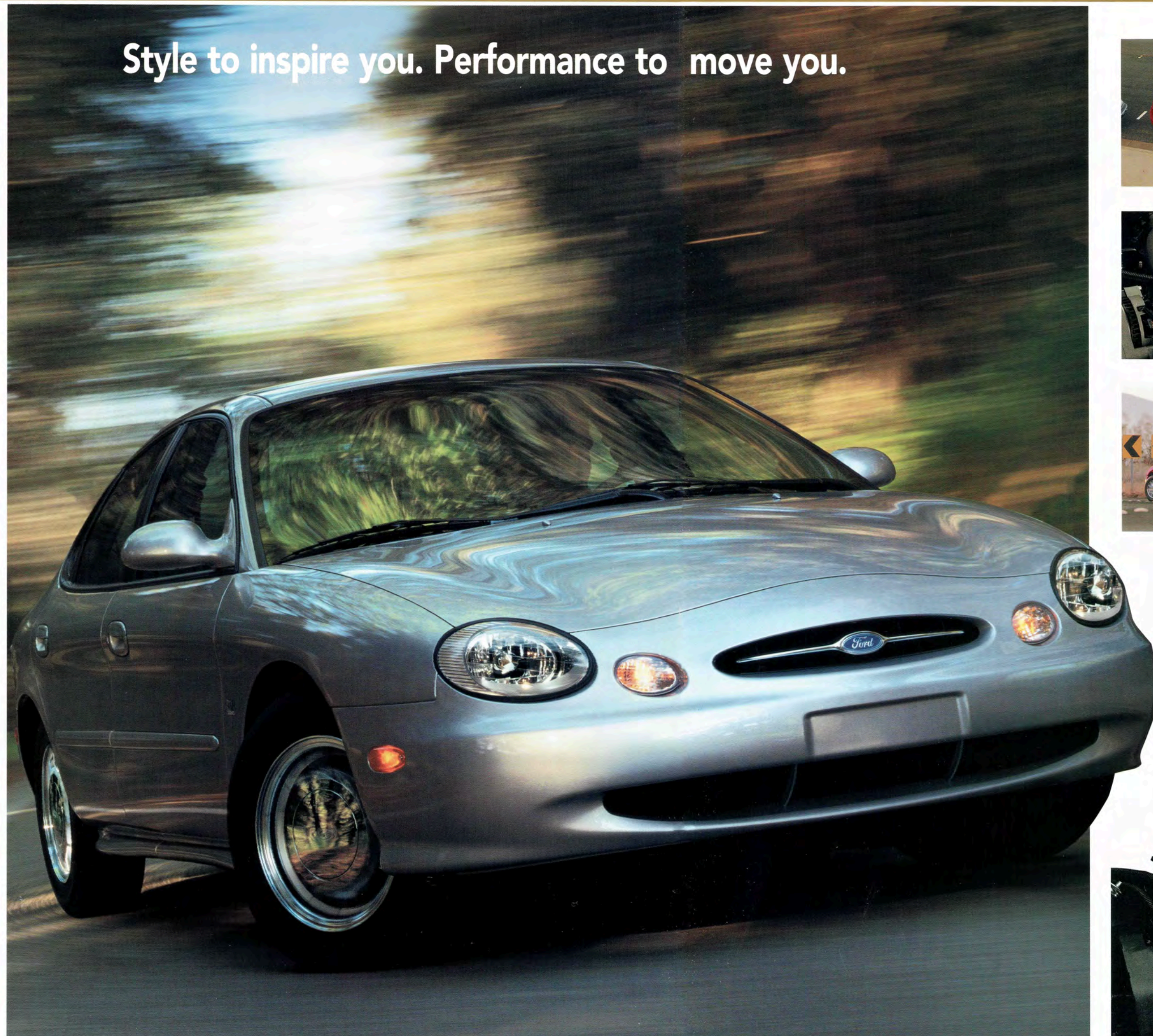


2) Console is closed, armrest down.

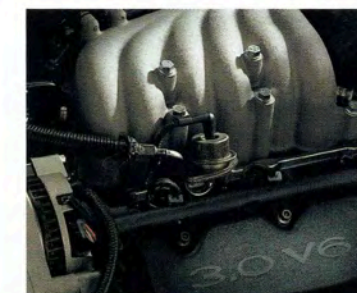


3) Console is flipped open, armrest down.

Style to inspire you. Performance to move you.



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.



The 3.0-liter V6 that's standard in LX and SE is engineered for low-end torque performance. It's teamed up with a precise, smooth-shifting, electronically controlled 4-speed automatic OD transaxle.

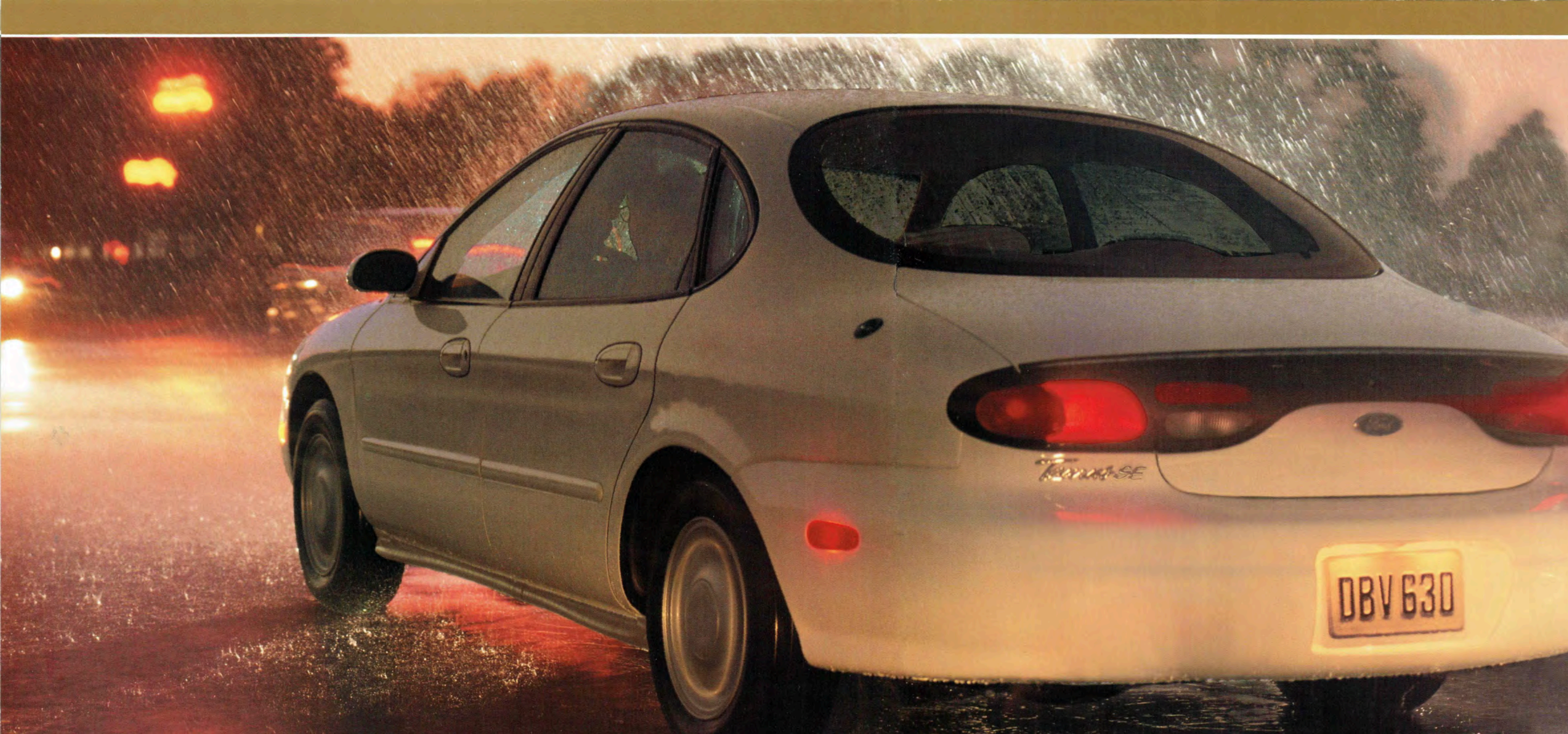


A rigid chassis combines with a MacPherson strut front suspension and advanced Quadralink rear system to deliver a smooth ride and responsive handling capability.

For a better performance feel, Taurus offers the 3.0-liter Duratec V6 powertrain. This advanced-design V6 has 24 valves, dual overhead cam design, and is remarkably quiet. It has "overdrive lockout," helpful when driving on hilly terrain, and the SecuriLock™ passive anti-theft system. The Duratec V6, like the standard 3.0-liter V6, features Ford's EEC-V electronic engine control system and is designed to go 100,000 miles without a scheduled tune-up (under normal driving conditions with routine fluid and filter changes). Available in Taurus LX and SE.



When you see a car with style as dynamic as what you see here in the shape of the Ford Taurus, it's quite natural for the question to arise: Does it ride and handle as superbly as it looks? Ford engineers well anticipated this query when they designed the Taurus' overall performance. Thus your experience is one of power and handling precisely balanced to the driving situation, whether you're taking the kids to a Saturday sporting event or taking a pleasurable Sunday drive on a winding country road.

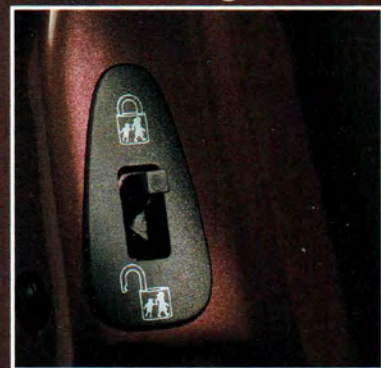


Riding enjoyably is important, but traveling safely is even more so. That's why Taurus is engineered not only to help protect you in an accident, but to help you avoid one in the first place. While today's safety technology can provide greater peace of mind, it's up to you to make the best use of it. So drive safely, always buckle up your safety belt and secure kids in the rear seat.

Designed for your safety, security, peace of mind.



Seats are designed to help prevent occupants from sliding forward under their safety belts.



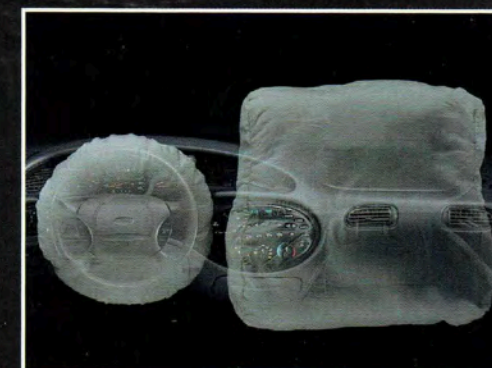
When activated, the standard "childproof" rear door locks can't be opened from inside the vehicle.



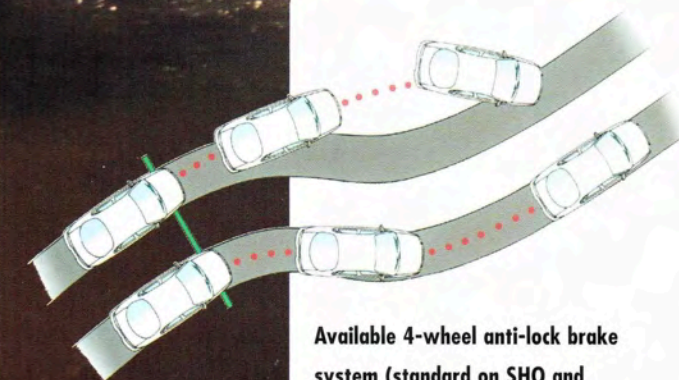
The available Remote Keyless Entry system lets you unlock your car from a distance, providing some extra security and peace of mind.



SecuriLock™ prevents the car from starting unless the specially coded driver's key is used. It's included with optional Duratec V6 engine in LX and SE.



Second Generation depowered air bags are designed to further enhance protection for the driver and passenger. Always wear your safety belt and secure children in the rear seat.



Available 4-wheel anti-lock brake system (standard on SHO and available on LX and SE) provides straighter stops and greater steering control under most driving conditions.

Taurus, in addition to its superb comfort, excellent performance and long list of standard features, provides something else of importance for your family and personal needs - great value. Select the Taurus that best satisfies your driving needs - the stylish and affordable LX, the well-equipped SE, or the high-performance Taurus SHO.

TAURUS SERIES AND EQUIPMENT GROUPS

SHO SEDAN



Notable Taurus SHO Standard Features

- 3.4-liter, 32-valve, dual overhead cam V8 • Ride-adaptive sport handling suspension • High-precision ZF power 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 power antenna • Electronic temperature control air conditioning • Remote Keyless Entry with keypad and perimeter anti-theft • Speed control • Power moonroof • 6-disc radio-controlled CD changer • Front/rear floor mats

SE SEDAN AND WAGON



Notable Taurus SE Standard Features

- Taurus LX features plus: • Power door locks • Speed control • Remote Keyless Entry • AM/FM stereo/cassette • Split-fold rear seat • 6-passenger seating with 3-way flip-fold center console/column shift

Taurus SE Sport Group

- 3.0-liter, 24-valve Duratec V6 • Rear decklid spoiler • Chrome sport wheel covers • 5-passenger seating with console/floor shift

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 • Power antenna • Auto on/off headlamps • Remote Keyless Entry with keypad and perimeter anti-theft • Light Group • Floor mats • Illuminated visor mirrors • Grab handles • 5-passenger seating with console/floor shift

Taurus SE Comfort/Sport Group

- Taurus SE Comfort and Sport Group features plus: • Chrome aluminum wheels

LX SEDAN



Notable Taurus LX Standard Features

- 3.0-liter V6 with electronic 4-speed automatic overdrive transmission • 6-passenger seating with 3-way flip-fold center console/column shift • Dual front air bags • 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 (sedan)

EXTERIOR FEATURES

	LX*	SE	SHO
Multi-reflector halogen headlamps	S	S	S
Dual electric remote-control mirrors	S	S	S
Solar tinted glass - complete	S	S	S
Full perimeter dual door seals with third seal on door frame	S	S	S
Front and rear splash shields	S	S	S
Body-side protection moldings	S	S	S
Clearcoat paint	S	S	S
Luggage rack (wagons)	-	S	-
Flip-up liftgate window with gas cylinders (wagons)	-	S	-
Rear decklid spoiler (available in Sport Group for SE)	-	O	S

SAFETY AND SECURITY

Second Generation depowered driver and right front passenger air bag supplemental restraint system	S	S	S
Manual lap/shoulder safety belts for outboard occupants and also center rear passenger (sedan) - height-adjustable for outboard front positions	S	S	S
4-wheel disc anti-lock braking system	O	O	S
Variable-timed interval windshield wipers	S	S	-
Aerodynamic autobahn windshield wipers - variable speed	-	-	S
Childproof rear door locks	S	S	S
Integrated child seat (wagons)	-	O	-
SecuriLock anti-theft system (non-drive-away)	O	O	S
Remote Keyless Entry	O	S	S
Remote Keyless Entry with keypad and perimeter anti-theft	-	O	S
Rear wiper/washer (wagons)	-	S	-

COMFORT AND CONVENIENCE

Manual air conditioning - CFC-free	S	S	-
Air conditioning with electronic temperature control	-	O	S
Power side windows with illuminated controls, lockout switch, express-down feature for the driver, and accessory delay	S	S	S
Power locks with illuminated controls. Lock disabling prevents locking keys inside	O	S	S
Cup holders, coin holder and cassette storage in console	S	S	S
Floor mats	O	O	S
Locking, illuminated glove box (dampened door with floor shift vehicles)	S	S	S
Integrated control panel with controls for clock, climate, rear window defroster and radio	S	S	S
Warning lights for air bags, door ajar, battery, oil pressure, brake, service engine soon, low fuel and safety belt reminder	S	S	S
Retractable front and rear grab handles with integral rear coat hooks	-	O	S
Automatic on/off/delay headlamps	-	O	S
Tachometer, 1-million-mile odometer, trip odometer, low brake fluid alert, electric speedometer, temperature and fuel gauges	S	S	S
Light group: dual beam reading and dome lights	-	S	S
Wagon group: cargo area cover, cargo net	-	O	-
Speed control	-	S	S
Power moonroof	-	O	S
Tilt steering column	S	S	S
Leather-wrapped steering wheel	-	O	S
Rear window defroster/defogger	S	S	S
Remote decklid release (sedan)	S	S	S
Hidden, right-quarter-panel and under-load-floor storage compartments (wagon)	-	S	-
Rear seat heat ducts	S	S	S
Rear seat air conditioning outlet with floor shift only	-	S	S
Particulate air filter	-	S	S
Battery saver (turns off interior lights after 45 minutes)	S	S	S
Electronic digital clock with dimming feature	S	S	S
Visor mirrors	S	S	-
Dual illuminated visor mirrors	-	O	S

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)	S	S	-
Cloth bucket seats with dual recliners, 2-way head restraints, floor console, floor shift (5-passenger seating)	-	O	-
Sport buckets with leather seating surfaces, 2-way head restraints, floor console, floor shift (5-passenger seating)	-	-	S
Cloth bucket seats with dual recliners, 2-way head restraints, floor console, column shift (5-passenger seating)	O	O	-
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)	-	O	-
6-way power driver seat	-	O	-
6-way power driver seat with power lumbar	-	O	S
6-way power driver/passenger seats with driver's seat power lumbar	-	O	O
60/40 split fold-down rear seat back	-	S	S
Fixed rear seat back	S	-	-
Rear-facing third seat (wagon)	-	O	-

S = Standard O = Optional

* Sedans only

† Requires Duratec engine

WHEELS AND TIRES

	LX*	SE	SHO
Deluxe wheel covers with P205/65R15 92T BSW tires	S	S	-
Chrome aluminum wheels with P225/55ZR16 92T BSW tires	-	-	S
Aluminum wheels with P205/65R15 92T BSW tires	O	O	-
Chrome sport wheel covers with P205/65R15 92T BSW tires (available in SE Sport Group)	-	O	-
Bright cast aluminum wheels with P205/65R15 92T BSW tires (standard on SE Comfort Group)	-	O	-
Chrome aluminum wheels with P205/65R15 92T BSW tires	-	O	-

AUDIO SYSTEMS

AM/FM stereo with four speakers	S	-	-
AM/FM stereo/cassette with six speakers	O	S	-
MACH® Audio System with AM/FM stereo/cassette and 80 watts and power antenna	-	O	S
6-disc CD changer (trunk-mounted)	-	O	S

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

Taurus LX and SE (optional)

Type	24-valve, Duratec DOHC V6
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 (semi-active handling components with SHO)
Rear suspension (sedan)	Independent rear quadralink with gas-pressurized hydraulic struts and stabilizer bar (semi-active 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 (standard on SE wagon); Anti-lock brake system (optional on LX, SE; standard on SHO)
Tires	P205/65R15 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"	57.6"
Width	73.0"	73.0"	73.0"
Front tread	61.6"	61.6"	61.6"
Rear tread	61.4"	61.4"	61.8"
Trunk/cargo volume (cu. ft.)	15.8	15.8	81.3*
Passenger capacity	6	5	6

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

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 that would not be included. 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.

Select Features and Options



1



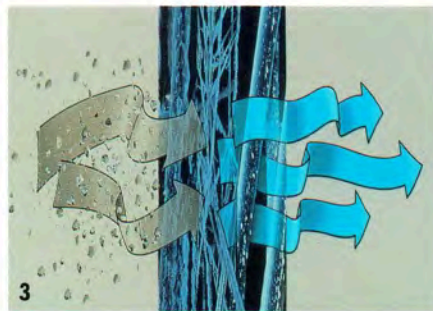
4



2



5



3



6

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

2) A convenient cargo net is part of the optional Wagon Group and is also available as an accessory for sedans through your Ford Dealer.

3) The particulate air filtration system keeps out over 90% of pollen and dust particles larger than three microns. It's standard on SE and SHO, optional in LX.

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

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

6) Remote Keyless Entry system provides added convenience and security (standard on SE and SHO).

7) From top: deluxe wheel cover, standard on LX and SE; aluminum wheel, optional on LX and SE; sport wheel cover, part of SE Sport Group; bright cast aluminum wheel, standard on SE Comfort; chrome aluminum wheel, optional on SE Sport and SE Comfort, included with SE Comfort/Sport; and chrome aluminum wheel, standard on SHO.



7

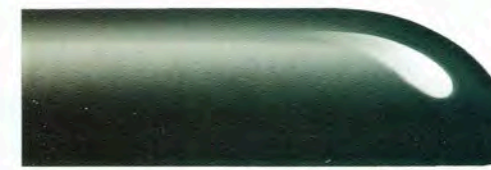
Color and Trim



Light Prairie Tan Clearcoat Metallic



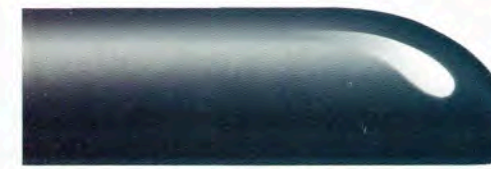
Toreador Red Clearcoat Metallic



Dark Green Satin Clearcoat Metallic



Light Denim Blue Clearcoat Metallic



Deep Navy Blue Clearcoat Metallic



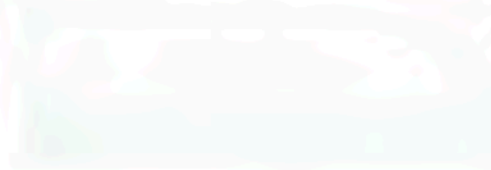
Pacific Green Clearcoat Metallic



Silver Frost Clearcoat Metallic



Black Clearcoat



Vibrant White Clearcoat

PAINT AND TRIM COLORS

Exterior Paint	Interior Trim		
	Medium Graphite	Medium Prairie Tan	Dark Graphite Blue
Taurus SE, LX			
Light Prairie Tan Clearcoat Metallic*		■	
Toreador Red Clearcoat Metallic	■	■	
Dark Green Satin Clearcoat Metallic*	■	■	
Light Denim Blue Clearcoat Metallic	■		■
Deep Navy Blue Clearcoat Metallic*	■	■	■
Pacific Green Clearcoat Metallic	■	■	
Silver Frost Clearcoat Metallic	■		■
Black Clearcoat*	■	■	
Vibrant White Clearcoat	■	■	■
Taurus SHO			
Toreador Red Clearcoat Metallic	■	■	
Pacific Green Clearcoat Metallic	■	■	
Silver Frost Clearcoat Metallic	■		■
Black Clearcoat	■	■	
Vibrant White Clearcoat	■	■	■

*New for this model year.

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.



Ford Credit offers a wide variety of financing and leasing programs to qualified buyers which can be arranged right at the dealership. Ask your Ford Dealer for the facts on these programs.

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. Your dealer has details.

Visit our web site at www.ford.com





1998 TAURUS

