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# TAURUS



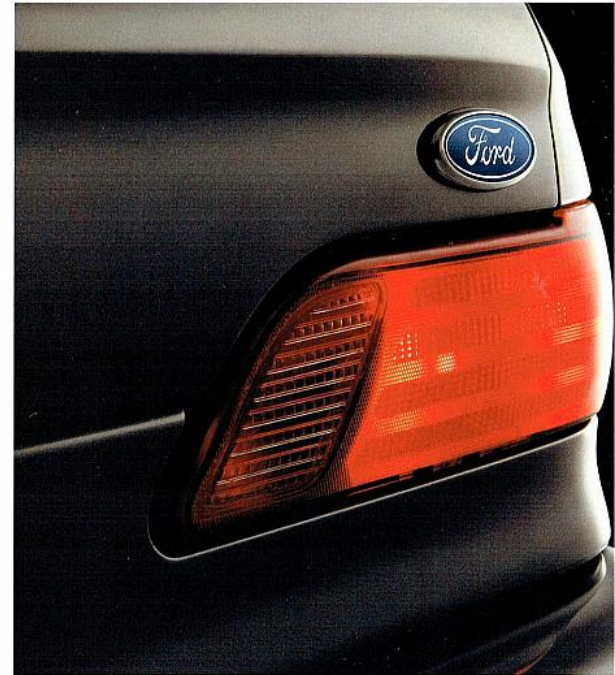


## 1994 TAURUS

Ford Taurus, against all competitors, was America's best-selling automobile in 1992. This impressive accomplishment was probably inevitable. Taurus is a proven performer. A design leader. An award winner. One of the most successful nameplates in history. And yet, despite all the accolades, Taurus is still improving. That's because Taurus, like all Ford products, is an ongoing success story, an evolution driven by a firm commitment to quality and safety.

As a result of this philosophy, Taurus now offers a driver- and right-front passenger side air bag supplemental restraint system as standard equipment. There's an improvement in the front disc brakes that helps them work more smoothly and quietly. There's now a cellular telephone option to make it easier to stay in touch. The GL model has new, more luxurious seat trim. And there are other refinements as well.

With Ford Taurus, improvement comes standard. And with each new model year, its right to the honorary title of *America's Sedan* becomes just that much clearer.



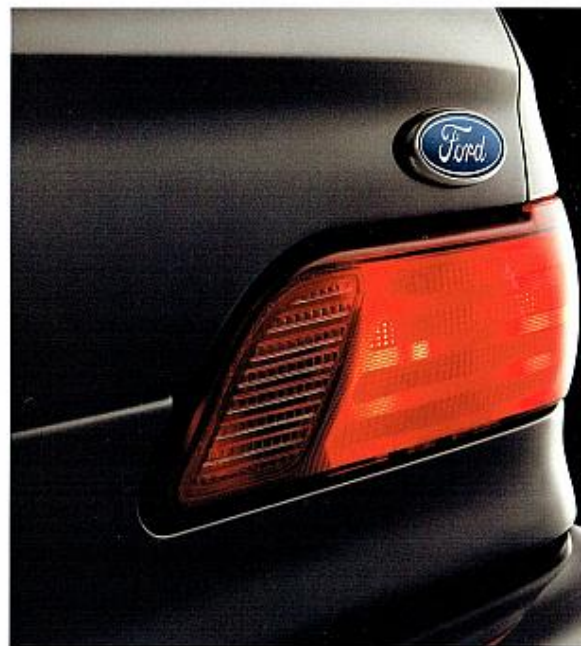


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## TAURUS CAPABILITY

If you find the smooth styling attractive, you're in for an extremely satisfying bonus. Taurus is indeed a very capable automobile. Its 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. The GL rack-and-pinion system is power assisted. LX and SHO are equipped with speed-sensitive variable power steering (included with GL package 204A). 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.

For 1994, the front disc brake rotors in the standard power front disc/rear drum brakes have been enlarged for smoother, quieter operation. And a four-wheel disc anti-lock braking system continues as an option (standard on SHO).

*Taurus LX in Electric Red Clearcoat Metallic shown with the LX Preferred Equipment Package.*

## TAURUS COMFORT

In Taurus, driving enjoyment is more than a space-efficient layout, comfortable, supportive seating, and controls that are easily seen, reached and operated. What's under the passenger compartment is also an important contributor.

### SMOOTH SUSPENSION

The smooth Taurus ride 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 consis-



The Taurus LX instrument panel shown in Opal Grey with the LX Preferred Equipment Package and items of optional equipment.

tent 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 18.0 cu. ft. of trunk space. The wagon's short/long arm rear system allows a low floor and more cargo space. And it delivers sedan-like

ride and handling, with or without being fully loaded.

### DRIVER'S CONTROLS

Since introduction, instrumentation has been continually refined. The panel itself blends smoothly into the door trim, giving the entire interior a unified appearance. The controls,

most of which are readily identifiable by touch, are easy to reach and operate. A simple turn of the hand is all that's needed for the rotary-type controls. And the stereo system features a handy remote module, placing volume, memory and seek controls near the driver (adjacent to the cluster).



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

Above (top to bottom): Optional power windows and door locks;

Driver's stereo remote-control module;

LX center console (with bucket seats);

Optional remote deck-lid/liftgate and fuel filler door releases (standard with LX and SHO).



## TAURUS WAGON

When the Taurus Wagon was introduced, some people wondered how anything so practical could look so good. And that's precisely why it's been out-selling every other wagon year after year\* — there's a whole lot of functionality under its stylish skin.

The standard engine in the GL model is the hefty

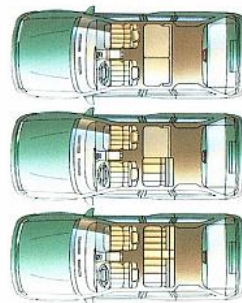
3.0L V-6 with multi-port electronic fuel injection. The LX Wagon includes the larger 3.8L V-6 (optional with GL Wagon). Standard with both is an electronically controlled 4-speed automatic transaxle.

The maximum 83.1-cubic-foot cargo compartment in the Taurus Wagon is the result of the rear suspen-

sion design. Equipped with helical coil springs and with its shocks outboard of the frame rails, the unique short/long arm (SLA) independent system allows for a low, wide floor, providing more usable cargo space.

Taurus Wagon has a split 60/40 rear seat for people- and cargo-carrying versatility, cargo tie-downs, 2-way

liftgate (raise the entire gate or just the window), a roof rack with crossbar and tie-downs, as well as a handy lockable under-floor compartment. LX adds a cargo net and remote fuel door release. What's more, the optional wagon group includes a convenient cargo area cover as well as a rear window wiper and washer.



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

Left: With both seat backs of the 60/40 rear seat lowered, you have 83.1 cu. ft. of space with a flat load floor. Depending on which seat back you lower, there's room for one or two passengers. Raise both seat backs for full passenger capacity plus 38.3 cu. ft. for cargo.

\*Excluding other Ford Motor Company products.



## 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 38.3 to 83.1 cubic feet.

Taurus split bench seats feature high-density foam pads in areas needing extra

support. They distribute contact pressure evenly for greater comfort. Flex-o-lator springs help provide lower back support. And GL trim includes rich cloth seating surfaces, recliners, and seat-back map pockets.

GL comes with a standard driver and right-front passenger air bag supplemental restraint system,

power brakes (or optional 4-wheel anti-lock disc brakes), power rack-and-pinion steering, electric remote-control mirrors, interval wipers, AM/FM stereo, and a lot more.

And when you select the Taurus GL with Preferred Equipment Package 204A (see list on page 20), you get Taurus value at its best.



Taurus GL Sedan in Indigo Clearcoat Metallic shown with Preferred Equipment Package 204A.

Left: GL Wagon in Champagne Clearcoat shown with the GL Preferred Equipment Package 204A and items of optional equipment.

## TAURUS SAFETY

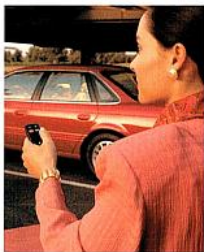
There's no greater concern than the safety of your passengers when it comes to your automobile. And while nobody can guarantee safe trips, we've spent considerable time and resources developing ways to help make them safer.

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 working to protect you.

*An air bag supplemental restraint system for the driver and right-front passenger is standard in every Taurus. From initial impact to full deployment, the air bag inflates in less than 1/10 of a second. And it begins to deflate in a fraction of a second.*



*For added security, the remote keyless entry system (with two controllers) is part of the LX Preferred Equipment Package and is optional with SHO.*



### OCCUPANT SAFETY

From its overall structure to many of its individual components, Taurus has been developed and exhaustively tested with 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. And then there are the much more obvious safety features, such as childproof rear door locks and the standard air bag supplemental restraint system for the driver and right-front passenger. (The air bag restraint system is intended to supplement, not replace, the lap and shoulder belts, which help protect you in all types of accidental impacts.)

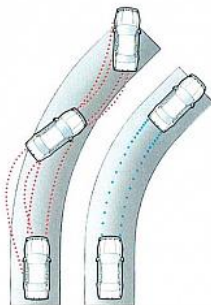
### OPERATING SAFETY

This term applies to how your car is engineered to help you avoid an accident, with suspension and steering systems designed for handling control, and with brakes that help you stop quickly and smoothly. In today's Taurus, technology brings you these systems. But it's ultimately up to you, of course, to make the best use of your car's advanced engineering. After all, safety is everyone's concern, and everyone's responsibility as well.



*Left: Taurus LX in Vibrant White shown with the LX Preferred Equipment Package.*

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



**Braking Without ABS**



**Braking With ABS**







## TAURUS SHO

For all appearances, Taurus SHO is the epitome of the mild-mannered sedan. But appearances deceive. SHO can be summed up in just one word. *Performance.*

SHO has a 24-valve, dual overhead cam 3.0L V-6 equipped with a state-of-the-art sequential electronic fuel injection system. Putting out a full 220 hp at

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/high-velocity breathing and rapid burning. The dual plenum chamber combines with the racing-type dual-over-

head cam, multi-valve configuration for exceptional performance over a range of operating conditions.

The transaxle is a smooth, precise-shifting manual 5-speed. And for those who prefer the convenience, there's an optional 4-speed automatic teamed with the extra punch of the 3.2L V-6.\*

Unidirectional cast alu-

minum wheels are now matched with speed-rated high-performance tires with the manual transaxle. Touring tires are standard with the automatic.

A sophisticated handling suspension and 4-wheel power disc brakes with anti-lock system round out the Taurus SHO's world-class power and handling.

*Taurus SHO in Opal Frost Clearcoat Metallic with SHO Preferred Equipment Package Z11A.*

*\*220 horsepower at 6,000 rpm and an additional 15 ft.-lb. of torque.*

True performance cars are complete performance cars. In 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 driving enthusiasm.

## SHO SEATING

The SHO sport bucket seats are designed to promote proper driving posture.

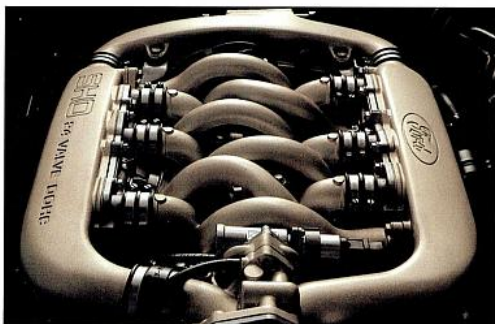
They provide firm and supportive comfort, and they're body-contoured to help hold you in position, especially when cornering. The seat backs recline and feature 4-way adjustable head restraints as well as convenient, power-adjustable side and back bolsters.

The driver's seat is also equipped with a 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. Full cloth door trim adds a soft, rich look.

## DRIVER COMMAND

The instrument cluster includes an 8,000-rpm tachometer along with diagnostic alert lights for door ajar, low washer fluid, low oil level, low brake fluid, low fuel, and headlamp out.

Also standard are speed control, a leather-wrapped steering wheel, power windows and door locks, the illuminated entry system, the High-Level Audio System, and much more (see page 20 for a listing of SHO's standard equipment as well as Preferred Equipment Package contents).



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.



Left: The superbly equipped and appointed Taurus SHO interior with sport bucket seats in Opal Grey. Some equipment shown is optional.

Below: An optional 4-speed electronically controlled automatic transaxle is offered on Taurus SHO with a 3.2 liter V-6 engine to maximize performance.



# STANDARD FEATURES AND OPTIONS

## 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
<b>Group 1:</b>				
CFC-free manual air conditioning system (required with 3.8L engine)	P	P	S	-
Rear window defroster	P	P	P	S
<b>Group 2:</b>				
Remote-control decklid (sedan/liftgate wagon) and fuel door releases	-	P	S	S
Power door locks and power side windows	O	P	S	S
Light group: engine compartment light; dual courtesy lights under instrument panel; headlamps on reminder chime; dual beam map/dome lights	-	P	S	S
Speed control	O	P	P	S
Electronic AM/FM stereo radio with cassette player	O	P	P	-
<b>Group 3:</b>				
6-way power driver seat	-	P	S	S
Cargo tie-down net	-	-	S	S
Deluxe wheel covers	-	P	-	-
<b>Group 4:</b>				
Leather-wrapped steering wheel	-	-	P	S
Power radio antenna	-	-	P	S
Remote keyless entry system (includes illuminated entry and battery saver)	O	O	P	-
<b>Group 5 (wagon only):</b>				
Rear window wiper/washer	O	O	P	-
Cargo area cover	O	O	P	-
Load floor extension (wagon only)	-	-	P	-
Floor mats, front and rear (may be deleted without loss of discount)	O	P	P	S
GL equipment group: variable power-assist speed-sensitive steering; dual visor mirrors; driver-side secondary visor; paint stripe	-	P	-	-
Luxury convenience group: Ford JBL Audio System, power moonroof, 6-way power driver and passenger seats; remote keyless entry system	-	-	-	O
LX convenience group: power moonroof; 6-way power driver and passenger seats	-	-	O	-
Rear-facing third seat (wagon)	O	O	O	-
Sparkle cast aluminum wheels with P205/65R15 touring tires	-	O	-	-
Electronic climate-control air conditioning (CFC free)	-	-	O	S
Ford JBL Audio System (sedans only)	-	-	O	O
Compact disc player (requires High-Level Audio System)	-	-	O	O
High-Level Audio System	-	-	O	S
Cellular phone (available with split bench seats only)	O	O	O	-
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 braking system (with 4-wheel disc brakes)	O	O	O	S
Conventional spare tire	O	O	O	-
Cloth split bench seats (standard in LX wagon)	S	S	O	-
Cloth bucket seats/console (optional in LX wagon)	O	O	S	-
Bucket seats with leather seating surfaces/console	O	O	O	-
Split bench seats with leather seating surfaces (except GL wagon)	-	-	O	-
Sport bucket seats with cloth/leather seating surfaces	-	-	-	S
Sport bucket seats with leather seating surfaces	-	-	-	O

## MAJOR STANDARD FEATURES

**Exterior**

- Aero design halogen headlamps; crystal lens (LX)
- 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
- Concealed dip moldings
- Lower body-side protection; urethane coating on lower doors and rocker panels (GL); color-keyed protective claddings (LX, SHO)
- Two-way liftgate, also roof luggage rack (wagon)
- Rocker panel moldings
- Clearcoat paint
- Wheel covers (GL); machined cast aluminum wheels (LX); unidirectional spoke spoke cast aluminum wheels (SHO)

**Interior**

- Driver- and right front passenger side air bag supplemental restraint system; manual front and rear seat lap/shoulder belts for outboard positions; lap belts for center positions; safety belt reminder chime
- Electronic AM/FM stereo search radio with dual access instrument panel remote controls and electronic digital clock with dimming feature (GL, LX), High-Level Audio System (SHO)
- Tilt steering column
- Sport steering wheel with center horn blow (leather wrapped on SHO)
- Variable-timed interval windshield wipers
- Fuel and temperature gauges; low brake fluid alert light; trip odometer
- Diagnostic instrument cluster; autolamp system (LX, SHO)
- Dual front center armrests (single with bucket seats and console); rear seat armrest
- Cup holder/coffee holder
- Childproof rear door locks
- Security delayed dome lamp
- Cloth-covered sun visors with retention clips
- Illuminated entry system
- Illuminated visor mirrors (LX, SHO)
- Illuminated headlamp switch
- Courtesy dome switches on all 4 doors; glove box, ash-tray, luggage compartment and front door cubby lights
- Side window demisters
- Full cloth door trim (LX, SHO)
- 13-ounce (18-ounce in SHO) color-keyed carpeting with integral sound absorber
- Floor shift console (LX, SHO)
- Automatic parking brake release (LX)
- Locking glove box with intermediate stop
- Cargo tie-down net (LX, SHO)

Electronic AM/FM stereo search radio with dual access instrument panel remote controls and electronic digital clock with dimming feature (GL, LX), High-Level Audio System (SHO)

Tilt steering column

Sport steering wheel with center horn blow (leather wrapped on SHO)

Variable-timed interval windshield wipers

Fuel and temperature gauges; low brake fluid alert light; trip odometer

Diagnostic instrument cluster; autolamp system (LX, SHO)

Dual front center armrests (single with bucket seats and console); rear seat armrest

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Childproof rear door locks

Security delayed dome lamp

Cloth-covered sun visors with retention clips

Illuminated entry system

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Illuminated headlamp switch

Courtesy dome switches on all 4 doors; glove box, ash-tray, luggage compartment and front door cubby lights

Side window demisters

Full cloth door trim (LX, SHO)

13-ounce (18-ounce in SHO) color-keyed carpeting with integral sound absorber

Floor shift console (LX, SHO)

Automatic parking brake release (LX)

Locking glove box with intermediate stop

Cargo tie-down net (LX, SHO)

## 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.

The optional cellular telephone (available with split bench seats) features auto radio volume muting, 30-number memory storage, "hands free" operation and convenient in-armor, followway storage.



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



The convenience of electronic temperature control air conditioning is standard with SHO, optional with Taurus LX. All Taurus air conditioning systems are CFC-free.

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



Below, left to right: wheel cover (GL); deluxe wheel cover (GL with package 204A); optional sparkle cast aluminum wheel (LX); unidirectional sparkle spoke cast aluminum wheel (SHO).



## LX & GL COLORS

Exterior Paint Colors	Interior Trim Colors			
	Garnet	Evergreen	Royal Blue	Opal Grey
Champagne Clearcoat Metallic	■	■	■	■
Electric Red Clearcoat Metallic	■	■	■	■
Light Evergreen Frost Clearcoat Metallic	■	■	■	■
Indigo Clearcoat Metallic	■	■	■	■
Moonlight Blue Clearcoat Metallic	■	■	■	■
Deep Emerald Green Clearcoat Metallic	■	■	■	■
Midnight Green Clearcoat Metallic	■	■	■	■
Vibrant White Clearcoat	■	■	■	■
Opal Grey Clearcoat Metallic	■	■	■	■
Opal Frost Clearcoat Metallic	■	■	■	■

## SHO COLORS

Exterior Paint Colors	Interior Trim Colors	
	Opal Grey	Mocha
Moonlight Blue Clearcoat Metallic	■	■
Deep Emerald Green Clearcoat Metallic	■	■
Vibrant White Clearcoat	■	■
Crimson Clearcoat	■	■
Opal Frost Clearcoat Metallic	■	■

# TAURUS SPECIFICATIONS

## Engine, Taurus GL & LX

Type	V-6
Valves	12
Displacement	3.0L (182 cu. in.); 3.8L (232 cu. in.) optional (standard in wagon)
3.0L Horsepower (SAE net)	140 @ 4,800 rpm
3.0L Torque (SAE net lb.-ft.)	165 @ 3,250 rpm
Fuel system	Sequential electronic fuel injection

## Engine, SHO

Type	V-6
Valves	Dual overhead cam, 24-valve
Displacement	3.0L (182 cu. in.); 3.2L (195 cu. in.) with automatic trans. optional
3.0L Horsepower (SAE net)	220 @ 6,200 rpm
3.0L Torque (SAE net lb.-ft.)	200 @ 4,800 rpm
Fuel system	Sequential electronic fuel injection

## Transaxle, LX & GL

Type	Electronic 4-speed automatic overdrive
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## Transaxle, SHO

Type	5-speed manual; Electronic 4-speed automatic overdrive optional
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## Chassis

Body type	Unitized
Front suspension	Independent strut-type (special handling components on SHO)
Rear suspension	Independent strut-type (independent "short/long arm" [SLA] type on wagon; special handling components on SHO)

## Chassis, cont'd

Steering	Power rack-and-pinion (GL); Speed-sensitive variable power (LX, SHO, GL package 204A)
Brakes	Four-wheel hydraulic power front disc/rear drum (GL, LX); 4-wheel power disc with anti-lock system (SHO)
Tires	P205/65R15 BSW (GL, LX); P215/60R16 94V BSW Touring (SHO automatic); P215/60ZR16 BSW Speed-Rated (SHO manual);
Fuel capacity	16 gal. (18.4 gal. with SHO)

## Dimensions

	4-Door	Wagon
Wheelbase	106.0"	106.0"
Length	192.0"	193.1"
Height	54.1"	55.5"
Width	70.7"	70.7"
Front tread	61.6"	61.6"
Rear tread	60.5"	59.9"
Front head room	38.3"	38.6"
Rear head room	37.6"	38.1"
Front leg room	41.7"	41.7"
Rear leg room	37.7"	36.9"
Front shoulder room	57.5"	57.5"
Rear shoulder room	57.6"	57.5"
Trunk or cargo volume (cu. ft.)	18.0	83.1*
Passenger capacity	6	6

\*With rear seat backs folded down. 38.3 cu. ft. with rear seat backs up.

## 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 dealer.

## FORD CITIBANK CREDIT CARD

Using your Ford Citibank Visa® or MasterCard® could earn you hundreds, even thousands of dollars from Ford toward the purchase or lease of a new Ford, Lincoln or Mercury product. To apply or get more information, call

1-800-374-7777. Or visit a Ford or Lincoln-Mercury Dealer, or a branch office of Citibank.

## ROADSIDE ASSISTANCE PROGRAM

Every new Ford includes the assurance of an emergency Roadside Assistance Program provided by Ford Auto Club, Inc. during the 3-year/36,000-mile bumper-to-bumper warranty period. Help is a toll-free phone call away 24 hours a day, anywhere in the continental United States should you need any towing assistance, fuel delivery, tire change, a jump start or even help when you're locked out of your car. Ask your Ford Dealer for complete details on the Ford Roadside Assistance

Program and a copy of this limited warranty.



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 Ford Dealer has full details.



Ford Credit is a full service company that makes a wide variety of financing and leasing programs available to qualified buyers through the Ford Dealer of your choice. Through Ford Credit's financing or Red Carpet leasing, arrangements suited to your

special needs can be made quickly and conveniently right at the dealership. Ask your Ford Dealer for the facts on any of Ford Credit's financing or lease plans.

## 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.

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