



FORD'S NEW DESIGN PHILOSOPHY:  
TO ANSWER YOUR NEEDS  
BY LISTENING TO  
WHAT YOU WANT.

## FORD TAURUS.

### THE GOAL WAS TO BE BEST IN CLASS.

Even as the first designer or engineer began work, over 400 specific objectives were being established for Taurus.

The list was based on how you drive a wagon...what you want from it...what you need from it. The list included: How easy it is to fold down the rear seat; the effort required to open and close the doors; how comfortable the seat belts are to wear. The idea was this: If we

design each part, assembly and feature to make Taurus better to use, then we will have designed a better wagon overall.

### THE RESULT IS TAURUS.

A front-wheel-drive station wagon which has optional seating for up to eight. A wagon that is a delight rather than a chore to drive. A wagon where design and engineering come together in one functional unit. Its shape even uses the wind to help Taurus press its tires to the pavement for road holding.

Taurus. A wagon so well thought out, even its shape is part of its dedication to function. So you can judge it not only by how well it looks, but how well it works.

### BEST-BUILT AMERICAN CARS.

At Ford Quality is Job 1. A 1985 survey established that Ford makes the best-built American cars. This is based on an average of problems reported by owners in a six month period on 1981-1984 models designed and built in the U.S.

### 3-YEAR UNLIMITED MILEAGE WARRANTY.

The new 3-year unlimited mileage warranty covers major powertrain components on 1986 Ford cars. Warranty is limited and certain deductibles apply. Ask to see the 3-year unlimited mileage warranty when you see your Ford Dealer.



All do-it-yourself fluid checks (oil level, power steering fluid, etc.) are arranged in front of the engine. They are also color-coded to make them easy to find, easy to check.

A new multiple port fuel injected V-6 engine designed for simplicity and responsiveness. Plus a new four-speed automatic transaxle so well designed, under normal use it requires no scheduled maintenance.

The hood features gas-charged struts which assist you to raise the hood and hold it open without a prop rod.

20" windshield wipers clear water all the way to the driver's roof pillar to aid visibility.

Optional electrically heated Insta-Clear™ windshield clears itself of mist and frost.

Optional dual sun visors provide simultaneous front and side protection from the sun. Built-in extensions provide protection when the sun is low in the sky.

Rear seat passengers have their own heat and fresh air ducts for balanced comfort.

Front seat headrests adjust up and down, forward and back. Seat belts are simple to use, comfortable to wear.

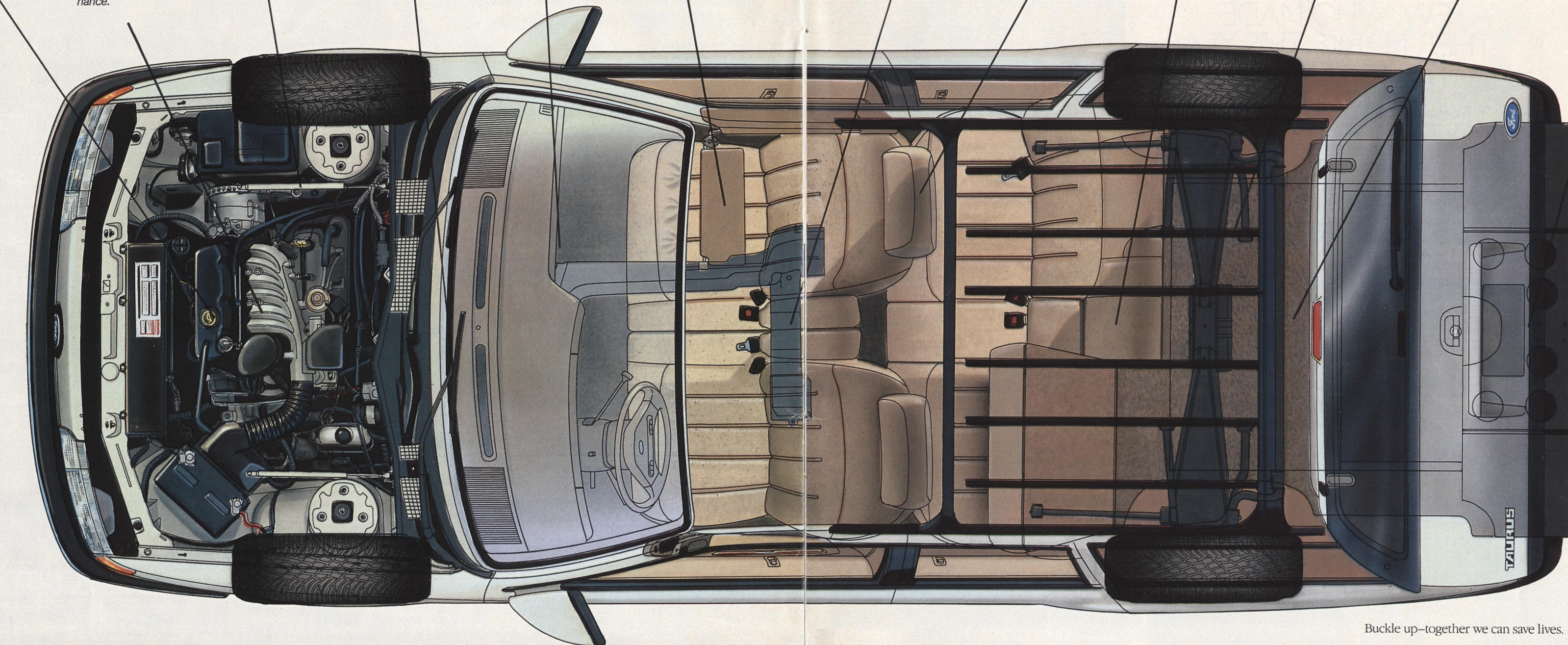
Optional seating for eight.

The standard roof rack adjusts for different length loads. Special brackets are available for skis or bicycles.

Room for up to 19 full-size grocery bags with the rear seat up. In addition, the load floor is low to make loading easier, and to provide rear visibility over normal loads.

The cargo floor features four rugged tie-downs to help secure smaller loads. An elasticized cargo net is also available.

An optional picnic tray folds out of the rear of the wagon. Folds back in when not in use.



Buckle up—together we can save lives.

FORD'S NEW CONCEPT IN ENGINEERING  
BEGAN WITH YOUR NEEDS FIRST.

## FORD TAURUS.

### ENGINEERING... FOR PEOPLE.

The Taurus wagon was designed and engineered with a clear understanding of the special needs of a wagon buyer. It is designed to carry many different combinations of people and cargo.

Taurus seats feature a lower back support for comfort mile after mile. The seats are made of a high-density foam for pro-

longed comfort...less fatigue.

All controls are placed where your hands can easily find them. And the switches feature a "user friendly" design that allows you to read

their function by touch, even at night.



Above, you will find a list of just a few of the function and comfort features which have been designed into the Taurus wagon.

There are more. Many more. But we hope these few will give you a sense of just how well the Taurus wagon is made. Have you driven a Ford... lately?

