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# Quality: Taurus – More Than Just a Pretty Face



The all-new 2010 Taurus illustrates perfectly how the different facets of Ford come together to produce a quality vehicle. In fact, before production, a Taurus prototype had to pass 11,000 engineering tests, which equals 10 years and 150,000 miles of wear. Customer input played a big part in the overall design. "I really consider the 2010 Taurus my biggest accomplishment," said Earl Lucas, exterior design manager. "It has such a historic past, and it's such an icon."

## Making connections



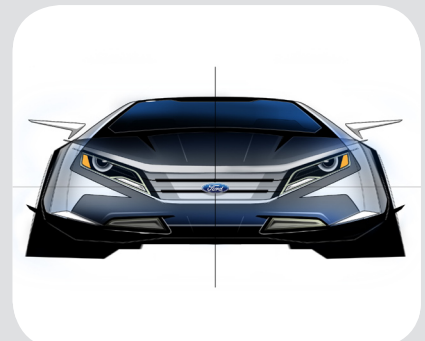
The level of customer connectivity is designed to meet the needs of a high-tech society. Extensive research has been conducted to ensure that the featured technologies are easy to understand and intuitive to operate.

## Finding the right vibe

Music helped inspire the design for the 2010 Taurus. Tapping into the vibe that Taurus appeals to a wide range of people on different levels, the team listened to music from a wide range of artists. "Music helps us visual people paint pictures in our head," said Lucas. "We knew the Taurus had to speak to a diverse group of people, so we chose artists who did the same with their songs."



## Digital design throughout



Designers and engineers used all the tools available to them in creating this latest interpretation of a Ford icon, which raised the level of quality throughout the process and also brought the new Taurus to market a year faster than originally projected. From sketches to final reviews, each step of the design process was created digitally.

## Taurus has been "working out"



Another inspiration behind the look of the new Taurus is the human torso. Even a quick look at the exterior of the 2010 Taurus reveals its muscular appearance through sculpted surfaces. The sheet metal is crafted in such a way that it conveys a natural-looking surface, appearing as if it were born that way, much like the muscle tones of the human body.

