

# 2008 Taurus X Overview

## FORD STRENGTHENS CROSSOVER LEADERSHIP WITH INTRODUCTION OF NEW 2008 TAURUS X

- **Safety Leader.** Taurus X provides families outstanding protection in being rated the safest seven-passenger crossover in America.
- **Must-have Features.** The 2008 Taurus X offers one-touch, flip-and-fold second-row seating and an available power rear liftgate.
- **Powerful.** Forty-four percent better acceleration than the outgoing Freestyle, thanks to new 3.5-liter V-6 engine and 6-speed automatic transmission.
- **Confident.** Standard electronic stability control and available all-wheel drive provide confident ride and handling in all weather conditions.
- **Connected.** Ford Sync™ offers new levels of connection, control, simplicity and personalization for electronic devices such as cell phones and media players.

### [Product Highlights Downloadable PDF](#)

The 2008 Ford Taurus X is a full-size crossover that offers three rows of seating, a powerful 3.5-liter V-6 engine with 6-speed automatic transmission and a long list of standard safety equipment – including side curtain air bags and AdvanceTrac® electronic stability control.

Innovative convenience features on the Taurus X include one-touch, flip-and-fold second-row seating and an available power rear liftgate.

“The three-row Taurus X joins our crossover lineup as a great complement to the popular Ford Edge,” says Cisco Codina, Ford’s group vice president of North America Marketing, Sales and Service. “Like Edge, the new Taurus X delivers confident design, spirited performance and handling, and plenty of standard safety equipment. With Taurus X, customers get a roomy interior that is flexible, functional and comfortable – in all three rows.”

Taurus X is available in SEL, Eddie Bauer and Limited trims, and is built at Ford’s Chicago Assembly Plant.

### **Taurus X features a long list of standard safety features**

Taurus X is rated the safest seven-passenger crossover in America after earning five-star ratings in all four categories of government crash tests and a ‘Top Safety Pick’ rating from the Insurance Institute of Highway Safety. Every 2008 Taurus X has standard anti-lock brakes and AdvanceTrac® electronic stability control, a feature nearly 70 percent of car shoppers are interested in, according to Ford customer research.

The AdvanceTrac® system can predict the vehicle’s path using a sensor to detect and measure oversteer and yaw by monitoring the vehicle’s speed, throttle position and steering wheel angle. When the system senses wheel slip or the loss of traction, it reduces engine torque and applies braking where needed to keep the car tracking safely on its intended path.

New reinforcements in the footwell area provide for better crash protection, while side impact protection is improved with pressurized crash sensors in the doors and redesigned interior door panels.

The 2008 Taurus X comes equipped with many standard safety features including:

- Standard dual-stage driver and passenger front air bags.
- Seat-deployed side air bags for driver and front passenger.
- Ford's Safety Canopy™ side curtain air bags for all three rows. The advanced side air curtains feature "roll-fold" technology to enhance protection during an extended crash event.

### **Bold new look inspired by the Ford Edge**

The exterior design of the Taurus X picks up design cues from the Ford Edge, including the step-up headlamps and distinctive Ford three-bar chrome grille. The Taurus X also features a restyled hood, newly shaped front fenders and fascia along with headlamps and fog lamps mounted in new chrome surrounds.

Taurus X sports a new rear fascia, Edge-inspired taillamps, dual chrome-tipped exhaust and an available Reverse Sensing System. A new roof rack features a tougher, more rugged design.

An Eddie Bauer branded series is available for the first time on Taurus X. Ford's relationship with Eddie Bauer over the last two decades has proven to be very popular with customers with a nearly 40 percent take rate of the series on both the Ford Explorer and Expedition. The Eddie Bauer series includes a unique two-tone paint scheme, standard 18-inch, five-spoke aluminum wheels, wiper activated headlamps and Eddie Bauer badging.

### **Innovations improve an already versatile interior**

The 2008 Taurus X delivers the interior space and convenience features that customers shopping for three-row crossovers prioritize. New features set Taurus X apart:

- One-touch, flip-and-fold second-row seats that provide easy access to the third row.
- Families can equip the second row with captain's chairs and no center console, allowing space to walk through and reach children located in the third row.
- An available power rear liftgate with controls located on the center console, rear cargo area and on the key fob.

The interior of the new Taurus X is as large and comfortable as it is flexible. The new crossover is available in six- and seven-passenger configurations and offers exceptional visibility and space for all passengers because of the stadium style seating that places the third row higher than the second row.

It can haul cargo as well. With the second and third row folded flat, Taurus X offers 85.2 cubic feet of cargo space behind the first row. Fold the front-passenger seat flat and Taurus X can accommodate items up to nine-feet long.

Must-have features include:

- Available voice activated DVD-based navigation system and SIRIUS® Satellite Radio.
- Available DVD player with an 8-inch screen and a clearer, brighter picture.
- Taurus X also is one of 12 new Ford, Lincoln and Mercury products to offer Ford Sync™ – a voice-activated, hands-free, in-car communications and entertainment system. Developed in collaboration with Microsoft, this Ford-exclusive system fully integrates mobile phones and media players into the vehicle using Bluetooth technology and USB connectivity.

### **New powertrain transforms Taurus X**

At the heart of the 2008 Taurus X is Ford's 3.5-liter Duratec 35 V-6 engine that delivers 263 horsepower – an increase of nearly 30 percent over the previous engine. To manage the additional power and deliver sharper performance, the continuously variable transmission has been replaced with a 6-speed-automatic gearbox that was developed in tandem with the Duratec 35.

Taurus X's available intelligent all-wheel-drive system, new for 2008, is less complex than the system it replaces and similar to the Ford Edge AWD system. It incorporates an active, on-demand

electro-mechanical center coupler to allocate a precise amount of torque from front to rear, up to 100 percent to either axle. This system can also anticipate wheel slip before it happens. Under heavy acceleration, for example, the system will proactively allocate torque to the rear wheels before the front wheels begin to slip.

### **The rise of the crossover segment**

Crossovers are part of the fastest-growing vehicle segment in the United States, outpacing even the remarkable growth SUVs achieved in the 1990s. CUVs surpassed traditional SUV sales for the first time last year and are expected to top 3 million sales annually by the decade's end.

Two distinct consumer trends have helped fuel the explosive growth of the CUV segment: car buyers seeking more spacious and flexible interiors along with the security of all-wheel drive, and traditional SUV buyers seeking more maneuverable and fuel-efficient vehicles that still make an active lifestyle possible.

The three-row Taurus X will complement the sporty and popular two-row, five-passenger Ford Edge in the lineup. To further underscore the company's commitment to crossover leadership, these vehicles will be joined by the Ford Flex in 2008.

### **Key Features and Options:**

Standard features include: AdvanceTrac® traction control; Four-wheel anti-lock brakes; 3.5-liter V-6 engine; Dual chrome-tipped exhaust; Fog lamps; Keypad keyless entry; Privacy glass (Second- and third-row windows and liftgate); Remote keyless entry; Roof rack; Air conditioning; Power windows, locks and mirrors; Air conditioning; AM/FM stereo clock/single CD; Audio input jack; Six-way power driver seat with manual lumbar; One touch up/down driver window; Reclining 40/40 split second-row seats; Third-row bench seat; Carpeted floor mats; Solar tinted glass; Heated backlight; Cargo area light; Auto-dimming rearview mirror; Four 12V power points; Power steering; Leather wrapped steering wheel and shift knob; Manual tilt steering wheel; LATCH; Personal Safety System®; SecuriLock® anti-theft system.

Available options include: Ford Sync; Eight-way power driver seat; Four-way power passenger seat; Leather seats; 18-inch chrome wheels; Heated seats; Power moonroof; Navigation system; Power liftgate; Reverse Sensing System; Universal garage door opener; Daytime running lights; and the following dealer-installed options: PowerCode™ remote start and TripTunes™.

### **Milestones**

- 2004 Ford introduces the innovative 2005 Freestyle crossover vehicle as one of six new nameplates during the company's "Year of the Car."
- 2004 Listed among Parents magazine's and AAA's Best Cars for Families, and named the Official Winter Vehicle of the New England Motor Press Association.
- 2007 All-new Taurus X introduced as 2007 model, evolving from former Freestyle design.
- 2007 Taurus X rated safest seven-passenger crossover in America, based on NHTSA five-star frontal and side crash test ratings and IIHS "Top Safety Pick."