


Total Confidence

Ford has received more 5-star crash ratings than any U.S. manufacturer in history.



ANYONE WHO'S WORN a clunky bicycle helmet or an orange life vest knows that safety isn't always stylish. But the all-new 2008 Taurus turns this truism on its head, combining a sleek redesign with a 5-star crash rating—the highest possible rating—from the National Highway Traffic Safety Administration. Taurus with optional electronic stability control also received Top Safety Pick from the Insurance Institute for Highway Safety (IIHS). In fact, the Taurus is rated the safest full-size car in America.* “That’s very important,” says Leigh Williams, whose 2008 Taurus is the second she’s owned. Ask why and Williams is happy to count the reasons: Thirty-six standard safety features. Six airbags. And, most important, one daughter, age 9. 

Learn more about the **Ford Taurus** and safety at fordvehicles.com/cars/taurus. To learn about the seven-passenger Taurus X, see fordvehicles.com/crossovers/taurusx.

* Based on both NHTSA 5-star crash-test ratings and with optional electronic stability control, IIHS Top Safety Pick. Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov).

ROB HOWARD

The Speed of Safety



If your Ford vehicle is involved in a collision, the Ford Personal Safety System® responds in milliseconds. Here's how the system monitors your safety and takes action, in far less time than the blink of an eye.



DAVIES AND STARRIGETTY IMAGES

Electronic crash-severity sensors measure the impact, while other sensors measure the position of the driver's seat and detect if the driver and passenger are wearing safety belts.

The information is relayed to the restraint control module, where it's used to calculate the pressure with which to deploy the airbags.

Pretensioners tighten the safety belts, while load-limiting safety belt retractors absorb an occupant's energy by allowing a controlled release of the belt.

Airbags deploy at a higher pressure in more severe collisions or in certain unbelted crash situations. They inflate at a slightly lower pressure, typically during less severe collisions or in certain belted crash situations.



What “Five Stars” Means

It's simple: A 5-star rating is the highest possible award from the National Highway Traffic Safety Administration (NHTSA), which crashes new vehicles and ranks them according to how well they protect passengers from serious injury. In a **frontal crash** test, which simulates a head-on collision, a vehicle is crashed into a barrier at 35 mph. In a **side crash** test, a 3,015-pound barrier traveling at 38.5 mph is crashed into the side of a vehicle. In both tests the **Ford Taurus earned a 5-star rating.**