

A close-up photograph of a young boy with dark hair, sleeping peacefully on a bed with a white and blue striped sheet. He is wearing a blue t-shirt with a dinosaur pattern. A green lizard is resting on his face, with its head near his eye and its body draped over his arm. The text "CRUMPLE ZONES, A SAFETY CANOPY AND OTHER WAYS TO SAY 'I LOVE YOU.'" is overlaid on the image.

CRUMPLE ZONES, A SAFETY CANOPY AND
OTHER WAYS TO SAY "I LOVE YOU."



INTRODUCING THE ALL NEW 2008 TAURUS.

RATED THE SAFEST FULL-SIZE CAR IN AMERICA.*

Your family never truly knows what it means to keep them safe. But we do. We're the company building the vehicle currently rated the safest full-size car in America* — the all new Taurus. According to NHTSA, it has earned perfect five-star safety ratings in all four impact categories. On top of that, with optional electronic stability control, it also is an IIHS Top Safety Pick. Bottom line, when protecting what's most important, look to the unmatched protection of Taurus.

*Based on both NHTSA five-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).



SAFETY – BABY GATES ARE JUST THE BEGINNING.

SIX AIRBAGS • PERSONAL SAFETY SYSTEM® • TIRE PRESSURE MONITORING SYSTEM

Safety measures may change, but one constant remains: the need for a safe family vehicle. That's why we designed and engineered Taurus to offer so many standard safety features – including six airbags,* a Personal Safety System® that enhances collision protection for the driver and front passenger, a Tire Pressure Monitoring System and more. They all add up to deliver the kind of built-in peace of mind every parent wants and deserves when behind the wheel, and ultimately, when it's time to hand over the keys.

*Always wear your safety belt and secure children in the rear seat.

PERFORMANCE THAT IS BOTH POTENT AND PROTECTIVE.

263 HP • 28 MPG* • STANDARD ABS AND TRACTION CONTROL • AVAILABLE ADVANCETRAC® AND AWD

It's true — Taurus is designed to pass in the fast lane as well as hold its ground during rough road conditions. With its new 3.5L Duratec 263-hp V6 engine that's perfectly paired with a new, class-exclusive** standard six-speed automatic transmission, it delivers smooth power and impressive fuel economy with up to 28 highway mpg and a 560-mile range on a full tank of gas.† More importantly, whether on wet or dry pavement or faced with unpredictable situations, features like standard ABS and traction control, available AdvanceTrac® and all-wheel drive team up to help keep you between the lines.

*EPA-estimated 18 city/28 highway mpg FWD; 17 city/24 highway mpg AWD. **Class is standard five-passenger Large Car. †EPA-estimated 28 highway FWD, 20-gallon fuel tank.

TECHNOLOGY THAT DEFENDS AND DELIGHTS.

SAFETY CANOPY® SYSTEM • SPACE ARCHITECTURE™ • AVAILABLE VOICE-ACTIVATED NAVIGATION

Our innovative thinking not only enhances safety for both rows of passengers, it also entertains them along the way. Standard on each Taurus are our state-of-the-art Safety Canopy® System and patented SPACE Architecture™ that helps channel impact forces around and away from the passenger cabin. Also optional is a voice-activated DVD-based Navigation System that helps eliminate travel guesswork. Plus, you can opt for an available Family Entertainment System that features an eight-inch viewing screen, two sets of wireless headphones, a remote control, dual-media capabilities and more. Taurus. It watches out for your family in all sorts of ways. Just like you.



A high-angle, wide shot of the interior of a Ford Taurus. The image shows the front and rear seats, which are upholstered in a light-colored, textured fabric. The seats have a ribbed pattern. The dashboard, center console, and door panels are visible, featuring a mix of dark and light tones. The overall lighting is soft and even, highlighting the spaciousness of the cabin. The text is overlaid on the right side of the image, positioned over the front passenger seat and the center console area.

COMFORT THAT PAMPERS YOUR BODY AND EASES YOUR MIND.

BEST-IN-CLASS* INTERIOR SPACE • LARGEST TRUNK IN ITS CLASS*

Look beyond the subtle chrome touches, available wood accents and optional moonroof, and you'll find one of the most family-friendly interiors available anywhere. Taurus offers a full 129.2 cu. ft. of interior space, including class-best* rear passenger volume, plus ergonomically designed seats that provide exceptional comfort. What's more, Taurus features the largest trunk of any car in America. So, there's not only a place for everyone, there's a place for everything. And to top it off, Taurus provides the greatest comfort of all – the confidence of knowing that you and yours are traveling in the vehicle rated safest full-size car in America.**

*Class is standard five-passenger Large Car. **Based on both NHTSA five-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).

\$500 BONUS CASH*

OVER AND ABOVE ANY CURRENT PUBLIC OFFER.

EXCEPTIONAL SAFETY. EXTRAORDINARY SAVINGS.

Simply bring this certificate into your local Ford Dealer and drive off in a safe new 2008 Ford Taurus or Taurus X.

*\$500 exclusive Bonus Cash is valid on the purchase or lease of any new 2007 or 2008 Ford vehicle with the exception of Ford GT, Shelby® GT, Shelby® GT500,® Harley-Davidson™ Super Duty® and '08 Escape Hybrid. Valid with other publicly available retail offers in effect at the time of purchase; it may not be combined with another private offer. This offer is nontransferable outside of household. Customer must be a resident of the U.S. to be eligible. Limit of one certificate may be applied per household. Customer must take new retail delivery from U.S. Ford Dealer stock between 9/1/07 and 11/1/07. Ford Division reserves the right to substitute any offer of equal or greater value. See dealer for complete details. Note to dealer: Claim in VINCENT On-Line Claim System #32468 and the 11-digit customer ID for exclusive Bonus Cash.



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BOLDMOVES