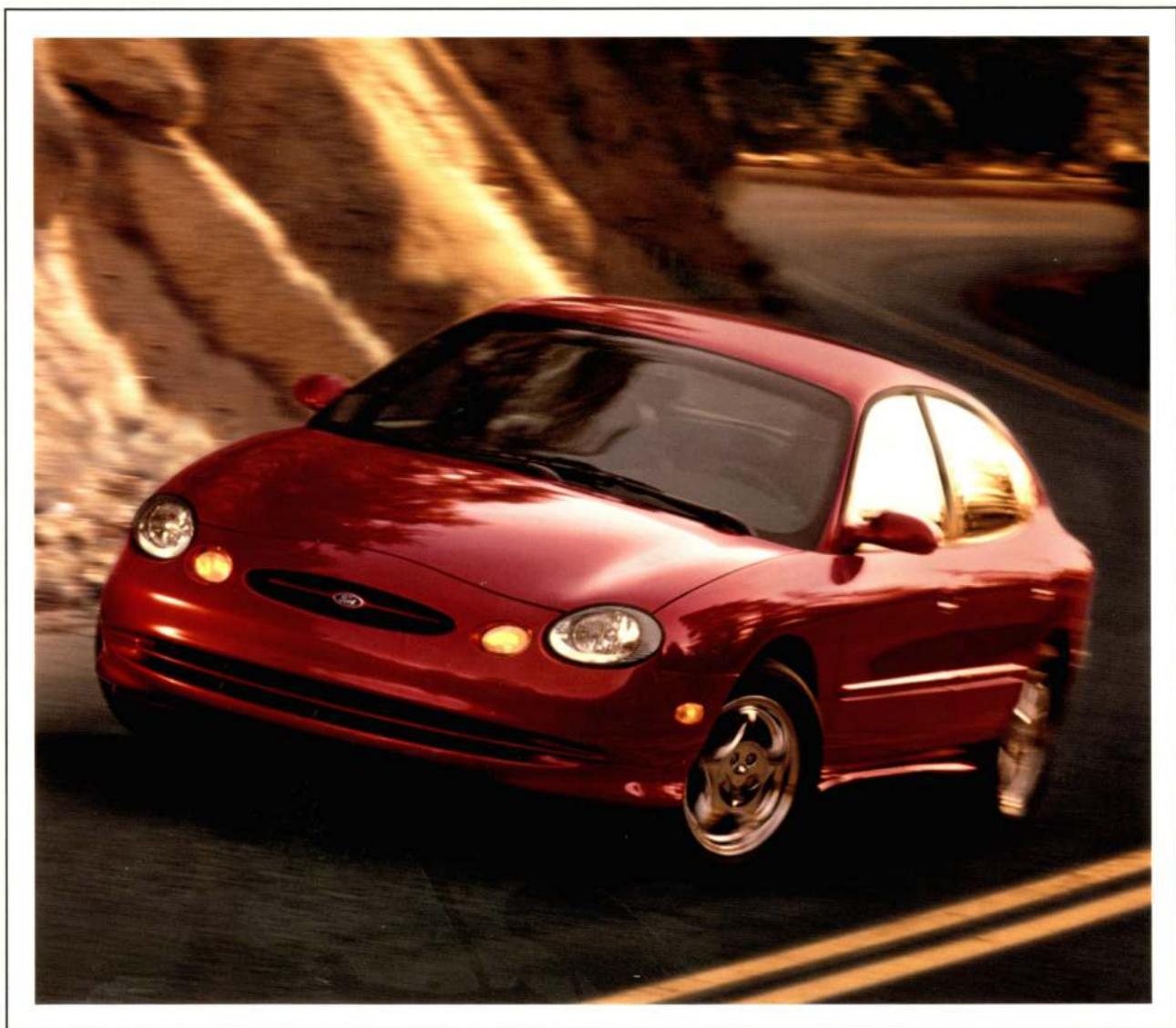


1996



TAURUS SHO



THE NEW TAURUS SHO:
POWERFULLY SOPHISTICATED.





The shape has taken a provocative new turn. The spirit is still full speed ahead.

THE PERFORMANCE & SPIRIT
OF A V8 SPORTS CAR.



The heart of Taurus SHO is its sophisticated performance. A responsive electronic four-speed automatic overdrive transaxle, a special ride-adaptive suspension and a four-wheel disc anti-lock braking system are all standard. The new 3.4-liter 60-degree V8 engine has four valves per cylinder for free breathing. It produces 235 SAE net horsepower at 6,100 rpm and 230 foot-pounds of torque at 4,800 rpm.

THE REFINEMENT & COMFORT OF A LUXURY SEDAN.



If the heart of the new SHO is performance, its *soul* is luxury. Bucket seats include large side bolsters to help keep you comfortable and rich leather upholstery is available. The deluxe steering wheel is leather wrapped. The air filtration system keeps over 90% of pollen and dust larger than 3 microns from entering the interior. And the great sound reproduction of the Ford JBL audio system is also available.

THE POWER OF TECHNOLOGY
BREATHTAKINGLY APPLIED.



The power is there, no doubt about it. But it isn't the raw, brash power of the muscle-car variety. This is refined performance. Smooth, exhilarating acceleration. Tight, responsive handling. It's a spirited, technologically advanced luxury sedan.



WHAT IS PERFORMANCE
WITHOUT CIVILIZATION?





Your first-time passengers will likely be impressed by the optional fine leather upholstery and beautifully appointed interior. A most attractive luxury sedan, they'll think. They'll be even more impressed when you start taking the curves.

YOU'LL WANT TO GET
THIS SHO ON THE ROAD.

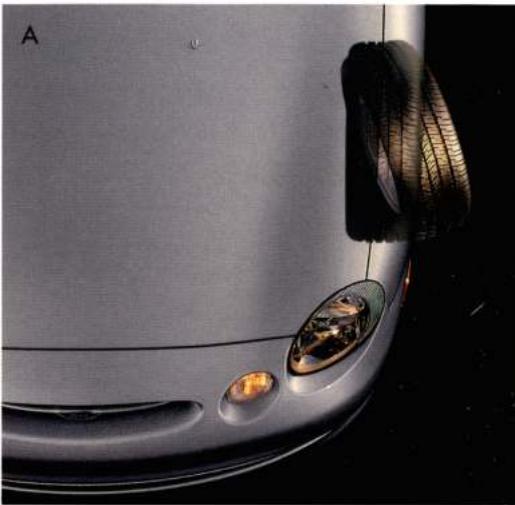




Styling cues like the rear spoiler and the dual polished, stainless-steel-tipped exhaust pipes hint at the performance features under the skin. Distinctive 16" aluminum wheels (optional chromed aluminum shown) are matched with P225/55 ZR16 all-season, low-profile performance radials.

A MOST CAPABLE LUXURY
PERFORMANCE SEDAN.





Far left: SHO's 4-wheel disc anti-lock brakes help you come to a surer, more controlled stop under adverse conditions. Dual air bags are also standard equipment (remember to always wear your safety belt).



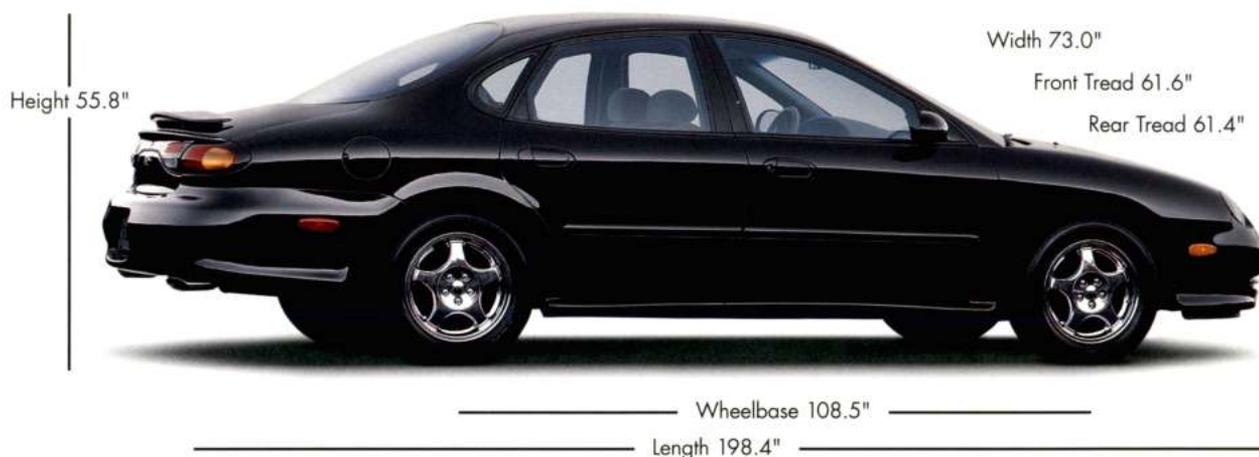
(A) SHO's excellent handling characteristics are enhanced by its premium, high-precision ZF rack-and-pinion power steering system. A dual-rate torsion bar provides more on-center stiffness. The result is a confident, precise feel.

(B) A new level of safety is achieved by means of a safety cell structural design. Special "crumple zones" are designed to help absorb the impact in the event of a front or rear collision. And Taurus SHO meets the 1997 Federal Dynamic Side Impact Standard.



(C) The SHO's electronic ride-adaptive suspension features semi-active struts that adjust automatically to the driving situation at hand: soft for smooth highway and rough surfaces, firmer for tortuous and undulating roads.

FEATURES, OPTIONS, SPECIFICATIONS AND COLORS.



Major Features and Options

Exterior Features

Dual heated electric remote-control mirrors
Solar tinted glass, complete
Clearcoat paint; body-color decklid applique
Aerodynamic, impact-absorbing 5-mph bumpers
(low-liftover rear); body-color decklid spoiler

Safety and Security

Driver and front passenger air bag supplemental restraint system
Four-wheel disc brakes with anti-lock system
Anti-theft system (driver has the only key that will engage the ignition and start the vehicle)
Aerodynamic high-speed windshield wipers
Childproof rear door locks

Comfort and Convenience

Air conditioning with rear seat outlet
Automatic power antenna on rear quarter panel (JBL only)
Power windows with express-down driver's, lock-out switch and accessory delay
Power door locks with illuminated controls and lock disabling to prevent locking keys inside
Integrated control panel with controls for clock, climate, rear window defroster and audio
Automatic on/off/delay headlamps
8,000-rpm tachometer; 1-million-mile odometer;

trip odometer; low brake fluid alert; 150-mph electric speedometer; temperature and fuel gauges

Leather-wrapped steering wheel
Tilt steering column/speed control
SHO embroidery on floor mats
Voice-activated cellular telephone (optional)

Seating

Cloth bucket seats* with 2-way head restraints, power driver's seat, front seatback map pockets and floor console
60/40 split/fold-down rear seatbacks
Full leather trim (optional)

Wheels and Tires

16" x 6.5" 5-spoke aluminum wheels
16" x 6.5" 5-spoke chromed aluminum wheels (optional)
P225/55 ZR16 all-season, low-profile, performance tires

Sound Systems

Electronic AM/FM full-logic stereo with cassette player and six speakers
6-disc CD changer (optional)

Preferred Equipment Package 211B

Remote keyless entry with perimeter anti-theft
Ford JBL Audio System
Automatic temperature control
Power moonroof

*See your dealer for availability.



Rose Mist
Clearcoat Metallic



Ebony Satin
Clearcoat



Medium Willow Green
Clearcoat Metallic

Powertrain

Engine type: 32-valve, 60³ dual-overhead-cam V8

Displacement: 3.4 liters

Compression ratio: 10:1

Engine control: EEC-V, distributorless ignition

Scheduled tune-up interval: 100,000 miles

Horsepower (SAE net): 235 @ 6,100 rpm

Torque (SAE net lb.-ft.): 230 @ 4,800 rpm

Fuel system: Sequential electronic fuel injection

Fuel capacity: 16 gallons

Transaxle: Electronic 4-speed
automatic overdrive
with overdrive lockout

Body/Chassis

Body type: Unitized

Front suspension: Independent strut-type with
gas-pressurized hydraulic struts and stabilizer bar;
semi-active handling components

Rear suspension: Independent rear quadralink with
gas-pressurized hydraulic struts and stabilizer bar;
semi-active handling components

Steering: High-precision ZF power rack-and-pinion

Brakes: Power 4-wheel disc with anti-lock system

Tires: P225/55 ZR16 all-season,
low-profile performance

Wheels: 16" x 6.5" aluminum
(chromed optional)



Standard 5-spoke aluminum wheel

Optional 5-spoke chromed aluminum wheel

ROADSIDE ASSISTANCE PROGRAM

Every new Ford includes the assurance of a no-cost, 24-hour emergency Roadside Assistance Program provided during the 3-year/36,000-mile bumper-to-bumper warranty program. Ask your dealer for complete details on this program which includes such services as fuel delivery, tire change, or even help when you're locked out of your car.



Optional Ford Extended Service Plans go beyond the basic 3-year/36,000-mile warranty. Ask your dealer for complete details on the optional plans and for a copy of the limited warranty.



Ford Credit offers a wide variety of financing and leasing programs to qualified buyers which can be arranged right at the dealership. Ask your Ford Dealer for the facts on these programs.

PRODUCT CHANGES AND OPTIONS AVAILABILITY

Following publication of the catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred that would not be included. Your Ford Dealer is your best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

Options shown or described are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

DEALER-INSTALLED ACCESSORIES

Your Ford Dealer offers a variety of quality Ford-brand accessories that meet or exceed our strict specifications.

For more information, visit our web site at <http://www.ford.com>



Silver Frost
Clearcoat Metallic



Charcoal Grey
Clearcoat Metallic



Toreador Red
Clearcoat Metallic



Printed on recycled paper
10% post-consumer waste



457-Ann. Litho in U.S.A. 3/96