

Ford set to revive Taurus, Sable nameplates

by Bend Weekly News Sources

Ford Motor Company announced this week its bringing back the well-known Ford Taurus name, introducing a new name -- Taurus X -- for its three-row crossover and returning the Mercury Sable to the lineup as upgraded 2008-model versions of all three vehicles go on sale this summer.

"Taurus has been an icon for Ford's family sedan for more than two decades, and it's time to return this powerful name to where it belongs," said Mark Fields, Ford's President of The Americas, at the Chicago Auto Show. "Consumer awareness of the Taurus name is double the Five Hundred that it's replacing, and awareness of Sable is triple that of Montego.

"By giving these vehicles the names that consumers recognize at the same time we're making significant upgrades, we're confident that even more people are going to be attracted to these great products in the future," Fields added.

The 2008-model Taurus sedan will go on sale this summer, replacing the Ford Five Hundred. The new Taurus features a Ford Fusion-inspired exterior design, a new powertrain with 60 more horsepower, a new all-wheel-drive system, more standard safety features -- including standard electronic stability control -- and other refinements to make it more distinctive, quieter, faster and safer.

The 2008-model Taurus X crossover will go on sale late this summer -- replacing the Ford Freestyle -- with the same design, powertrain and safety upgrades, as well as three row of seats, one-touch flip-and-fold second-row seating and an available power rear liftgate.

The 2008-model Mercury Sable also goes on sale this summer -- replacing the Mercury Montego -- with extensive design, powertrain and safety upgrades, as well as unique touches that make it a Mercury. They include Mercury's signature satin aluminum waterfall grille, jeweled projector beam headlamps, distinctive LED tail lamps and a two-tone interior trim with unique accents. Customers preferring a technical appearance can opt for Cyber Carbon -- a deep, high-gloss accent resembling carbon fiber. More traditional sophistication is available from two modern wood grain accents -- Guitar Maple and San Macassar.

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