1990 ford taurus interior

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The Ford Taurus is an automobile that was manufactured by the Ford Motor Company in the United States from the to model years. Introduced in late for the model year, six generations were produced over 34 years; a brief hiatus was undertaken between and From the to model years, the Taurus was sold alongside its near-twin, the Mercury Sable ; four generations of the high-performance Ford Taurus SHO were produced â€"; â€" The Taurus also served as the basis for the first-ever front-wheel drive Lincoln Continental â€" The original Taurus was a milestone for Ford and the entire American automotive industry , being the first automobile at Ford designed and manufactured using the statistical process control ideas brought to Ford by W. Edwards Deming , a prominent statistician consulted by Ford to bring a "culture of quality" to the enterprise. The Taurus had an influential design that brought many new features and innovations to the marketplace. In the late s and early s, sales of the Taurus declined as it lost market share to Japanese midsize sedans and as Ford shifted resources towards developing SUVs. The Taurus was withdrawn after the model year, with production ending on October 27, From to , the Taurus was a mid-size car, offering front-wheel drive. Initially built on the DN5 platform renamed the DN platform in and the D platform in , the Taurus became a full-size car in , adopting the Volvo-derived D3 platform , offering front or all-wheel drive. The Taurus was produced as a four-door sedan through its entire production, with a five-door hatchback station wagon offered from to All six generations of the Taurus were assembled by Chicago Assembly. The Taurus was the first car resulting from introduction of a new quality culture at Ford. Peterson initiated a new "team" approach to the design and manufacture of automobiles at Ford, that eventually resulted in the creation of the Ford Taurus. Edwards Deming to help jump-start a quality movement at Ford. Based on Deming's advice, Ford management was charged with primary responsibility for automobile quality. Ford also adopted a quality culture employing statistical process control across all aspects of automobile design and manufacture. The Ford Taurus was the first Ford model resulting from this statistical approach to manufacture. In a letter to Autoweek, Donald Petersen, then Ford chairman, said, "We are moving toward building a quality culture at Ford and the many changes that have been taking place here have their roots directly in Deming's teachings. This emphasis on quality was used heavily in marketing of the Ford Taurus. The first-generation Taurus was launched in as a model to strong fanfare and sales, replacing the slow-selling mid-size Ford LTD. The release of the Ford Taurus was one of the most anticipated ever, mostly because it was a first in car design and also the start of new quality standards for Ford. At the time of the Taurus's debut, Ford had been producing mainly rear-wheel drive cars, and Chrysler and General Motors were offering more front-wheel drive vehicles up to midrange including the Chrysler K platform and A-body Chevrolet Celebrity. With the introduction of the Escort and Tempo , Ford was making a transition to front-wheel drive. The Taurus displayed a rounder shape than its contemporaries, often likened to a ' jelly bean ' or 'flying potato', [17] inspired by the design of the Audi and Ford's European sedan, the Ford Sierra , an updated appearance of a styling approach used in the late s to early s called " ponton " styling. The aerodynamic design of the Taurus made the car more fuel efficient, allowing Ford to meet more stringent corporate average fuel economy CAFE standard applied by the United States government. The first generation was available with either a V6 or an inline four-cylinder engine and came with either a manual MT-5 [18] [19] or automatic transmission. The Taurus's twin, the Mercury Sable , has never offered a manual transmission in either of its incarnations. Like its exterior, the Taurus's interior was ahead of its time, and many features originating from it are still used in most cars today. The left side of the dash curves slightly around the driver to make controls easily accessible, as well as creating a "cockpit" feel. The interior of the Taurus was customizable to fit buyers' needs, with a large number of options and three different configurations. This means that the interior of the Taurus can be spartan or luxurious, depending on the buyer's choice of options. On models with an automatic transmission, the Taurus's interior was available in three different seating configurations. The most basic model, the L see below , came standard, with just an AM radio and a front cloth bench seat, while the LX, the more luxurious model, came with a greater number of features as standard equipment. The Taurus was well received by both the public and the press. It won many awards, most notably being named to the Car and Driver Ten Best List and becoming the Motor Trend Car of the Year [21] Over , of the Taurus were sold during the model year and the millionth Taurus was sold during the model year. The Ford Taurus received its first redesign in late for the model year. Still based on the same chassis, every exterior body panel with the exception of the doors was restyled. In spite of the extensive changes, few modifications were made to the successful styling; in the marketplace, the redesign was largely released as a mid-cycle facelift. The Taurus SHO made its return, with an automatic transmission option joining the manual transmission. The interior was also completely redesigned for As part of the redesign, the Ford Taurus gained a passenger-side

airbag as an option, which became standard in on models, becoming the first mid-size sedan sold in the United States with standard dual airbags. The second generation sold just as well as the first, becoming the best-selling car in the United States , a title it would retain for as long as this generation was sold. For the model year, Ford debuted the third generation of the Ford Taurus. Although not completely new, the chassis was heavily upgraded, becoming the DN generation. In a break from the familiar styling of the previous two generations that chief designer Jack Telnack had likened to a "pair of slippers" , [25] Ford had sought to again make the Taurus stand out for buyers of mid-size sedans, giving the vehicle a much more extensive restyling than its predecessor. Moving away from straight lines, the Taurus sought to include rounded lines, moving past the cab-forward design of the Chrysler LH sedans. Alongside the Ford Blue Oval emblem itself, the Taurus repeated the shape several places in its exterior; [11] [26] in a controversial design element, the rear window of the Taurus was oval, as were the side windows of the Mercury Sable. The interior saw a complete redesign. To simplify production, all versions of the Taurus were fitted with bucket seats; six-passenger versions were fitted with a flip-forward center seat cushion also meant for use as a center console; five-passenger versions were fitted with a floor shifter and center console. Reaction to the third-generation Ford Taurus was mixed; Ford found that customers disliked the oval-shaped exterior. For , the Ford Taurus stayed the best-selling car in the United States. At the time, percent of all Taurus sales for went to rental fleets, in contrast to the Honda Accord and Toyota Camry , of which most sales were to private customers through retail outlets. The Taurus became the first four-door sedan to be approved for competition. The Taurus received another redesign for , which replaced many of the oval-derived design elements of the previous model with sharper creases and corners, an aspect of Ford's New Edge styling language. To reduce the car's price and keep it competitive, Ford reduced costs on the car in , such as giving the Taurus sedan rear drum brakes on ABS equipped vehicles previously, upgrading to ABS included the addition of rear disc brakes , eliminating the dual exhaust on the higher end models, and trimming many other small features. Ford designed the fourth generation with more conservative styling. Instead of sloping back, the car's trunk stood upright, increasing trunk space by another two cubic feet. The interior was also redesigned with features from the previous Taurus generations were carried over. The dashboard was given a squarer design. The "integrated control panel" concept was carried over but redesigned, with a bigger, squarer shape, and it was placed in the center of the dash instead of being angled toward the driver. The flip-fold center console was also carried over from the previous generation, although it was revised as well. When folded out, it now rested against the floor instead of the dashboard, and had reworked cup holders and storage areas. During its fourth generation, the Taurus saw a significant sales slump compared to its predecessors. Production ended on October 27, , as Ford idled the Atlanta plant, as part of its " The Way Forward " restructuring plan. The last Ford Taurus rolled off the assembly line around am, [35] destined for delivery to S. Truett Cathy , owner of Chick-fil-A. Cathy's original restaurant was located across from the Ford Atlanta plant. There was no official event or function of any kind to mark the end of production. Alan Mulally, [38]. The discontinuation of the Taurus sparked debate given its once-strong position in the market and Ford's well-publicized financial problems at the time. Analysts, customers and some interviewed Ford employees criticized the company for failing to invest in the car and keep it competitive, instead focusing all of its resources on developing and marketing trucks and SUVs. Newly-hired Ford CEO Alan Mulally expressed similar opinions, telling the Associated Press the decision "perplexed" him when he learned about it; he recalled asking subordinates, "How can it go away? It's the best selling car in America! They wanted us to keep improving it. Partially blaming the Five Hundred's struggles on its name, Mulally decided that the revised vehicle should be marketed as the Taurus, the name he believed the Five Hundred sedan should have used from the beginning [38] as he believed Ford was better off continuing to use its older nameplates that maintained decent brand equity rather than trying to build up new ones. The fifth generation 5G Taurus entered production in as a model and was developed directly from the Ford Five Hundred , chiefly with a mild exterior facelift and revised engine and transmission. Ford designated the model as the Taurus, after the demise of the concurrently marketed fourth generation 4G Taurus and to take advantage of its customer recognition and dealer demand. It was determined that Ford's strategy to redesignate new cars in the lineup with new names beginning with the letter F , as in Ford Focus , Ford Fusion , and Ford Freestyle , was not a good marketing move, as some of the renamed cars had highly recognizable iconic names. Car buyers in the U. The five-star rating given to the Taurus and the Sable is the highest safety rating being given by the government agency. It was also the first Ford of America model to come as standard with side airbags. The Ford scored well in test drives and the media was pleased with some of the new features available in the Ford Taurus. However, others criticized

the lack of interior room and reduced sight lines despite its full-sized exterior, [55] and Edmunds noted that the eighth-generation Honda Accord which competes in the mid-size category had superior driving dynamics and a more efficient design and offered almost as much interior space as the Taurus despite considerably smaller external dimensions. There was also an available performance package which included upgraded brake pads, a 3. Options from the Driver Assist option group, however, are unavailable simultaneously with the Performance Package. However, enthusiasts of the SHO have found the vehicle to be extremely compliant to power enhancing modifications; in many cases, with nothing more than a tune. The highest power 4th generation SHO 6th gen Taurus currently stands at over horsepower at the wheels. A stock SHO typically produces around wheel horsepower. First revealed at the New York Auto Show , the Taurus received a mid-cycle refresh for the model year. The body featured a new front fascia and slightly updated rear fascia with LED tail lamps, as well as all-new wheel options. The SHO model featured revised styling elements. Refinements were made to the 3. Power in the 3. There was a new engine option for non-SHO models, a 2. All models received upgrades to the steering and braking systems to improve driveability, including standard Torque Vectoring and curve control improving tracking at higher speeds. Updates to the instrument dials were added, which were fully digital, clearer, and more colorful. MyFord Touch was added as part of Taurus's Sync system. This was in response to a shift in perceived consumer demand towards SUVs and pickup trucks, and away from sedans. Serving as the flagship of the Changan Ford joint venture, the Taurus is an extended-wheelbase variant of the Ford Fusion Mondeo , differing primarily in its 3. Manufactured since November , Changan Ford produces its version of the Taurus in its Hangzhou facility. Produced solely for the Chinese market , there are currently no considerations towards export of the model line. The standard engine is a 2. From Wikipedia, the free encyclopedia. Not to be confused with Ford Taunus. This article is about the North American car. For the Chinese version produced since , see Ford Taurus China. Motor vehicle. Main article: Ford Taurus first generation. Main article: Ford Taurus second generation. Main article: Ford Taurus third generation. Main article: Ford Taurus fourth generation. How can it go away? It's the best selling car in America. Main article: Ford Taurus fifth generation. Main article: Ford Taurus sixth generation. Main article: Ford Taurus China. Fox News. October 27, Archived from the original on October 31, Retrieved October 27, February 7, Archived from the original on March 6, Retrieved February 7, Archived from the original on May 4, Taurus Car Club of America. 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