

Resurrect Taurus to Help Sales

Contributed by Joe
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Ford might be resurrecting the Taurus name in the future. Management at Ford is really worried about their company, they need something to reverse lackluster sales and a lack of desirable cars. Analysts think this is a good start, but there's still a whole lot of work ahead of them. The plan is to change the name of the Five Hundred model and try to build sales with the Taurus name behind this car. It will get a new, more powerful engine and some cosmetic updates for the 2008 model year, when the name change likely is to take place. The new version will be in showrooms this summer, company officials have said. Whether or not this is going to help is really questionable... Fact is the average American is selling out, this is starting to really catch up to Ford big time. Few people have made some comments about this like Jack Roush. Few Americans seem to care anymore.