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USA TODAY

At a time when companies feared taking risks, Ford couldn’t have made a bolder move than to create the Taurus, a sleek, European-style sedan that stood apart from the boxy, chunky American cars of its day.

Ford’s bet-the-company move in 1985 was emulated again two decades later when another risk-taking and re- veved executive, Alan Mulally, re- vised the Taurus nameplate the compa- ny had abandoned.

Now Taurus is going away again, most likely for all time. Ford announced that as part of its move to beef up its truck and SUV lineup, it’s going to kill the Taurus, along with the Focus, the Fusion and its small van, the C-Max.

Fords will be replace as a more robust hatchback, the Focus Active. The only car in the existing lineup that will re- main is the iconic Mustang.

These days, Taurus is a vestige of the past. While full-size cars ruled U.S. highways in the 1970s, the gas-prize shocks that followed made mid- size models such as the Fusion the most popular. Now, they are even over- owned by small crossovers.

Taurus is seen mostly on highways in its police version, but even that market has turned to SUVs.

Taurus’ place in automotive his- tory is secure.

In the mid-1980s, Ford wanted a game changer. Sedan design had grown stale. “Taurus went in completely dif- ferent — a car that people would proud- ly want to park in their driveways to show off to neighbors.”

“Taurus was in history as one of Ford’s brightest ideas,” said Leslie Kendall, curator of the Petersen Auto- mobile Museum in Los Angeles. “A lot of other manufacturers looked at the Tau- rus and said, ‘We had better catch up.’ ”

John Clinard, a semi-retired public relations executive for Ford, recalled the story.

When Taurus SHO came out, the idea was as shapely as the sedan. Enthusi- asts embraced a performance version, the SHO, for Super High Output.

Ford says even though Taurus and the other car models are going away, drivers should look to the future.

It hopes people will come to see its rein- vigoration as a future-oriented brand, as the cars of tomorrow — sleek, practi- cal and fuel-efficient.

“I think the Taurus was a fantastic vehicle for Ford, and I think our new lineup is even cooler,” said Jim Farley, president of Ford’s global division and himself a fan of Taurus’ SHO version.

Still, that’s not much comfort to en-thusiasts such as Ron Porter in Lake Orion, Mich., one of 2699 Taurus SHOs in “currant red.”

He bought it in 2008, and it’s worth more today, he said, “People still like it.”

Porter, a member of the national SHO Club, which brings Taurus fans together in droves to kick tires, said it will hurt to see it go.

When Taurus SHO came out, the idea of a modern Ford- official, high-perfor- mance sedan “was pretty radical,” he said. Now, “Ford people are left without that kind of option.”

Airlines spend millions on safety videos, updating them, making them “watchable,” and spicing them up with humor and celebrities in some cases.

But no one listens.

“I flew recently on Japan Airlines. A bit of explanation could go a long way with safety demonstrations.”

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When a plane makes an emergency landing, and you have to run away from burning wreckage on a tarmac, but enough to fly an egg, your feet won’t suffer third-degree burns, and you’ll be able to run to safety faster.

And yet airlines continue to create videos that no one watches.

I truly believe that if the videos ex- plained the nuances behind the instruc- tions they give, people would listen more. For instance, the exhortation to “place the mask over your mouth and nose” could be changed to “place the mask over both your nose and mouth because otherwise you won’t get enough oxygen and you’ll pass out.”

I flew recently on Japan Air Lines. Rather than humor or velocity in the video, they use animation, and it’s all very serious and straightforward. But it was way more informative than I’ve seen on other airlines.

To demonstr- ate leaving the plane in an emergen- cy, a line of animated passengers swills at the exit door, and one by one they pull the cord on their life vests as they leave the plane. The video also shows the con- rect way to jump onto the slide, and when one passenger tries to leave with his bags, the flight attendant stops him.

I have two suggestions. First, airlines should make it a requirement that pas- sengers put down reading material, iPads and smartphones and watch and listen to the safety briefing. Cabin crew should enforce this.

And second, although I appreciate a sense of humor, this is no joking matter. I’d like to see all airlines follow FAA lead and show in greater detail the do’s and don’ts of flight safety.