



Drive one.

09 TAURUS





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UP TO **28**mpg
highway¹

Taurus Limited • Sangria Red Metallic

263-HP CONFIDENCE
PLUS UP TO 28 MPG HWY.¹

For all your crosstown errands or cross-country cruises, call on Taurus. Its 263-hp 3.5L Duratec V6 is managed with the refined efficiency of a smooth-shifting 6-speed automatic. Fill up the fuel tank and you can go your own way for up to 515 miles.² Intake variable cam timing (iVCT) optimizes response. And All-Wheel Drive (AWD) is optional for superior control:

Wheel slippage is anticipated before it occurs. Be it in AWD or FWD form, Taurus sports a MacPherson-strut front suspension and multilink rear suspension — each fortified with a stabilizer bar, gas-pressurized shock absorbers and helical coil-over-shock springs — that work in tandem to hug corners and smooth rough spots. Stop commuting, start driving.

¹2009 EPA-estimated hwy. fuel economy with FWD. ²FWD models.

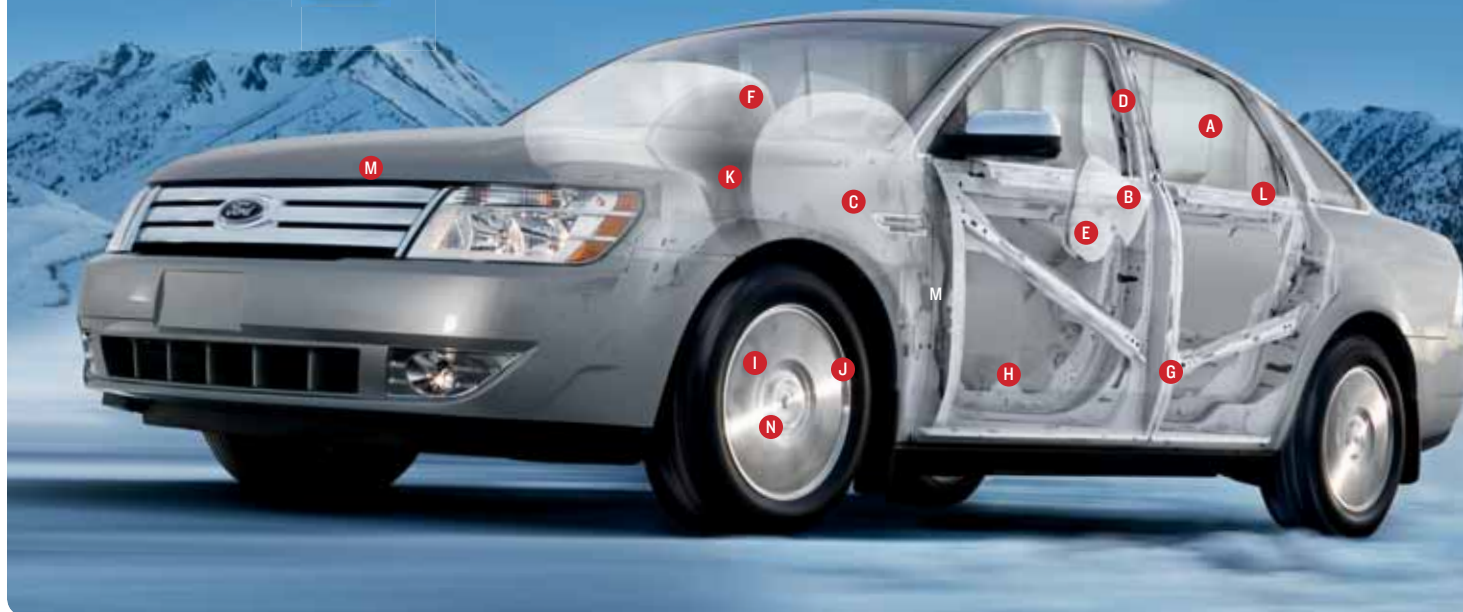


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5-Star frontal and side crash test ratings



- A** Side-curtain airbags — front to back — for outboard occupants; part of the Safety Canopy® System that also includes a rollover sensor
- B** SPACE (Side Protection And Cabin Enhancement) Architecture,™ including pressure crash sensors in the doors
- C** Tripod design is key to the high-strength steel “ring of protection”
- D** Front-seat safety belt pretensioners
- E** Front-seat side airbags
- F** Dual-stage front airbags
- G** Laser-welded side pillars redirect crash forces underneath the seats
- H** Front-Passenger Sensing System
- I** 4-wheel disc Anti-lock Brake System (ABS) with Brake Assist and Traction Control
- J** Tire Pressure Monitoring System
- K** Front and rear crumple zones
- L** LATCH (lower anchors and tether anchors for child-safety seats)
- M** Anti-theft perimeter alarm (SEL and Limited models only)
- N** AdvanceTrac electronic stability control

RATED AMERICA'S SAFEST¹ FULL-SIZE CAR

Taurus protects — it rates the maximum 5 Stars across the board in all frontal and side crash tests conducted by the government's National Highway Traffic Safety Administration (NHTSA). It's also earned "Top Safety Pick" status from the Insurance Institute for Highway Safety (IIHS), which even performs a rear crash-protection test to determine whiplash prevention. To help keep you from straying off the intended path, AdvanceTrac® electronic

stability control² is always on guard. So are 6 airbags. Something new this year: Should an airbag deploy or a safety belt pretensioner activate, the SOS Post-Crash Alert System³ automatically sounds the horn and flashes the hazards. When you hit the road, there's no better, or safer, place to be than in Taurus.

¹Based on both NHTSA 5-Star crash test ratings and 2008 IIHS "Top Safety Pick." Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov). ²Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions. ³SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner.



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2008 Family Car of the Year

New England Motor Press Association (NEMPA)



Taurus Limited • Camel Perforated-Leather Trim and Heated Front Seats • Optional Limited Wood Package and Navigation System

THE MOST INTERIOR VOLUME¹

A THEATER-STYLE SEAT LAYOUT TOO

Class-exclusive Command Seating™ ensures a confident driving experience — an elevated view and effortless entry. You're perfectly positioned in the lap of luxury. There's ample room for 5 adults, and everyone can stretch out in supremely hushed surroundings. Limited models up the ante: The supple, leather-appointed interior is all the more engaging with memory settings for the power-adjustable driver seat, pedals and sideview mirrors. Savor the

innovative Ford SYNC® communications and entertainment system.² For all you audiophiles, the Premium Sound System on Limited delivers a concert-hall experience. On top of that, the accompanying SIRIUS® Satellite Radio³ features more than 130 channels and 100% commercial-free music. A pure delight.

¹Standard 5-passenger Large Car class. ²Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Microsoft is a registered trademark of Microsoft Corporation. The Bluetooth word mark is a registered trademark owned by the Bluetooth SIG, Inc. ³Service not available in Alaska or Hawaii. See your Ford Dealer or contact SIRIUS at 1-888-539-7474 for details. "SIRIUS," the SIRIUS dog logo and "The Best Radio on Radio" are registered trademarks of SIRIUS Satellite Radio Inc.



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Taurus Limited • Optional Navigation System

TRAVEL IN STYLE AND CERTAINTY

Leather trim, contrast stitching, bright accents and an attractive Koa woodgrain appearance add to the richness that's Taurus Limited. Enhance it all, and empower yourself, with the voice-activated Navigation System. It's an exclusive-to-Limited option with a 6.5" touch

screen that clearly displays maps and menus, pinpointing where you are and providing turn-by-turn, spoken Route Guidance. More than 20 different functions — many of which can simply be voice prompted — are readily accessible. Eliminate the guesswork.



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MULTIFACETED

- A. Class-exclusive Ford Sync® is the award-winning standard for communications and entertainment. This voice-activated, customizable media system integrates your Taurus with most Bluetooth®-enabled mobile phones and portable digital media players.¹ It's standard on Limited and optional on SEL. Visit SyncMyRide.com for the latest information about exciting new features. *You talk. SYNC listens.™*
- B. Adjustable rear vents are furnished for guests in back.
- C. Driver and front-passenger seats are available with 2 heat settings.
- D. With the power moonroof option, bring the outside in — anytime, day or night. Open it up all the way, just a little, or simply tilt it for a breath of fresh air. A manual, sliding privacy shade is built in.
- E. Perfect for transporting people and parcels: The fold-flat, power-adjustable front-passenger seat can be lowered in conjunction with the fold-flat, 60/40 split-folding rear seat for maximum carrying capacity — handily fit items nearly 10' in length from back of trunk to front of dashboard.
- F. New this year, the optional rear-window sunshade from Ford Licensed Accessories can be manually raised and lowered. It clips in place, keeps the interior cooler and doesn't interfere with the driver's view.
- G. The cavernous trunk on Taurus measures a full 21.2 cu. ft., ensuring it's the biggest one — by far — of any 4-door car in North America.

¹Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Microsoft is a registered trademark of Microsoft Corporation. The Bluetooth word mark is a registered trademark owned by the Bluetooth SIG, Inc.



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COLORIZE YOUR TAURUS

Exterior and Interior Selections

| SE/SEL | | |
|---------|---|---|
| ● | ● | White Sand Tri-Coat Metallic ¹ |
| ● | ● | Sangria Red Metallic ¹ |
| ● | ● | Smokestone Metallic ¹ |
| ● | ● | Brilliant Silver Metallic ¹ |
| ● | ● | Cinnamon Metallic ¹ |
| ● | ● | White Suede ¹ |
| ● | ● | Dark Ink Blue Metallic |
| ● | ● | Light Ice Blue Metallic |
| ● | ● | Tuxedo Black Metallic ¹ |
| LIMITED | | |
| ● | ● | White Sand Tri-Coat Metallic ¹ |
| ● | ● | Sangria Red Metallic ¹ |
| ● | ● | Smokestone Metallic ¹ |
| ● | ● | Brilliant Silver Metallic ¹ |
| ● | ● | Cinnamon Metallic ¹ |
| ● | ● | White Suede ¹ |
| ● | ● | Dark Ink Blue Metallic |
| ● | ● | Light Ice Blue Metallic |
| ● | ● | Tuxedo Black Metallic ¹ |

¹New for 2009.

Ford uses clearcoat paint for beauty and protection. Colors shown are representative only. Not all colors are available on all models. See your dealer for actual paint/trim options. Vehicles shown may contain optional equipment.



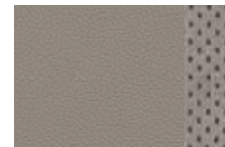
Medium Light Stone Cloth
Standard on SE and SEL



Camel Cloth
Standard on SE and SEL



Camel Leather
Standard on Limited; Available on SEL



Medium Light Stone Leather
Standard on Limited; Available on SEL



Black Leather
Standard on Limited



White Sand Tri-Coat Metallic



Sangria Red Metallic



Smokestone Metallic



Brilliant Silver Metallic



Cinnamon Metallic



White Suede



Dark Ink Blue Metallic



Light Ice Blue Metallic



Tuxedo Black Metallic



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Dimensions and Ratings

EXTERIOR

| | |
|---|-------------|
| Overall length | 201.8" |
| Wheelbase | 112.9" |
| Width (excluding mirrors/including mirrors) | 74.5"/82.9" |
| Height | 61.5" |

INTERIOR

| | |
|---------------|-------|
| Front | |
| Head room | 39.6" |
| Shoulder room | 57.8" |
| Hip room | 53.7" |
| Leg room | 41.3" |
| Rear | |
| Head room | 38.8" |
| Shoulder room | 57.6" |
| Hip room | 53.6" |
| Leg room | 41.2" |

CAPACITIES

| | |
|---------------------------------|-------|
| Seating | 5 |
| Passenger volume (cu. ft.) | 108.0 |
| Luggage volume (cu. ft.) | 21.2 |
| Total interior volume (cu. ft.) | 129.2 |
| Fuel capacity (gal.) | 20.0 |

HORSEPOWER AND TORQUE

| | |
|---------------------------------|-----------------------------------|
| 3.5L 24-valve Duratec V6 engine | hp/torque (lb.-ft.) |
| | 263 @ 6250 rpm/ 249 @ 4500 rpm |

2009 EPA-ESTIMATED FUEL ECONOMY

| | |
|-----|-------|
| FWD | 18/28 |
| AWD | 17/24 |

Standard Features

MECHANICAL

- 3.5L Duratec V6 engine
- 6-speed automatic transmission
- 4-wheel disc Anti-lock Brake System (ABS)
- Brake Assist
- Compact spare tire
- Front-wheel drive (FWD)
- Hydraulic power steering
- Traction Control

SAFETY AND SECURITY

- Personal Safety System[®] for driver and front passenger – Includes dual-stage front airbags¹; safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
- Safety Canopy[®] System with side-curtain airbags¹ and rollover sensor
- AdvanceTrac[®] electronic stability control
- Battery saver
- Belt-Minder[®] front safety belt reminder
- Child-safety rear door locks
- Front-seat side airbags¹
- Illuminated entry
- Integrated keyhead transmitter remotes (2)
- LATCH – Lower anchors and tether anchors for child-safety seats
- SecuriCode[™] keyless-entry keypad
- SecuriLock[®] passive anti-theft ignition system
- SOS Post-Crash Alert System
- SPACE (Side Protection And Cabin Enhancement) Architecture[™]
- Tire Pressure Monitoring System (excludes spare)

SEATING

- Command Seating[™]
- 6-way power driver seat with manual lumbar adjustment
- Front-row bucket seats
- 2-way power, fold-flat front-passenger seat
- 60/40 split-folding rear seatbacks

INTERIOR

- 2nd-row reading lights
- Accessory delay
- Auto-dimming rearview mirror
- Auxiliary audio input jack
- Front and rear carpeted floor mats
- Front center floor console with armrest, beverage holders and storage
- Front overhead console with dome light, map light and sunglasses holder
- Leather-wrapped steering wheel
- Message center with compass
- Power door locks and windows with one-touch-up/-down driver-window feature
- Power points (3)
- Sliding sun visors with illuminated vanity mirrors
- Steering wheel-mounted cruise and secondary audio controls
- Tilt steering wheel

EXTERIOR

- 3-bar bright chrome grille
- Dual chrome exhaust tips
- Fog lamps
- Rear-window defroster
- Solar-tinted glass

¹Always wear your safety belt and secure children in the rear seat.

Wheels



17" 8-Spoke Bright-Finish Aluminum
Standard on SE



17" 8-Spoke Bright-Finish Aluminum
with Painted Pockets
Standard on SEL



18" 7-Spoke Chrome-Clad Aluminum
Standard on Limited



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PERSONALIZE YOUR TAURUS IN 4 STEPS

1

Choose your model

Taurus Powertrain

Make things happen with on-demand acceleration. The die-cast, aluminum-block V6 engine produces a robust 263 hp and 249 lb.-ft. of torque; employs dual overhead cams (DOHC) and intake variable cam timing (iVCT) for optimal output per liter; attains peak performance on regular unleaded gasoline; and is teamed with a 6-speed automatic that delivers ultra-smooth, precision shifts and contributes to the impressive 28-mpg-highway efficiency for front-wheel-drive models.

3.5L Duratec DOHC 24-valve V6 engine

- 6-speed automatic transmission
- 263 hp

UP TO
28mpg
highway¹

Taurus SE Equipped with all the standard features on previous page, plus:

- 17" 8-spoke bright-finish aluminum wheels with P215/60R17 tires
- 2-way power fold-flat front-passenger seat
- Air conditioning
- AM/FM stereo/single-CD player with MP3 capability and 4 speakers
- Rear-seat center armrest with beverage holders
- Body-color door handles
- Body-color, power sideview mirrors

Taurus SEL Includes all the standard SE features, plus:

- 17" 8-spoke bright-finish aluminum wheels with painted pockets
- Anti-theft perimeter alarm
- 8-way power driver seat with power recline
- Dual-zone Electronic Automatic Temperature Control
- Leather-wrapped shift knob
- AM/FM stereo/6-disc in-dash CD changer with MP3 capability and 4 speakers
- SIRIUS Satellite Radio
- Automatic headlamps with on/off delay and wiper-activated headlamps feature
- Body-color, power, heated sideview mirrors with security approach lamps

Taurus Limited Includes all the standard SEL features, plus:

- 18" 7-spoke chrome-clad aluminum wheels with P225/55R18 tires
- 4-way power fold-flat front-passenger seat with manual lumbar adjustment
- Heated driver and front-passenger seats with 2 heat settings
- Leather-trimmed seats
- Memory settings for driver seat
- Premium Sound System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability, 8 speakers and subwoofer
- Ford SYNC® voice-activated, in-vehicle communications and entertainment system
- Analog clock
- Power-adjustable pedals with memory
- Universal Garage Door Opener
- Cargo net
- Chrome-accented door handles
- Chrome-accented, power, heated sideview mirrors with memory and security approach lamps
- Reverse Sensing System

Continue your build on the next page.



Taurus SE



Taurus SEL



Taurus Limited

¹2009 EPA-estimated hwy. fuel economy with FWD.



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2 Choose your options

Taurus SE

- SIRIUS Satellite Radio

Taurus SEL

- All-Wheel Drive (AWD)
- Ford SYNC® voice-activated communications and entertainment system
- Leather-trimmed seats with heated front seats
- Manual rear-window sunshade
- Power-adjustable pedals
- Power moonroof
- Reverse Sensing System

Taurus Limited

- All-Wheel Drive (AWD)
- Manual rear-window sunshade
- Power moonroof
- Voice-activated Navigation System

3 Choose your package

Limited Wood Package

Includes genuine wood insert on steering wheel and woodgrain appearance on shift knob (Available on Limited)

Continue your build on the next page.



Optional Limited Wood Package



Available SYNC steering wheel-mounted controls



Available Reverse Sensing System



Available Dual-zone Electronic Automatic Temperature Control



Standard SecuriCode™ keyless-entry keypad

Comparisons based on 2008 competitive models (Standard 5-passenger Large Car class), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following release of this PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.



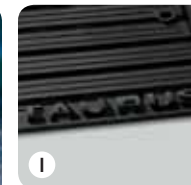
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4 Customize your Taurus

- A. Dual INVISION® DVD Headrests¹
 - B. Interior cargo organizer
 - C. Electrochromic mirrors
 - D. Bug deflector
 - E. Premium carpeted floor mats
 - F. Wheel locks
 - G. Garmin® nüvi® Portable Navigation System¹
 - H. Remote start systems
 - I. All-weather floor mats
 - J. Side window deflectors
 - K. Keyless entry keypad
 - L. Moonroof deflector
- Also available:**
- Interior lighting kit
 - Splash guards
 - Ashcup/coin holder/Smoker's Pack
 - Vehicle security system
 - Ford SYNC
 - HD Radio^{®1}
 - Wiper Shaker¹
 - Thule® accessories¹
 - Skyway SmartAlert™¹
 - Rear-window sunshade¹

¹Ford Licensed Accessories.
Garmin is a registered trademark of Garmin Ltd.



Visit fordaccessories.com to use the Accessorizer, learn complete accessory details and view purchase instructions.



Genuine Ford Accessories will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Contact your local Ford Dealer for details and a copy of the limited warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. Contact your Ford Dealer for details regarding the manufacturer's limited warranty and/or a copy of the FLA product limited warranty offered by the accessory manufacturer.



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Drive quality.

Taurus ranks at the top of the large car class in the 2008 SmartChoice Lowest Maintenance Costs awards presented by *IntelliChoice.com*.



Drive green.

Taurus achieves up to 28 mpg highway.¹ And its Chicago Manufacturing Campus includes an entire 6.5 acres of restored wetlands.



Drive safe.

Taurus is rated America's safest² full-size car, achieving 5-Star status in every NHTSA crash test and ranking as an IIHS "Top Safety Pick."



Drive smart.

Standard: SPACE (Side Protection And Cabin Enhancement) Architecture.TM
Optional: Voice-activated navigation and Ford SYNC.^{®3}



¹2009 EPA-estimated hwy. fuel economy with FWD. ²Based on both NHTSA 5-Star crash test ratings and 2008 IIHS "Top Safety Pick." ³Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov). ⁴Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so.

New Vehicle Limited Warranty. We want your Ford Taurus ownership experience to be the best it can be. So under this warranty, your new vehicle comes with 3-year/36,000-mile Bumper-to-Bumper Coverage, 5-year/60,000-mile Powertrain Warranty Coverage, 5-year/50,000-mile Safety Restraint Coverage, and 5-year/unlimited-mile Corrosion (Perforation) Coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

Roadside Assistance. Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the car, or need towing. Your Ford Dealer can provide complete details on all of these advantages.

Ford Credit. Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com.

Extended Service Plan. For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln Mercury dealerships.

Insurance Services. Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.



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