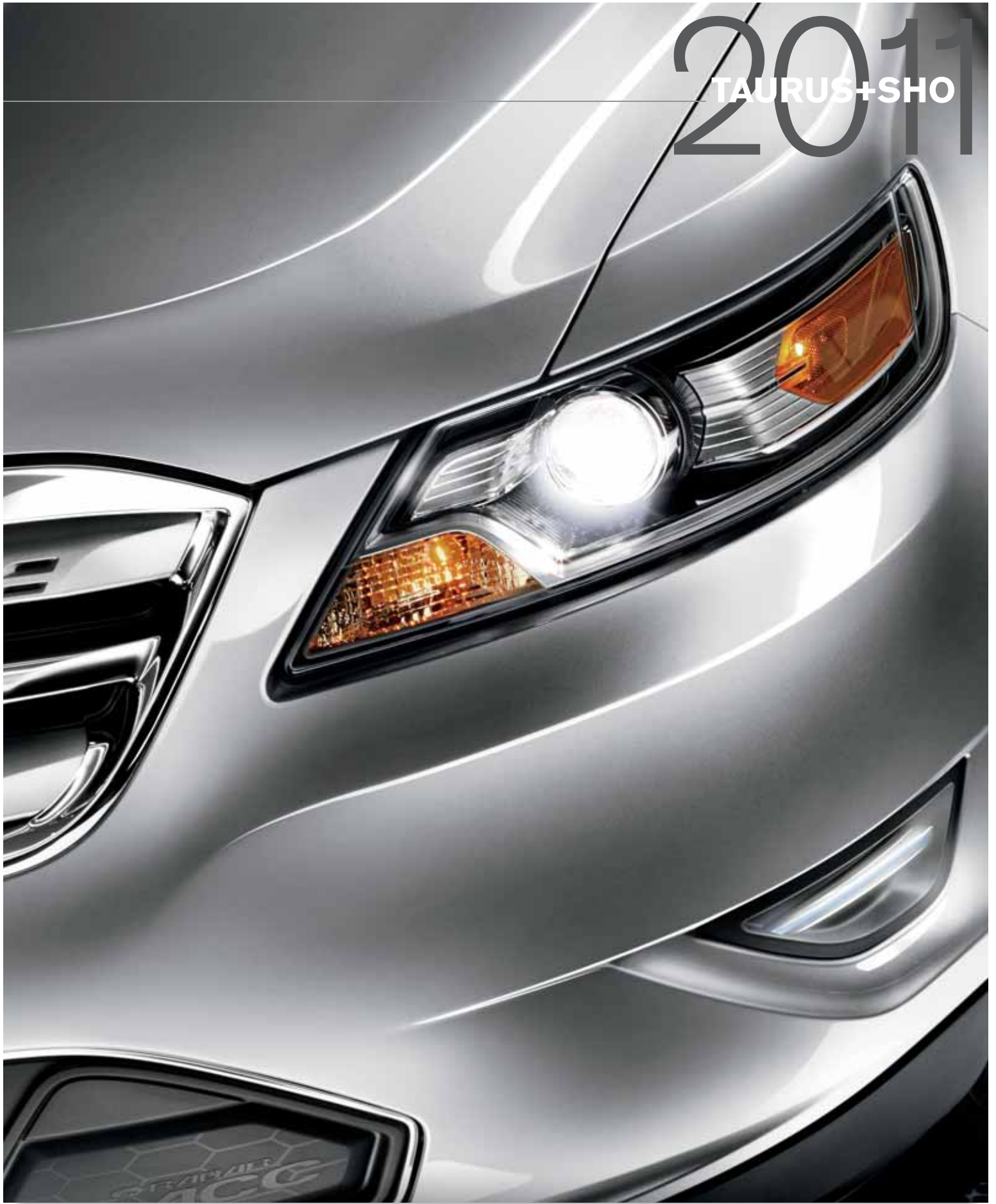


2011  
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# MOST INNOVATIVE Full-Size Sedan in America.<sup>1</sup>



TAURUS LIMITED • INGOT SILVER METALLIC • AVAILABLE EQUIPMENT

## THE NEW 2011 TAURUS

It doesn't get any better. Taurus is the **"Highest-Ranked Large Car in Initial Quality"**<sup>2</sup> in 2010. Crafted by an obsessive engineering and design team, it's defined by an array of **class-exclusive and "first-ever" technologies**, plus surprisingly brilliant driver-focused features that'll change the way you travel. In fact, *Edmunds.com* called the available Ford SYNC<sup>®</sup> system "groundbreaking" and honored the 2010 Taurus as the first car to win their **"Technology Breakthrough"** award. Ford Taurus. It's a breakthrough – through and through.

<sup>1</sup>Based on total number of first-in-class/class-exclusive features. Class is Full-Size Non-Luxury Sedans vs 2010/2011 competitors. <sup>2</sup>The 2010 Ford Taurus received the lowest number of problems per 100 vehicles among large cars in the proprietary J.D. Power and Associates 2010 Initial Quality Study.<sup>SM</sup> Study based on responses from 82,095 new-vehicle owners, measuring 236 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February–May 2010. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).

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## 28 MILES PER GALLON<sup>1</sup>: RISE TO A NEW STANDARD

A car of this caliber isn't often associated with impressive fuel economy. Yet Taurus is where high mileage and high performance thrive. A **3.5L Duratec® V6 engine** delivers a liquid-smooth and highly efficient **263 hp**. It's mated with a 6-speed automatic transmission to put you in the right gear at the right time. If you prefer to rev it up, Taurus offers an available **SelectShift Automatic™ transmission** for manual shifts using racing-style paddles on the steering wheel.

Road dynamics are equally impressive, thanks to extensive hands-on testing. Countless hours in the lab and on the track allowed our engineering team to fine-tune the suspension calibrations on Taurus to perfect its ride and handling balance. "Each change was designed to **wake you up and make you feel alive behind the wheel,**" explains Cristina Rodriguez, Vehicle Dynamics Development Engineer on Taurus. And she should know. She's not just a dedicated Ford engineer, she's also a race car driver.

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### MAGNIFICENT MILES

Beauty has its benefits, and every flowing line on this muscular physique has its purpose. Consider the crease that runs across the trunk lid of the 2011 Taurus. It's one of the many details that designers carefully finessed to create the most **aerodynamic, wind-slicing shape**. The design helps contribute to enhancements in performance, interior quiet and fuel economy. Our philosophy: Every square inch counts.

<sup>1</sup>EPA-estimated 18 city/28 hwy/22 combined mpg, FWD with 6-speed automatic transmission.

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## HIGH-PROFILE DESIGN: SENSE THE STIMULATING THINKING

Cool Ice Blue™ Lighting welcomes you. A solid sense of quiet surrounds you. The quality of high-grade materials and high-tech features dazzle you. No question: Ford stylists have carved out a distinctly satisfying space inside Taurus. A **unique forward-leaning center stack** flows into a sweeping center console, enlarging the cabin, elevating controls and visually suggesting individual passenger compartments. The front seats graciously offer a unique sensory experience with the availability of **industry-first massaging seats**, plus the comfort of heating and cooling. For rear passengers, heated seats are also an option. And to block harmful, hot solar rays, an available **rear-window power sunshade** rises with the touch of a button.



TAURUS LIMITED • LIGHT STONE LEATHER TRIM WITH PERFORATED INSERTS • AVAILABLE EQUIPMENT

### EXCLUSIVE ACTIVE MOTION™

No other vehicle in the class<sup>1</sup> offers available multicontour Active Motion™ **massaging front seats**. These attentive onboard masseurs include 7 air cushions that lightly massage your back and legs while actively adjusting the contour of your seat. The motion helps promote blood flow so you arrive invigorated and alert.

<sup>1</sup>Class is Full-Size Non-Luxury Sedans vs. 2010/2011 competitors.



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## VOICE OR TOUCH CONTROL: ADVANCE YOUR TRAVELS



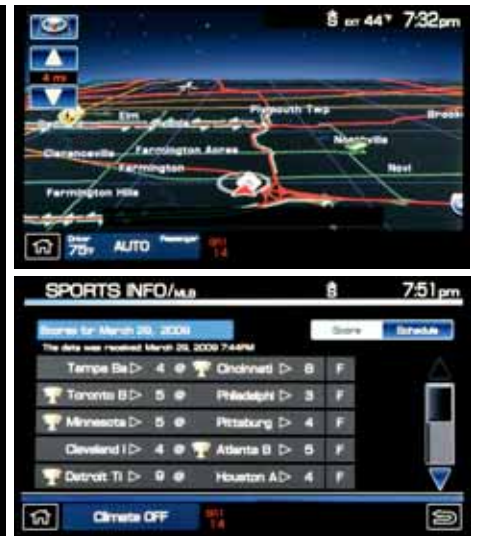
SYNC. Say the word. Voice-activated **Ford SYNC®** is an award-winning, available system that works with your paired Bluetooth®-enabled mobile phone, your digital media player and even a USB drive. It provides hands-free calling, plays your music, delivers Vehicle Health Reports and 911 Assist.™ With the simple touch of a button and voice commands, SYNC with **Traffic, Directions and Information** provides turn-by-turn directions, personalized traffic reports, news, sports, weather and business searches!

[SyncMyRide.com](http://SyncMyRide.com) has the latest details.



The available **Navigation System** (shown) features a vibrant 8-in. LCD touch screen. With its colorful maps, you can zoom, scroll and preview your route. This system plays DVDs while Taurus is in Park and provides nearly 10 gigs of storage space for your photos and music. It also includes an introductory 6-month subscription to **Sirius Traffic™** and **Sirius Travel Link.™<sup>2</sup>**

With available **Sirius® Satellite Radio**, you'll enjoy an introductory 6-month subscription to over 130 channels including 100% commercial-free music, plus the best in sports, news, talk and entertainment, 24/7, coast-to-coast.<sup>2</sup> New for 2011, you can add "The Best of XM" channels at no charge.<sup>2</sup>



<sup>1</sup>Driving 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. Real-time traffic and turn-by-turn directions available in select markets. Standard text messaging and data rates apply. <sup>2</sup>Some features unavailable while driving. Subscription required after introductory 6 months expire. Call 1-800-351-4517 for details on "The Best of XM."

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## RADAR TECHNOLOGIES: ESTABLISH YOUR OWN AIRSPACE

Surround yourself with the **power of Taurus's available radar systems**. Adaptive cruise control and collision warning with brake support. BLIS<sup>®</sup> with cross-traffic alert. They help see what's coming when you can't. More driver information is always better. No other vehicle in the class offers this kind of peace of mind and convenience.

### TOP SAFETY PICK

The 2010 Taurus was recognized as a "**Top Safety Pick**" by the Insurance Institute for Highway Safety (IIHS).

### WAKE-UP CALL

According to the National Highway Traffic Safety Administration (NHTSA), **up to a third of all crash reports involve rear-end collisions**. One key reason: driver distraction. While the big, fast-cooling, ventilated disc brakes on Taurus provide exceptional stopping power, only *you* can control your attention and reaction time. That's why Taurus offers available radar systems that are designed to help you avoid an accident.



### SAFE DEGREES OF SEPARATION

Available **adaptive cruise control** uses forward radar to monitor traffic. It's designed to adjust your cruising speed to maintain a preset "headway" distance to the vehicle in front of you (29, 44 or 66 yards).

Based on a speed of 60 mph.



### RED ALERT

Early warning is key to helping prevent an accident, so Taurus offers available **collision warning with brake support**. This radar-based system is designed to alert you if its sensors detect a potential collision with the car in front of you by flashing a heads-up-display red warning light across the windshield and sounding an alarm. That alert can provide 1.5 to 2.5 seconds for you to hit the brakes. If you don't react in time, it pre-charges the brakes and increases brake-assist sensitivity to provide full responsiveness when you brake.



### BACKUP CLEARANCE

Unlike most rear-sensing systems, the available **cross-traffic alert** system uses radar to watch for traffic behind you when slowly backing out of a parking spot. When it detects vehicles approaching from up to 15 yards away (about 5 parking spaces), it sends an audible warning, a message center alert, and a visual display in the corresponding mirror. Brilliant technology to help prevent a bad day.

### YOUR LOOKOUT

Help avoid neck wrenching and panic maneuvers with the available **BLIS (Blind Spot Information System)**. When driving, this vigilant watchdog uses 2 radar sensors located in the rear quarter panels to detect vehicles in the surrounding lanes. If a vehicle enters one of your blind-spot zones, the system alerts you with a warning light in the appropriate sideview mirror.



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## POWER IN YOUR POCKET: THE KEY TO INSTANT GRATIFICATION

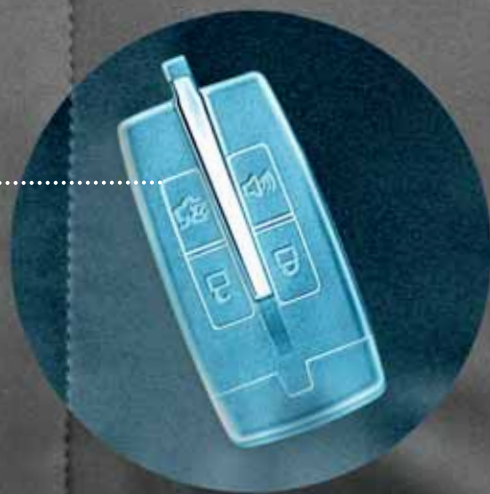


### INSTANT IN - AND ON

With available **Intelligent Access with push-button start**, you merely approach the car and touch the keypad. Sensing the remote in your pocket or purse, Taurus unlocks for you. Settle in, press the brake pedal and start button, and the engine purrs to life. No turn of the ignition required.

### STORE THE KEY WHERE YOU PLEASE

Pocket, purse, gym bag. You won't be needing it. Your fingers are powerful **extensions of your automobile**. With a simple touch, you can unlock the door, start the engine and more. Smart. (You've got to hand it to thoughtful engineering.)



### MINDING THEIR (ROAD) MANNERS

The industry-first, **Ford-exclusive MyKey® owner controls** feature lets you assign separate keys for additional drivers, all coded to enforce your specific driving restrictions. You can limit vehicle functions, including top speed and audio volume, and add warning alerts at pre-selected speeds. When activated, MyKey also encourages smart driving behavior by muting audio until safety belts are buckled, chiming earlier for low-fuel warnings, and prohibiting the shutoff of key accident-avoidance features like AdvanceTrac® electronic stability control.

1-2

3-4

5-6

7-8

9-0

### MAGIC TOUCH

It's mounted flush, and is unseen on the driver's door pillar until you touch it. Instantly, the standard, **industry-exclusive SecuriCode™ invisible keypad** glows red. Press the illuminated numbers to enter your 5-digit code, and you're in. It's freedom to leave your keys behind.



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## TAURUS SHO: FLY UNDER THE RADAR

It lies quietly in wait, a **365-hp**,<sup>1</sup> twin-turbocharged, direct-injection **EcoBoost™ V6** sitting under the hood. As it launches, others catch a glimpse of its powerful shape, punctuated by the **tuned exhaust note** that emanates from dual chrome-tipped pipes. An **aerodynamic rear spoiler** and lower front chin state its intentions and enhance performance. Premium 19-in. aluminum wheels or available 20s add sophisticated shine. From the outside, it might slip by undetected but for its stealthy **painted grille**, crisp **HID headlamps** and unique **LED parking lamps**.

Inside, there's no question: SHO is every inch a driver's car. Plant yourself behind the leather-wrapped steering wheel, onto the perforated **Miko® Suede and leather-trimmed** power driver's seat. Crisp **aluminum trim** gleams before you, a unique high-tech finish that's part of the SHO treatment. It reaches all the way down to your feet, where **aluminum pedals** wait to be pressed to the **"SHO" branded floor mats**. Time to take off.



TAURUS SHO • RED CANDY METALLIC TINTED CLEARCOAT • AVAILABLE EQUIPMENT

<sup>1</sup>Figure achieved using premium unleaded gasoline. Premium fuel is recommended for EcoBoost V6, but not required.

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## SUPERB HANDLING: GET IN TIGHT WITH SHO

### PEAK PERFORMER

For the ultimate enthusiast, push it over the top with the **SHO Performance Package**. It includes upgraded brake pads, sport-calibrated steering, a "Sport Mode" setting for the AdvanceTrac® system, a lower 3.16:1 final drive ratio (vs. 2.77:1) for faster acceleration, and 20-in. summer performance tires on premium painted-aluminum wheels for tenacious grip.

Tighter handling, tighter turns, a tighter relationship with the road. With SHO, driving dynamics take a serious turn. We optimized chassis calibrations for precise response to driver inputs and exceptional body control in the curves. Unique, SHO-specific equipment includes **sport-tuned struts and shocks, larger front and rear stabilizer bars, higher spring rates and higher-rate front strut mounts**. A greater power bias to the rear wheels gives the standard **all-wheel-drive SHO** superb balance. At the critical driver interface, advanced **electric power-assisted steering** delivers crisp response and excellent on-center feel.

# 1:1

### UNBELIEVABLE BALANCE

Taurus features an **SR1 rear suspension**. Named for its one-to-one rear shock absorber ratio, this geometry provides a superior balance between cornering and handling, while offering a stable baseline for tuning. And its full, dynamic range accommodates 20-in. rims.



### TRANSFER OF POWER

A high-capacity **6-speed SelectShift Automatic™ transmission** delivers EcoBoost's amazing power to the road via a sophisticated torque-sensing All-Wheel-Drive System. With 6 speeds at its disposal, SHO intuitively selects the perfect gear at any moment for effortless acceleration and comfortable high-speed cruising. If you're up for it, paddle shifters put control at your fingertips.



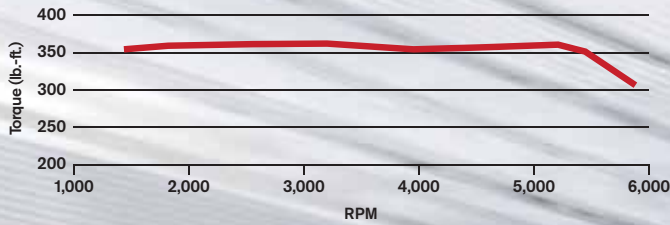
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## ECOBOOST: SHRED THE PERFORMANCE ENVELOPE



### FAST FORWARD

No need to wait for rpm to build with the **EcoBoost V6**. Just enjoy the broad, **linear torque band** all the way from 1,500 to 5,000 rpm.



At the heart of SHO's performance is the highly advanced **3.5L EcoBoost™ V6 twin-turbocharged, direct-injection engine**. From a modest 3.5 liters, it delivers a stunning **365 hp and 350 lb.-ft. of torque**.<sup>1</sup> The secret is the masterful partnership of twin turbochargers and direct fuel injection – the first such production engine in North America. It gives you the **thrust of a V8**, with the **thirst of a V6**.<sup>2</sup> Stunningly rewarding.

<sup>1</sup>Figures achieved using premium unleaded gasoline.

<sup>2</sup>EPA-estimated 17 city/25 hwy/20 combined mpg.

### PERFECT SHOT

The direct injectors spray fuel with the carefully measured obsession of a chemist. **Fuel is delivered through precision-machined microscopic openings** at the injector tip, atomized by intense pressure to create fine droplets that average 15 microns in size. The high-pressure mist has a cooling effect that allows denser air into the combustion chamber for maximum power with every stroke.

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## Standard Features

### Mechanical

4-wheel disc Anti-Lock Brake System (ABS)
Brake- and engine-actuated traction control
Power rack-and-pinion steering
Suspension – Front: independent MacPherson strut
Suspension – Rear: independent multilink

### Seating

Front bucket seats
60/40 split-fold rear seat back

### Interior

2nd-row reading lights
Accessory delay for power features
Auxiliary audio input jack
Driver and front-passenger seat back map pockets
Front and rear carpeted floor mats
Front center floor console with armrest and storage
Front overhead console with dome light and map light
Power door locks
Powerpoints (3)
Sliding sun visors with illuminated vanity mirrors
Steering wheel-mounted cruise and audio controls
Tilt/telescoping steering column

### Exterior

Easy Fuel® capless fuel filler
Rear-window defroster
Solar-tinted glass

### Dimensions & Capacities

#### Exterior

Wheelbase	112.9"
Length	202.9"
Height	60.7"
Width – Excluding mirrors	76.2"
Width – Including mirrors	85.7"

#### Interior

<b>Front</b>	
Head room	39.0"
Shoulder room	57.9"
Hip room	56.3"
Leg room	41.9"

#### Rear

Head room	37.8"
Shoulder room	56.9"
Hip room	55.8"
Leg room	38.1"

#### Cargo Volume

Passenger volume (cu. ft.)	102.2
Luggage capacity (cu. ft.)	20.1
Total interior volume (cu. ft.)	122.3
Fuel capacity (gal.)	
FWD	19.0
AWD	19.0

### Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags, <sup>1</sup> safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
Front-seat side airbags <sup>1</sup>
Safety Canopy® System with side-curtain airbags <sup>1</sup> and rollover sensor
3-point safety belts for all seating positions
AdvanceTrac® electronic stability control
Battery saver
Belt-Minder® front safety belt reminder
Child-safety rear door locks
Emergency trunk release
Illuminated entry
LATCH – Lower anchors and tether anchors for child-safety seats
MyKey® owner controls feature
Remote Keyless Entry System with integrated keyhead transmitter remotes (2)
SecuriCode™ invisible keypad
SecuriLock® Passive Anti-Theft System
Side-intrusion door beams
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)

### Horsepower, Torque & EPA-Estimated Fuel Economy

#### 3.5L Duratec® V6 Engine

Horsepower	263 @ 6,250 rpm
Torque (lb.-ft.)	249 @ 4,500 rpm
6-speed automatic	18 city/28 hwy/22 combined mpg
6-speed SelectShift Automatic™	
FWD	18 city/27 hwy/21 combined mpg
AWD	17 city/25 hwy/20 combined mpg

#### 3.5L EcoBoost™ V6 Engine

Horsepower	365 @ 5,500 rpm
Torque (lb.-ft.)	350 @ 3,500 rpm
6-speed SelectShift Automatic	
AWD	17 city/25 hwy/20 combined mpg

Dimensions may vary by trim level.  
Cargo and load capacity limited by weight and weight distribution.

**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 vehicle 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](http://fordcredit.com).

**Ford 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](http://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.

Comparisons based on 2010/2011 competitive models (Class is Full-Size Non-Luxury Sedans), publicly available information and Ford certification data at release of PDF. 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 the 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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Sony is a registered trademark of the Sony Corporation.

HD Radio is a proprietary trademark of iBiquity Digital Corp.

<sup>1</sup>Always wear your safety belt and secure children in the rear seat.



## SE

### Rapid Spec 100A

Includes all standard features, plus:

#### Mechanical

3.5L DOHC Duratec® V6 engine

6-speed automatic transmission

17-in. painted Sparkle Silver aluminum wheels

P235/60R17 all-season tires

Front-wheel drive (FWD)

#### Seating

6-way power driver's seat with manual lumbar adjustment

2-way manual front-passenger seat

Cloth seats

#### Interior

AM/FM stereo/single-CD player with MP3 capability and 6 speakers

Day/night rearview mirror

Message center

Power windows with one touch-up/-down driver's side window feature

Single-zone manual air conditioning

#### Exterior

Black, power sideview mirrors

Incandescent taillamps with red surrounds

Twin chrome-tipped exhaust

Wiper-activated halogen headlamps with autolamp



## SEL

### Rapid Spec 200A

Includes select SE features, plus:

#### Mechanical

6-speed SelectShift Automatic™ transmission with paddle shifters

18-in. painted Sparkle Silver aluminum wheels

P235/55R18 all-season tires

#### Seating

Unique cloth seats

#### Interior

Auto-dimming rearview mirror

Dual-zone electronic automatic temperature control

Leather-wrapped shift knob

Leather-wrapped steering wheel

Message center with compass

Outside temperature display

Sirius Satellite Radio with introductory 6-month subscription

#### Exterior

Anti-theft perimeter alarm

Body-color, power, heated sideview mirrors with security approach lamps

Supplemental park lamps



## LIMITED

### Rapid Spec 300A

Includes select SEL features, plus:

#### Mechanical

19-in. chrome-clad aluminum wheels

P255/45R19 all-season tires

#### Seating

10-way power driver and front-passenger seats with driver's side memory feature

Leather-trimmed seats with perforated inserts

#### Interior

Ambient lighting

Cargo net

Ford SYNC® voice-activated, in-vehicle connectivity system

Leather-wrapped steering wheel with wood accent

Power windows with global open and one-touch-up/-down for driver and front passenger

Premium Sound System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability and 6 speakers, plus additional center speaker

Universal garage door opener

#### Exterior

Chrome-accented, power, heated sideview mirrors with memory and security approach lamps

Incandescent taillamps with chrome surrounds

Rear view camera

Reverse Sensing System



## SHO

### Rapid Spec 400A

Includes select LIMITED features, plus:

#### Mechanical

3.5L EcoBoost™ V6 engine

19-in. premium painted Luster-Nickel aluminum wheels

P255/45R19 all-season tires

All-wheel drive (AWD)

Electric power-assisted steering with drift control

Painted-Black brake calipers

Sport-tuned suspension

#### Seating

Leather-trimmed seats with perforated Miko® Suede inserts

#### Interior

Aluminum brake and accelerator pedal covers

Intelligent Access with push-button start

Leather-wrapped steering wheel with perforated leather accent

"SHO" branded front floor mats

#### Exterior

Body-color, power, heated sideview mirrors with memory, security approach lamps and auto-dimming driver's side

Dual exhaust with chrome tips

High-intensity discharge (HID) headlamps with autolamp

Rear spoiler

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# SE & SEL



TAURUS SEL • LIGHT STONE LEATHER TRIM • AVAILABLE EQUIPMENT



TAURUS SEL • TUXEDO BLACK METALLIC • AVAILABLE EQUIPMENT

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# SE & SEL OPTIONAL FEATURES

## SE Exterior Colors

SE Exterior Colors	Interior Color
White Suede	●
Bordeaux Reserve Red Metallic	●
Kona Blue Metallic	●
Ingot Silver Metallic	●
Sterling Gray Metallic	●
Tuxedo Black Metallic	●

Interior: ● Light Stone Cloth

## SEL Available Rapid Spec

Rapid Spec 201A – SYNC + Reverse Sensing System  
 Rapid Spec 202A – SYNC + Reverse Sensing System  
 + ambient lighting + Intelligent Access with push-button start + power-adjustable pedals + Audio System from Sony® with AM/FM stereo/6-disc in-dash CD changer, MP3 capability, 12 speakers and 390 watts + rear view camera + 19-in. painted Sparkle Silver aluminum wheels with P225/45R19 all-season tires

## SEL Available Options

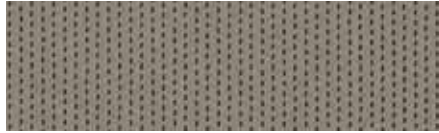
All-wheel drive (AWD)  
 Leather-trimmed seats with heated front seats and 6-way power front-passenger seat with manual lumbar  
 Multicontour front seats with Active Motion™ (requires leather-trimmed seats)  
 Power moonroof (requires Rapid Spec 201A or 202A)

## SEL Exterior Colors

SEL Exterior Colors	Interior Colors
White Suede	● ■
Bordeaux Reserve Red Metallic	● ● ■ ■
Kona Blue Metallic	● ● ■ ■
Red Candy Metallic Tinted Clearcoat <sup>1</sup>	● ● ■ ■
White Platinum Metallic Tri-coat <sup>1</sup>	● ● ■ ■
Gold Leaf Metallic	● ■
Ingot Silver Metallic	● ● ■ ■
Sterling Gray Metallic	● ● ■ ■
Tuxedo Black Metallic	● ● ■ ■

Interiors: ● Light Stone Cloth ● Charcoal Black Cloth  
 ■ Light Stone Leather ■ Charcoal Black Leather

## INTERIOR



Light Stone Cloth  
Standard on SE



Light Stone Cloth  
Standard on SEL



Charcoal Black Cloth  
Standard on SEL

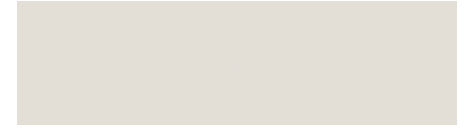


Light Stone Leather  
Optional on SEL



Charcoal Black Leather  
Optional on SEL

## EXTERIOR



White Suede



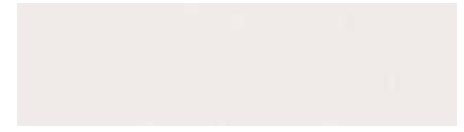
Bordeaux Reserve Red Metallic



Kona Blue Metallic



Red Candy Metallic Tinted Clearcoat



White Platinum Metallic Tri-coat



Gold Leaf Metallic



Ingot Silver Metallic



Sterling Gray Metallic



Tuxedo Black Metallic



17-in. Painted Sparkle Silver Aluminum Wheels  
Standard on SE



18-in. Painted Sparkle Silver Aluminum Wheels  
Standard on SEL



19-in. Painted Sparkle Silver Aluminum Wheels  
Optional on SEL

Colors are representative only.  
See your dealer for actual paint/trim options.

<sup>1</sup>Additional charge.

# LIMITED



CHARCOAL BLACK • AVAILABLE EQUIPMENT



INGOT SILVER METALLIC • AVAILABLE EQUIPMENT

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# LIMITED OPTIONAL FEATURES

## Available Rapid Spec

Rapid Spec 301A – Heated and cooled driver and front-passenger seats + heated rear seats + rear-window power sunshade + "LIMITED" branded front floor mats

Rapid Spec 302A – Intelligent Access with push-button start + power-adjustable pedals with memory + Audio System from Sony® with 12 speakers and 390 watts + auto-dimming driver's side sideview mirror + auto high beam headlamps + BLIS® (Blind Spot Information System) with cross-traffic alert + rain-sensing windshield wipers + "LIMITED" branded front floor mats

Rapid Spec 303A – Includes all content of Rapid Spec 301A and 302A

## Available Options

Adaptive cruise control and collision warning with brake support (requires Rapid Spec 302A or 303A)

All-wheel drive (AWD)

Hard drive-based, voice-activated Navigation System featuring Sirius Traffic and Sirius Travel Link (with introductory 6-month subscription) and nearly 10 gigabytes of digital storage for pictures and music; includes HD Radio™, AM/FM stereo/single-CD/DVD, and MP3 capability (requires Rapid Spec 302A or 303A)

Multicontour front seats with Active Motion™ (requires Rapid Spec 301A or 303A)

Power moonroof (n/a with Rapid Spec 300A)

## Exterior Colors

Bordeaux Reserve Red Metallic

Kona Blue Metallic

Red Candy Metallic Tinted Clearcoat<sup>1</sup>

White Platinum Metallic Tri-coat<sup>1</sup>

Gold Leaf Metallic

Ingot Silver Metallic

Sterling Gray Metallic

Tuxedo Black Metallic

## Interior Colors

■ ■

■ ■

■ ■

■ ■

■ ■

■ ■

■ ■

■ ■

**Interiors:** ■ Light Stone Leather with perforated inserts

■ Charcoal Black Leather with perforated inserts

## INTERIOR



Light Stone Leather with Perforated Inserts  
Standard



Charcoal Black Leather with Perforated Inserts  
Standard

## EXTERIOR



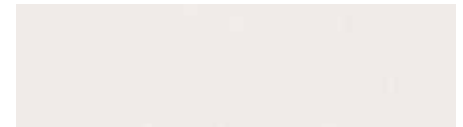
Bordeaux Reserve Red Metallic



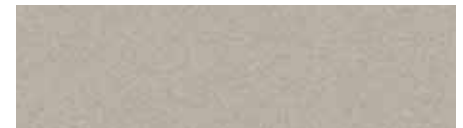
Kona Blue Metallic



Red Candy Metallic Tinted Clearcoat



White Platinum Metallic Tri-coat



Gold Leaf Metallic



Ingot Silver Metallic



Sterling Gray Metallic



Tuxedo Black Metallic



19-in. Chrome-Clad Aluminum Wheels  
Standard

Colors are representative only.  
See your dealer for actual paint/trim options.

<sup>1</sup>Additional charge.

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Drive one.



**SHO**



CHARCOAL BLACK LEATHER TRIM WITH UMBER MIKO® SUEDE PERFORATED INSERTS • AVAILABLE EQUIPMENT



RED CANDY METALLIC TINTED CLEARCOAT • AVAILABLE EQUIPMENT

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# SHO

## OPTIONAL FEATURES

### Available Rapid Spec

Rapid Spec 401A – Power moonroof + Audio System from Sony® with 12 speakers and 390 watts + heated and cooled driver and front-passenger seats

Rapid Spec 402A – Includes all content of Rapid Spec 401A + heated rear seats + rear-window power sunshade + power-adjustable pedals with memory + auto high beam headlamps + BLIS® (Blind Spot Information System) with cross-traffic alert + rain-sensing windshield wipers

### Available Options & Packages

20-in. premium painted-aluminum wheels with P245/45R20 all-season tires

Adaptive cruise control and collision warning with brake support (requires Rapid Spec 401A or 402A)

Hard drive-based, voice-activated Navigation System featuring Sirius Traffic and Sirius Travel Link (with introductory 6-month subscription) and nearly 10 gigabytes of digital storage for pictures and music; includes HD Radio™, AM/FM stereo/single-CD/DVD, and MP3 capability (requires Rapid Spec 401A or 402A)

Multicontour front seats with Active Motion™ (requires Rapid Spec 401A or 402A)

**SHO Performance Package** includes performance brake pads, sport-calibrated steering, electronic stability control "Sport Mode," 3.16:1 final drive ratio, 20-in. premium painted aluminum wheels with P245/45R20 Performance Summer Tire Compound and tire sealant/inflation kit (n/a with adaptive cruise control)

### Exterior Colors

Exterior Colors	Interior Colors
Kona Blue Metallic	■
Red Candy Metallic Tinted Clearcoat <sup>1</sup>	■
White Platinum Metallic Tri-coat <sup>1</sup>	■ ■
Ingot Silver Metallic	■ ■
Sterling Gray Metallic	■ ■
Tuxedo Black Metallic	■ ■

**Interiors:** ■ Charcoal Black Leather with Charcoal Black Miko Suede perforated inserts ■ Charcoal Black Leather with Umber Miko Suede perforated inserts

### INTERIOR



Charcoal Black Leather with Charcoal Black Miko® Suede Perforated Inserts – Standard



Charcoal Black Leather with Umber Miko Suede Perforated Inserts – Standard

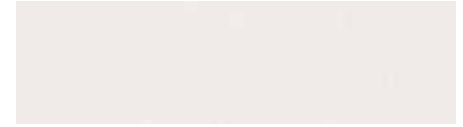
### EXTERIOR



Kona Blue Metallic



Red Candy Metallic Tinted Clearcoat



White Platinum Metallic Tri-coat



Ingot Silver Metallic



Sterling Gray Metallic



Tuxedo Black Metallic



19-in. Premium Painted Luster-Nickel Aluminum Wheels  
Standard



20-in. Premium Painted Aluminum Wheels  
Optional

Colors are representative only. See your dealer for actual paint/trim options.

<sup>1</sup>Additional charge.

## DRIVER-FOCUSED FEATURES

- A. Exclusive Audio System from Sony®** – Taurus is the first 5-passenger large car in North America to offer a system with surround sound and Sony DSP processing as a factory option. Includes 12 speakers and 390 watts of continuous power.
  - B. Ambient lighting** – Choose this option, and you can select from 7 hues. Color will illuminate the front cupholders, footwells and door pulls for instant ambience.
  - C. Rear view camera** – This available system displays a color image with guidance markers on your rearview mirror or 8-in. navigation screen (if equipped).
  - D. Easy Fuel® capless fuel filler** – No messy cap to touch. You just gas up and go. Plus, it reduces evaporative emissions.
  - E. Rear-window power sunshade** – One touch and the available sunshade rises, blocking out solar rays and heat, without compromising visibility.
- New HD Radio™ technology** is included with the available Navigation System. It delivers your favorite AM and FM stations in crystal clear digital sound and gives you access to new local FM channels, on-screen information and more – all 100% subscription-free.



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# FORD CUSTOM ACCESSORIES

custom  
accessories 



1. Cargo Area Protector
2. 20-in. 5-Spoke Chrome Wheels<sup>1</sup>
3. Dual Head Restraint DVD by INVISION™<sup>2</sup>
4. Rear Decklid Spoiler
5. Cargo Net
6. Sport Pedals
7. Splash Guards
8. Chrome Sideview Mirror Caps



**Also available:**

**Appearance**

Ford Custom Graphics by Original Wraps,™ Inc.<sup>2</sup>

**Electronics**

- Forward or Reverse Bumper-Mounted Parking Assist System by EchoMaster®<sup>2</sup>
- GPS Tracking and Recovery by SmartAlert™<sup>2</sup>
- Portable Navigation Systems by Garmin®<sup>2</sup>
- Remote Start Systems

**Exterior**

- Hood Deflector
- Side Window Deflectors
- Moonroof Deflector
- Locking Fuel Plug

**Interior**

- Soft Cargo Organizers (Large and Standard Sizes)
- Soft Cargo Cooler Bag
- Hard Cargo Organizer
- All-Weather Floor Mats
- Ash Cup/Coin Holder with or without Lighter Element
- Interior Light Kit



**Wheels**

- Wheel Locks



<sup>1</sup>Additional components required. See dealer for details.

<sup>2</sup>Ford Licensed Accessories.

INVISION is a trademark of Audiovox Corporation. SmartAlert is a registered trademark of Inilex, Inc. Garmin is a registered trademark of Garmin Ltd.

To learn more about Ford Custom Accessories and to shop online, visit [fordaccessories.com](http://fordaccessories.com).



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. Ford Licensed Accessories are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. 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 one.