

2018

TAURUS



Go Further

3.5L Ti-VCT V6

288 horsepower
254 lb.-ft. of torque

EPA-estimated rating:
FWD 18 city/27 hwy
21 combined mpg¹



SOPHISTICATION IN MOTION.

With its wide stance and on-point design cues, the 2018 Taurus makes a powerful statement. It is designed to respect your comfort and respond to your needs.

The standard 3.5L engine provides plenty of power and torque for this 5-passenger full-size sedan. To help you stay poised through the corners, even when accelerating, there's standard Torque Vectoring Control.² The system applies slight braking force to the inside front wheel as needed to help more torque reach the road and keep Taurus firmly planted.

Keep on track through sharp turns with standard Curve Control.² When it senses you're taking a curve too quickly, the system can slow Taurus by as much as 10 mph in about a second to help maintain control. Plus, all-wheel drive (AWD)³ balances torque between the front and rear wheels to enhance handling and traction. The 2018 Ford Taurus is designed for maximum agility.

2018 Taurus | ford.com

Limited. Burgundy Velvet Metallic Tinted Clearcoat. Available equipment. ¹Actual mileage will vary. 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. ³Available feature.





SOOTHES YOUR SENSES.

From finely stitched seats to eye-catching accents, each meticulously assembled Taurus interior is filled with elements designed for your enjoyment. Heated and cooled power front seats, power-adjustable pedals and power sideview mirrors are standard on Limited and SHO. All feature memory¹ to make life even more convenient. You can choose from 7 colors of ambient lighting² according to your mood, while the Audio System from Sony^{®2} with Clear Phase[®] and Live Acoustics™ technology can enhance your listening pleasure on every drive.

Ready for any season, Taurus offers a heated, leather-wrapped steering wheel² for those cooler days. Use the 5-way control pads on either side to adjust certain vehicle settings while keeping both hands on the wheel.



3.5L EcoBoost

365 horsepower¹
350 lb.-ft. of torque¹
All-wheel drive (AWD)

SHO

SUPER HIGH OUTPUT

EPA-estimated rating:
16 city/24 hwy/19 combined mpg²



Ready. Set. SHO. 0-60 mph in 5.5 seconds³ and a quarter mile in 14.4 seconds.³ Taurus SHO excels at true enthusiast performance. Under the hood, a 3.5L EcoBoost[®] V6 provides instant straight-line acceleration from the twin turbos and direct injection. Standard all-wheel drive (AWD) is paired with a sport-tuned suspension and vented disc brakes for optimal driving performance.

The SHO Performance Package takes your experience to the next level with a 3.16:1 final drive ratio, sport-calibrated steering, high-performance front brake pads, performance summer tires,⁴ and an enhanced sport-tuned suspension featuring unique shocks and springs. Plus, the "Sport Mode" setting on the AdvanceTrac[®] electronic stability control lets you do some fine-tuning of your own.



APPLE CARPLAY™ COMPATIBILITY⁴

Use Siri to interact with your iPhone
Access your favorite songs and playlists in Apple Music®
Utilize Apple Maps for voice-guided navigation and estimated travel time



SYNC APPLINK®⁵

Voice control for your favorite compatible mobile apps
Spotify® ♦ Pandora® ♦ and more



FORDPASS™ SMARTPHONE APP³

Your personal journey assistant
Find fuel and compare prices
Find, reserve and pay for parking in select locations
Get help from our trained team of Ford Guides – available 24/7



ANDROID AUTO™ COMPATIBILITY⁴

Talk to Google™ to interact with your Android™ smartphone
Access your favorite music through your apps
Utilize Waze™ or Google Maps™ for voice-guided navigation and estimated travel time



VOICE-ACTIVATED NAVIGATION²

Turn-by-turn directions
Vivid 3-D maps
Pinch-to-zoom touchscreen capability



SIRIUSXM® TRAFFIC & TRAVEL LINK®^{2,6}

Complimentary for 5 years
Real-time traffic updates
Fuel station locations and prices
Current and forecasted weather
Movie locations and showtimes
Sports scores

SYNC 3

STAY CONNECTED ON THE MOVE.

Imagine controlling calls, music and more with just a touch and your voice. SYNC® 3^{1,2} lets you keep your hands on the wheel while it quickly responds to your spoken requests. Or use the responsive touchscreen in the center of your instrument panel to access its many helpful features. Bring the power of Siri® into Taurus with Siri Eyes Free and your paired iPhone®. The system also features 2 smart-charging USB ports to help keep your devices powered up and ready to go.



READY TO ASSIST.

IN TRAFFIC

Adaptive cruise control & forward collision warning with brake support¹ can adjust the speed of Taurus to maintain a preset gap from the vehicle in front of you. If a potential collision is detected, the system can visually and audibly alert you, and pre-charge the braking system to help provide full responsiveness when you brake.

BETWEEN THE LINES

Drifting out of your lane? The Lane-Keeping System¹ can help. By applying steering wheel torque, and even alerting you with steering wheel vibration, it helps direct you to return to your lane.²

CHANGING LANES

BLIS[®] (Blind Spot Information System) with cross-traffic alert^{1,3} warns you if it detects a vehicle in either of your blind spots while driving forward, or approaching from the sides while in Reverse.

WHEN PARALLEL PARKING

Active park assist¹ is a beauty to behold. It not only assists you in finding a spot, it steers you into it while you control the accelerator, brake and gear shifter as needed.

KEEPING THINGS STABLE

Standard on every Taurus, AdvanceTrac[®] electronic stability control helps reduce skidding and fishtailing, which is beneficial in various kinds of inclement weather.⁴



STANDARD FEATURES

Mechanical

4-wheel disc brakes with Anti-Lock Brake System (ABS)
 Compact spare wheel and tire
 Electric power-assisted steering
 Suspension – Front: independent MacPherson strut;
 rear: independent multilink
 Torque Vectoring Control
 Traction control

Driver-Assist Technology

Autolamp automatic on/off headlamps with wiper activation

Seating

Front bucket seats
 4-way adjustable front head restraints
 60/40 split fold-down rear seat with fold-down center armrest
 Driver and front-passenger seat back map pockets

Interior

12V powerpoints (3)
 Accessory delay for power features
 Cruise control
 Driver and front-passenger sliding sun visors with illuminated vanity mirrors
 Front and rear carpeted floor mats
 Front overhead console with dome/map lights
 Message center
 Rear-seat reading lights
 Steering wheel-mounted cruise, audio and 5-way controls

Exterior

Easy Fuel® capless fuel filler
 LED taillamps
 Rear-window defroster
 Solar-tinted glass
 Speed-sensitive windshield wipers

Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags,¹ 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 airbags¹
 Safety Canopy® side-curtain airbags¹ and rollover sensor
 3-point safety belts for all seating positions
 AdvanceTrac® electronic stability control and Curve Control
 Battery saver
 Belt-Minder® front safety belt reminder
 Child-safety rear door locks
 Emergency in-trunk release handle
 Illuminated Entry System
 LATCH – Lower Anchors and Tether Anchors for Children
 MyKey® technology to help parents encourage responsible driving
 Rear view camera
 SecuriCode™ invisible keypad
 SecuriLock® Passive Anti-Theft System
 SOS Post-Crash Alert System™
 Tire Pressure Monitoring System (excludes spare)

S : STANDARD **O** : OPTIONAL **A** : AVAILABLE

Wheels		
1	18" Sparkle Silver-Painted Aluminum	S SE/SEL
2	19" Premium Luster Nickel-Painted Aluminum	S Limited
3	20" Polished Aluminum	O Limited
4	20" Ebony Black-Painted Machined Aluminum with Painted Pockets	S SHO
5	20" 15-Spoke Low-Gloss Ebony Black-Painted Machined Aluminum	A SEL O SHO



POWERTRAINS/EPA-ESTIMATED RATINGS²

3.5L Ti-VCT V6

288 hp @ 6,500 rpm 254 lb.-ft. of torque @ 4,000 rpm
 6-speed SelectShift® automatic with Sport Mode and Shifter Activation Button
 FWD 18 city/27 hwy/21 combined mpg
 AWD 17 city/24 hwy/19 combined mpg
 Standard: S/SEL/Limited

3.5L EcoBoost® V6

365 hp @ 5,550 rpm³ 350 lb.-ft. of torque @ 1,500–5,000 rpm³
 6-speed SelectShift automatic with Sport Mode and paddle shifters
 AWD 16 city/24 hwy/19 combined mpg
 Standard: SHO

DIMENSIONS

Exterior

Wheelbase	112.9"
Length	202.9"
Height	60.7"
Width – Including mirrors	85.7"
Width – Mirrors folded	77.3"

Interior

	Front/Rear
Head room	39.0"/37.8"
Leg room	44.2" (max.)/38.1"
Hip room	56.3"/55.8"
Shoulder room	57.9"/56.9"

Capacities (cu. ft.)

Passenger volume	102.2
Luggage capacity	20.1
Total interior volume	122.3

Fuel Tank (gal.)

FWD/AWD	19.0
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BUILD YOUR TAURUS

S : STANDARD O : OPTIONAL P : PACKAGE CONTENT

SE	SEL	LIMITED	SHO	
S	S	S		Mechanical
				Front-wheel drive (FWD)
O	O	S		All-wheel drive (AWD) ¹
			S	Suspension – Sport-tuned
				Driver-Assist Technology
	P	P		Active park assist
	P	P		Adaptive cruise control & forward collision warning with brake support
	S	S		BLIS® (Blind Spot Information System) with cross-traffic alert
	P	P		Lane-Keeping System ¹
	S	S		Rain-sensing windshield wipers
S	S	S		Reverse Sensing System
S	S			SYNC® Voice Recognition Communications and Entertainment System with 4.2" color LCD screen in center stack, 911 Assist,® AppLink,® and 1 smart-charging USB port
P	S	S		SYNC 3 with 8" color LCD capacitive touchscreen in center stack, 911 Assist, AppLink, Apple CarPlay™ compatibility, Android Auto™ compatibility, and 2 smart-charging USB ports
				Seating
S	S			6-way power driver and front-passenger seats with manual lumbar adjustments
	S	S		10-way power driver and front-passenger seats with driver's seat memory feature
O				Heated front seats (requires leather trim)
	S	S		Heated and cooled front seats
	S	S		Heated rear outboard seats
		S		"SHO" graphics embroidered on front seats
				Interior
S	S			AM/FM stereo/single-CD player with MP3 capability and 6 speakers
	S	S		Audio System from Sony® with Clear Phase® and Live Acoustics™ technology, and HD Radio™ Technology
O	S	S	S	SiriusXM® Radio with 6-month trial subscription ²
O	O	O		Voice-activated Navigation System ¹ with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription ²
P	S	S		Additional center channel speaker

SE	SEL	LIMITED	SHO	
O	O	O	O	All-weather floor mats
		S		Aluminum accelerator and brake pedal covers
		S	S	Ambient lighting
		S	S	Bright front door-sill scuff plates
S				Center console – Front center floor with armrest and cupholders
S	S	S		Center console – Front center floor with armrest, and covered cupholders and storage
S				Climate controls – Single-zone manual air conditioning
S	S	S		Climate controls – Dual-zone electronic automatic temperature control
S	S	S		Compass and outside temperature displays
O				Daytime running lamps (DRL)
		S		Floor mats – "LIMITED" branded front
		S		Floor mats – "SHO" branded front
S				Mirror – Day/night rearview
S	S	S		Mirror – Auto-dimming rearview
	S	S		Power-adjustable pedals with memory
	S	S		Rear-window power sunshade
S	S			Remote Keyless Entry System with integrated keyhead transmitter remotes
S	S	S		Remote Start System
S	S			Steering column – Manual-tilt/-telescoping
	S	S		Steering column – Power-tilt/-telescoping
	S			Steering wheel – Leather-wrapped
	S			Steering wheel – Leather-wrapped with wood accent
	S	S		Steering wheel – Top-grain leather-wrapped
	S	S		Steering wheel – Heated
O	O	O	O	Trunk cargo organizer
	S	S		Universal garage door opener
S	S			Windows – Power with one-touch-up/-down driver's side window feature
	S	S		Windows – Power with global open and one-touch-up/-down for driver and front passenger
				Exterior
S	S	S		Exhaust – Quasi-dual with chrome tips
	S	S		Exhaust – Dual with chrome tips
S	S			Grille – Chrome-painted bars
	S			Grille – Body-color bars with chrome inserts
		S		Grille – Piano Black mesh

SE	SEL	LIMITED	SHO	
S	S	S		Headlamps – Halogen projector-beam
		S	S	Headlamps – Automatic high-beam
		S	S	Headlamps – High-intensity discharge (HID)
S	S			LED supplemental park lamps
		S		LED supplemental park lamps with Piano Black bezels
S				Mirrors – Black, power sideview with integrated blind spot mirrors
S				Mirrors – Body-color, power, heated sideview with integrated blind spot mirrors and security approach lamps
	S			Mirrors – Chrome-accented, power, heated sideview with integrated blind spot mirrors, memory, security approach lamps and auto-dimming driver's side
		S		Mirrors – Piano Black, power, heated sideview with integrated blind spot mirrors, memory, security approach lamps and auto-dimming driver's side
O	O	O		Power moonroof ¹
O	O	S		Rear decklid spoiler
O	O	O		Smoker's Package
				Safety & Security
P	S	S	S	Intelligent Access with push-button start
S	S	S		Perimeter alarm
				Equipment Group & Packages
O				Equipment Group 201A: SYNC 3 + additional center channel speaker + Intelligent Access with push-button start
	O	O		Driver Assist Package¹: adaptive cruise control & forward collision warning with brake support, Lane-Keeping System, and active park assist
		O		SHO Performance Package¹: enhanced sport-tuned suspension, high-performance front brake pads, sport-calibrated steering, AdvanceTrac® electronic stability control with "Sport Mode" setting, 3.16 final drive, Alcantara® trimmed steering wheel, P245/45R20 Performance Summer-only tires, ³ and tire inflator and sealant kit

SE



SEL

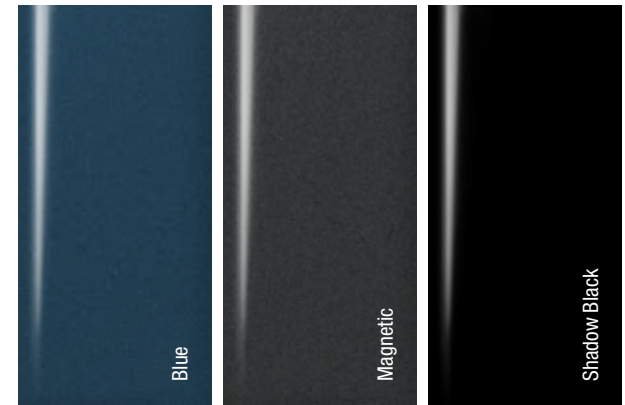
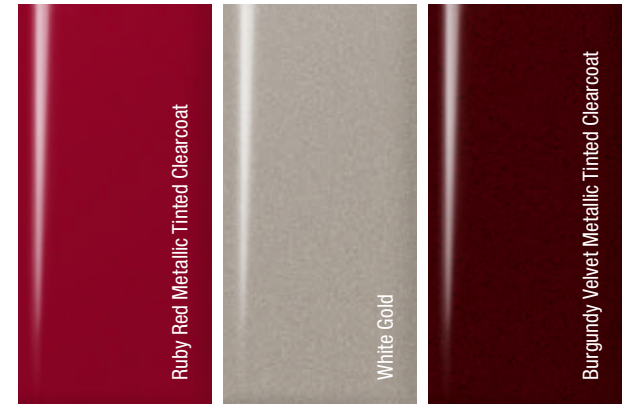
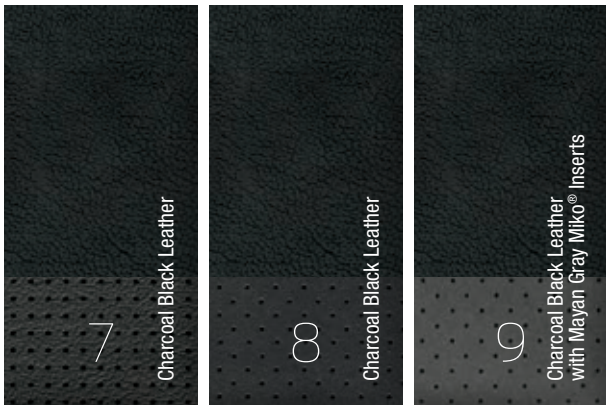
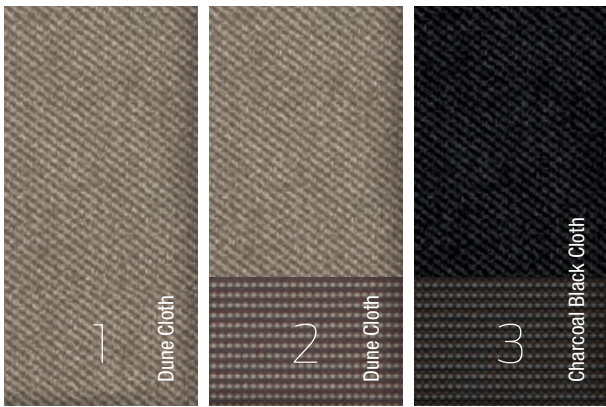


LIMITED



SHO

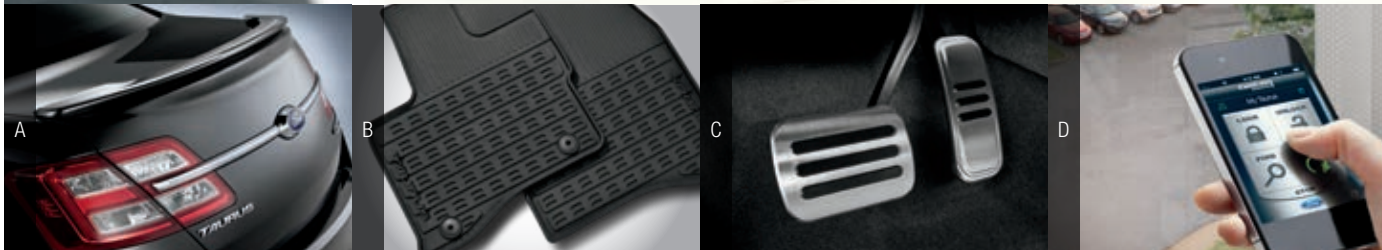




	SE	SEL	LIMITED	SHO
White Platinum Metallic Tri-coat ¹		2 3 4 5	6 7	8 9
Oxford White	1	2 4		
Ingot Silver ²	1	2 3 4 5	6 7	8 9
Ruby Red Metallic Tinted Clearcoat ¹		2 3 4 5	6 7	8 9
White Gold ²	1	2 3 4 5	6 7	

	SE	SEL	LIMITED	SHO
Burgundy Velvet Metallic Tinted Clearcoat ¹		2 3 4 5	6 7	8 9
Blue ²	1	2 3 4 5	6 7	8 9
Magnetic ²	1	2 3 4 5	6 7	8 9
Shadow Black	1	2 3 4 5	6 7	8 9

4,5: Optional on SEL



FORD ACCESSORIES

SEL in Ingot Silver accessorized with smoked moonroof deflector, side window deflectors by EGR,¹ molded splash guards, chrome mirror caps and chrome-plated wheel lock kit

accessories.ford.com

Exterior

- Chrome mirror caps
- Full vehicle cover¹
- Hood protector¹
- Locking fuel plug
- Moonroof deflectors
- Rear spoilers (A)
- Side window deflectors¹
- Splash guards
- Wheel lock kit

Interior

- All-weather floor mats (B)
- Ash cup/coin holders
- Cargo organizers and protectors
- Carpeted floor mats
- First aid and roadside assistance kits¹
- Interior light kit
- Sport pedals (C)
- Tablet cradle¹

Electronics

- Bullfrog[®] portable Bluetooth[®] speakers¹
- Bumper-mounted warning sensor systems¹
- Rear seat entertainment¹
- Remote Access (D)
- Remote start systems
- Vehicle Security System

New Vehicle Limited Warranty. We want your Ford Taurus ownership experience to be the best it can be. 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/60,000-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.

Ford Protect™ Extended Service Plans. Whether you purchase or lease your Ford vehicle, insist on genuine Ford Protect extended service plans. Ford Protect has a variety of plans to give you peace-of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Ford and honored at all Ford dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Ford Protect extended service plans.

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.

Ford Original Accessories. They're warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. FLA are 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 and/or a copy of all limited warranties.

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¹Ford Licensed Accessory.