



04 | Taurus



Thank you for your interest in Ford Taurus.

Taurus has made a name for itself by offering luxury at a great value. You get premium sound from the available MACH® Audio System with 6-disc in-dash CD. And even when two-tone leather trim and wood accents are added, the price remains reasonable. Plus, its safety record remains strong due to comprehensive testing and the latest technologies. Add all of this up and what you get is a car you'll be proud to drive.

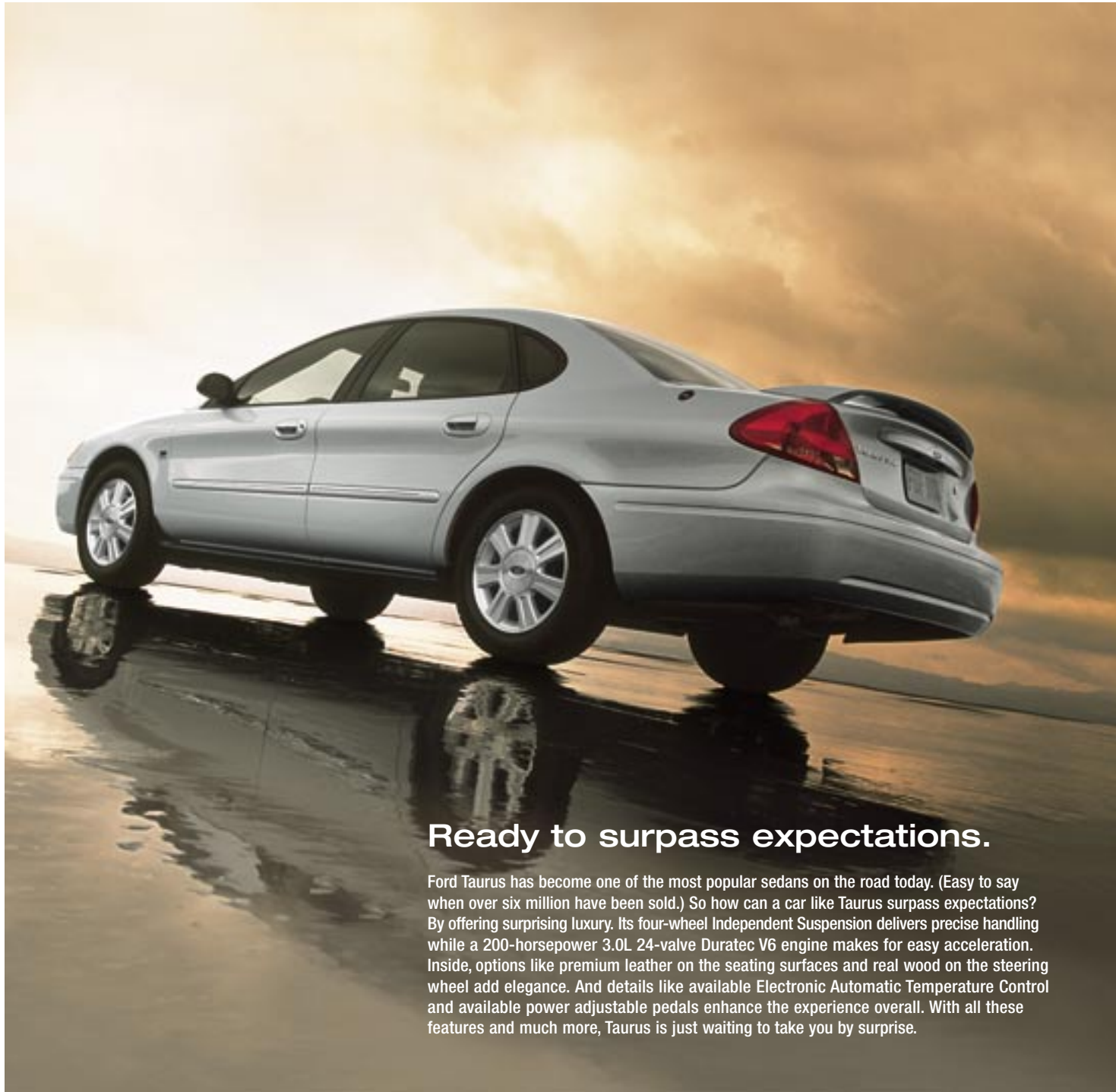
But there's more to being a Ford owner than just driving a great vehicle. There are perks like the My Ford owner website where you can manage all of your vehicle information in one place. Register today at www.fordvehicles.com. Come in for a test-drive today. Your expectations of Taurus might change.



Taurus SES



At Ford Credit, auto financing is our specialty. Whether you purchase or opt for a Red Carpet Contract, we offer a range of terms and features that make your experience hassle-free. Contact your local Ford Dealer or visit us on the Web at www.fordcredit.com.



Ready to surpass expectations.

Ford Taurus has become one of the most popular sedans on the road today. (Easy to say when over six million have been sold.) So how can a car like Taurus surpass expectations? By offering surprising luxury. Its four-wheel Independent Suspension delivers precise handling while a 200-horsepower 3.0L 24-valve Duratec V6 engine makes for easy acceleration. Inside, options like premium leather on the seating surfaces and real wood on the steering wheel add elegance. And details like available Electronic Automatic Temperature Control and available power adjustable pedals enhance the experience overall. With all these features and much more, Taurus is just waiting to take you by surprise.



Premium two-tone leather trim in Medium Parchment


1 The available Wood Package on Taurus SES/SEL adds woodgrain accents throughout. **2** Dual illuminated visor vanity mirrors come standard on SES and SEL. **3** Available power adjustable accelerator and brake pedals allow you to find the most comfortable position for your height. **4** Heated sideview mirrors, part of the optional Luxury and Convenience

Package, improve visibility by melting ice and snow. **5** Available only on Taurus SEL, these two-tone premium leather-trimmed seats (shown in Medium Parchment) define Taurus luxury. However, leather trim is also available on the SES and SEL in two solid colors – Medium Parchment and Medium Graphite.

Ford Taurus vs. Chevrolet Impala

Ford Taurus has been designed to surpass expectations, but how does it fare when compared to its competitors? Take a look and see how Taurus does next to the Chevrolet Impala. And for even more comparisons, visit www.fordvehicles.com.



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SPECIFICATIONS	2004 Ford Taurus SES Sedan	2004 Chevrolet Impala Sedan
Standard Seating	6	6
Automatic Climate Control	Not Available	Not Available
AM/FM Radio	Standard	Standard
Cassette Player	Standard	Standard
CD Player	Standard	Standard
Power Windows	Standard	Standard
Power Door Locks	Standard	Standard
Manual Transmission	Not Available	Not Available
Automatic Transmission	Standard	Standard
2-Wheel ABS Brakes	Not Available	Not Available
4-Wheel ABS Brakes	Standard	Standard
Rear Suspension	Standard	Standard
Horsepower@RPM	155@4900	180@5200
Torque@RPM	185@3950	205@4000
Brakes (rear)	Drum	Disc
Wheelbase (in.)	108.5	110.5
Front Head Room (in.)	40	39.2
Front Leg Room (in.)	42.2	42.2
Warranty, Basic (months)	36	36
Warranty, Basic (miles)	36,000	36,000

Dealer Accessories

The Yakima® LoadWarrior rack system lets you free up precious space inside. Constructed of durable steel, it attaches securely to the standard luggage rack on the Taurus wagon. Cargo stretch net included.

This keyless entry pad will open your vehicle door for you with a programmed code. And because it operates by radio frequency, you won't need hardware to mount it. (Comes standard on SEL models.)

In case of a roadside emergency, you're covered with this Highway Safety Kit. Items are self-contained in a convenient canvas bag, and include a reflective triangle, flashlight (batteries included), fire extinguisher, bungee cords, thermal blanket and more.





Taurus SEL Wagon



If only your time was this flexible.

The wagon has always been a popular choice because of its versatility. And the Taurus SE and SEL models offer all the space and amenities you could need. You'll find standard 6-passenger seating with a 60/40 split/fold 2nd-row seat back that allows for easy storage of longer items like canoe paddles or skis. And if you opt for the Wagon Group with the Comfort Package, you get a 3rd row for two extra passengers, as well as a power driver's seat and power adjustable pedals. It's features like these that make a Taurus wagon so useful when you have a family and all that comes with them.



A smart choice in safety.

When it comes to safety, Taurus has you covered. It has received the highest government frontal crash rating five years in a row (1999-2003) – five stars for both the driver and front passenger seats. And the Insurance Institute for Highway Safety has also given Taurus its highest rating for frontal offset crash test.

So how does Taurus continue to perform so well? One reason is the exclusive Personal Safety System™ that comes standard. Its technologies include sensors that calculate the driver's seat position relative to the steering wheel, set the proper level of airbag* inflation and not only recognize safety belt use, but also the severity of the crash. But that's not all that's at work. Our engineers created a "safety cell" unitized body construction that consists of special crumple zones. These absorb the force of a collision, while the passenger cabin structure helps dissipate impact energy around and away from those inside the car.

These standard safety features, along with a 4-wheel anti-lock braking system (ABS) and available All-Speed Traction Control, give Taurus the safety record you'll feel secure with for years to come.

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



IF YOU HAVEN'T LOOKED AT FORD LATELY, LOOK AGAIN.

FEATURED SPECIFICATIONS

	LX	SE	SES	SEL	SE Wagon	SEL Wagon
Performance						
3.0L OHV 12-Valve V6 Engine	S	S	S	–	S	S
3.0L DOHC 24-Valve Duratec V6 Engine	–	–	0	S	0	0
Front-Wheel Drive	S	S	S	S	S	S
Power Variable-Assist Rack-and-Pinion Steering	S	S	S	S	S	S
Suspension:						
Front: Independent MacPherson Strut (Sedan and Wagon)						
Rear: Independent Quadralink (Sedan) or Short- and Long-Arm (Wagon)		S	S	S	S	S
4-Wheel Disc Brakes (Wagon)	–	–	–	–	S	S
16" Steel Wheel with Full Locking Wheel Covers – Standard on LX	S	–	–	–	–	–
16" 5-Spoke Painted Aluminum Wheel – Standard on SE and SES	–	S	S	–	S	–
16" 7-Spoke Machined Aluminum Wheel – Standard on SEL	–	–	–	S	–	S
Safety/Security						
Personal Safety System™	S	S	S	S	S	S
LATCH – Lower Anchors and Tether Anchors for Child Safety Seats						
– Rear Outboard Seating Positions	S	S	S	S	S	S
Rear-Door Child Safety Locks	S	S	S	S	S	S
SecuriLock™ Passive Anti-Theft System	S	S	S	S	S	S
Remote Keyless Entry System	–	S	S	–	S	–
Security Approach Lamps	–	–	–	S	–	S
Side Impact Airbags*	–	0	0	0	0	0
Perimeter Anti-Theft System	–	–	–	S	–	S
Interior						
Accessory Delay for Power Features	S	S	S	S	S	S
Air Conditioning – Manual	S	S	S	–	S	–
Air Conditioning – Electronic Automatic Temperature Control	–	–	–	S	–	S
AM/FM Stereo with Digital Clock	S	–	–	–	–	–
AM/FM Stereo with Single CD and Digital Clock	–	–	S	–	–	–
AM/FM Stereo with Cassette and Digital Clock	0	S	–	–	S	–
6-Disc CD Changer and Cassette	–	–	0	S	–	S
Power Windows, Door Locks and Sideview Mirrors	S	S	S	S	S	S
Speed Control	–	S	S	S	S	S
Tilt Steering Column	S	S	S	S	S	S
Leather-Wrapped Steering Wheel	–	–	–	S	–	S
Powerpoints – 2	S	S	S	S	S	S
Floor Mats – Front and Rear Carpeted	S	S	S	S	S	S
Power Driver Seat with Lumbar Support – 6-Way	–	0	S	S	0	S
Power Passenger Seat – 6-Way	–	–	–	0	–	–
5-Passenger Cloth Seating with Front Bucket Seats and Floor-Mounted Shifter and Console	–	0	0	S	–	–
6-Passenger Cloth Seating with Flip-Down Center Seating Console and Column-Mounted Shifter	S	S	S	0	S	S
60/40 Split/Fold Rear Seats	–	0	0	S	S	S
60/40 Split/Fold 2nd-Row Seat Back	–	–	–	–	S	S
Leather-Trimmed Seats	–	–	0	0	–	0
Two-Tone Premium Leather Seating	–	–	–	0	–	–
Autolamp – Automatic On/Off Headlamps	–	–	–	S	–	S
Luxury and Convenience Package – Includes Heated Side Mirrors and Auto-Dimming Rearview Mirror with Compass	–	–	0	0	–	0
Visor Vanity Mirrors – Dual Illuminated	–	–	S	S	–	S
SE Value Package – Includes Power Driver's Seat and 6-Disc CD Changer	–	0	–	–	–	–
SES Wood Package – Includes Real Wood and Leather-Wrapped Steering Wheel with Faux Wood Shift Knob, and Wood Accents on Front Door Trim, Console and Instrument Panel	–	–	0	–	–	–
SEL Wood Package – Includes Real Wood and Leather-Wrapped Steering Wheel with Faux Wood Shift Knob, and Wood Accents on Front Door Trim, Console and Instrument Panel	–	–	–	0	–	0
Exterior						
Power Moonroof	–	–	0	0	–	–
Windshield Wipers – Front Variable Intermittent	S	S	S	S	S	S
Rear Window Wiper/Washer	–	–	–	–	S	S

	LX	SE	SES	SEL	SE Wagon	SEL Wagon
Exterior (continued)						
Solar Tinted Glass	S	S	S	S	S	S
Rear Spoiler	–	0	0	0	–	–

S = Standard 0 = Optional – = Not Available
 *Always wear your safety belt and secure children in the rear seat.



16" Steel Wheel with Full Locking Wheelcover



Vibrant White



Merlot Metallic



Silver Frost Metallic



16" 5-Spoke Painted Aluminum Wheel



Arizona Beige Metallic



Spruce Green Metallic



Dark Shadow Grey Metallic



16" 7-Spoke Machined Aluminum Wheel



Gold Ash Metallic



Medium True Blue Metallic



Black