

TAURUS+SHO



2010



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TAURUS+SHO  2010

INTRODUCING THE NEW 2010 FORD TAURUS.



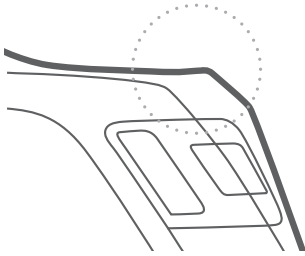
**PRECISION. PRIDE. PASSION.**

We challenged our team to deliver the **most driver-focused, precisely engineered automobile** we could design. A car that not only changes *what* people drive, but *how* they drive.

With unwavering commitment and **unrelenting attention to every last detail**, we're proud to have created the new 2010 Ford Taurus – a vehicle so innovative,

it includes purposeful, **state-of-the-art technologies** and surprisingly brilliant features that no other car in the class offers.

To find out more, read on. To experience everything that makes the new Taurus unlike any other, drive one today.



**MAGNIFICENT MILES**

Beauty has its benefits. Here's a surprising one: The crease that runs across the trunk on Taurus isn't just for looks. It's one of the many carefully finessed details that create an **aerodynamic, wind-slicing shape**, contributing to enhanced performance, interior quiet and fuel economy. Every square inch counts.



TAURUS LIMITED • INGOT SILVER METALLIC • AVAILABLE EQUIPMENT

**FOR EVERY LINE, THERE IS A REASON.**

"Follow any line on this car, and just as soon as it seems to disappear, another will pick up and race you right around the car," explains Earl Lucas, Design Manager for the new 2010 Ford Taurus. The effect is the result of many dedicated hours in the design studio, **sculpting the perfect curves**.

Indeed, this physique keeps your eye constantly moving – from the chrome grille, over the confident domed hood, and down the muscular body. You may

pause a moment to ponder a gleaming, meticulously machined wheel. Then trace the **shapely shoulder** back to the forward-leaning tail.

The flow seems uninterrupted and flawlessly coherent, thanks to its **purity of design**. To accentuate every detail, a rich paint finish with clearcoat is fastidiously applied and then scrutinized by ultrasound to ensure that Taurus appears as if it's been dipped in a **deep, liquid gloss coating**.



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

## HIGH-PROFILE DESIGN.

Inside, many pleasurable details welcome you in and invite you to stay a while. Like the sleek exterior, this interior is trim. The seats are **taut and comforting**. Even the door panels sport **well-defined ribs**. A **sweeping center console** flows through the vehicle, imparting a sense of sporty elegance and housing **tidy storage spaces** to keep clutter in its place. An environment like this deserves to be discovered – not covered.



### A NEW ANGLE ON INTERIORS

The 38° forward lean of the center stack pushes interior boundaries further than Ford stylists have ever gone. This carefully considered design expands the space and elevates the controls. At the same time, it visually separates the 2 front passenger compartments as it sweeps through the cabin. Formed with unbroken lines, the seamless shape bespeaks refinement and craftsmanship.



TAURUS LIMITED • CHARCOAL BLACK LEATHER TRIM WITH PERFORATED INSERTS • AVAILABLE EQUIPMENT

#### RINGS OF RELAXATION

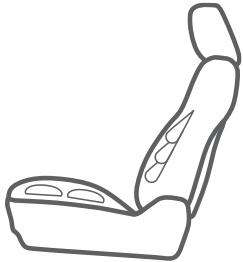
Simplicity and state-of-the-art technology comfortably coexist. Evidence: A subtle repeating Zen pattern on the speaker covers and within the cupholders and storage compartments provides a surprising sense of well-being.

## A COMMAND CENTER OF DRAMATIC PROPORTIONS.

The stage is set. Take your seat in this driver-focused cockpit and prepare to be dazzled. Well-lit gauges bathe you in eye-easing, cool ice blue. A cabin filter helps extract airborne particulates. An ensemble of available features awaits you, including class-exclusive<sup>1</sup> hands-free Ford SYNC,<sup>®</sup> SIRIUS Travel Link<sup>™</sup> and Sony<sup>®</sup> sound, plus radar technologies that are designed to automatically adjust your speed and even alert you to traffic you can't see.

<sup>1</sup>Class is Standard 5-Passenger Large Car.

The technical virtuoso behind the scenes in this production is the combined computing power of 30 CPUs, capable of orchestrating a staggering series of commands every second. This awesome power helps to deliver a flawless driving experience, controlling everything from available radar and cameras, to suspension modulations, engine functions and lighting. Encore.



**PRESSURE POINTS OF DIFFERENTIATION**

No other vehicle in the class offers available **multi-contour Active Motion™** massaging front seats. Designed to stimulate you and help reduce driver muscle fatigue, these attentive onboard masseurs include 7 lumbar and leg air cushions that lightly massage your back while actively adjusting the contour of your seat. The motion promotes blood flow so you arrive invigorated and alert.



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**MASTERFULLY TRAINED TO MASSAGE, HEAT, COOL AND SHADE.**

Cancel your next massage. Taurus has taken care of it, thanks to available **multi-contour Active Motion front seats**. We're the first in the industry to bring this kind of fresh, stimulating thinking to your driving experience.

After all, Taurus is all about tending to you and your guests. Up front, you can enjoy available **heated and cooled leather-trimmed seats**. In the rear,

Taurus offers available heated seats, as well as the cool protection of an available **rear-window power sunshade**. With one-touch-up/down operation, the shade rises from a hidden package shelf, blocking hot and harmful solar rays.

## POWER IN THE PALM OF YOUR HAND.

Open your fist. Look at your fingers. Before you are 5 powerful extensions of your automobile. With a simple touch, you can unlock doors. A single press of a button starts the ignition. A few programming commands help give you peace of mind to allow others to drive your car – on *your* conditions. Smart. (You've got to hand it to this kind of thoughtful engineering.)



### 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, the vehicle unlocks for you. Settle in, press the brake pedal and start button, and the engine purrs to life. No turn of the ignition required.



### MAGIC TOUCH

It's mounted flush, and is unseen on the driver-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 – and bulky pockets – behind.



### 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.

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SYNC  
POWERED BY Microsoft

SYNC ENHANCEMENTS FOR  
THE NEW 2010 TAURUS:

- Up-to-the-minute weather
- Traffic alerts
- Turn-by-turn directions
- Business searches
- Personalized news: business, sports, entertainment and more
- 911 Assist
- Vehicle Health Reports
- All hands-free and voice-activated



YOU TALK. SYNC LISTENS.™

Fair warning: Once you start this conversation, you'll never want to stop. This remarkable traveling companion is an available **Ford-exclusive technology**, developed in association with Microsoft.® Simply plug in your MP3 player or thumb drive. Along with your paired Bluetooth®-enabled mobile phone, instantly you can select your music, make calls and get information, **all with simple voice commands**.<sup>1</sup>

Ford SYNC® capabilities have expanded to include new functions, such as **up-to-the-minute weather, traffic alerts and turn-by-turn directions**, delivered right through the speaker system.<sup>2</sup> Plus, **911 Assist™** dials for help from your phone if any airbag deploys (directly to a 911 operator, not to a call center, like other systems).<sup>3</sup> For all the latest details, visit [SyncMyRide.com](http://SyncMyRide.com).

<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. <sup>2</sup>Traffic, Directions and Information services not available with SIRIUS Travel Link or Navigation System. See your dealer for details. <sup>3</sup>The vehicle's electrical system (including the battery), the wireless service provider's signal, and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be turned on, connected to SYNC, and the 911 Assist feature enabled in order for 911 to be dialed.





## TRAVEL LINK TELLS YOU WHO, WHAT, WHERE AND HOW MUCH.

There are lots of navigation systems, but nothing like this. The new 2010 Taurus is the only vehicle in the class to offer an available voice-activated Navigation System with integrated SIRIUS Travel Link.™ It's the supreme source of onboard information, and it's all displayed on a huge 8" LCD touch screen.

Where do you want to go? Simply state your command ("Destination" plus the street address) to route your trip. No hunting and pecking required. Then choose from a variety of 3D graphic displays, with landmarks. Need gas along the way? Travel Link identifies stations and provides lowest fuel prices. You can also access up-to-the minute traffic, weather, sports information and movie listings.<sup>1</sup> Or select and store your personal photos and music (up to 2400 songs) on its nearly 10-gigabyte hard drive.

<sup>1</sup>Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Subscription required after introductory 6 months expire. Service available in the 48 contiguous United States and the District of Columbia.



## SOOTHES YOUR SENSE OF INNER HARMONY.

Ask our acoustics engineers and they'll tell you: There's a difference between "sound" and "noise." Sound is part of the **much-desired driver connection** that provides active feedback, like the hum of the engine or gentle stir of the steering wheel. It engages and informs you. Noise, vibration and harshness, on the other hand, are distractions. Often caused by road, wind, traffic and mechanicals, these NVH annoyances have no place in a no-compromises car like the new 2010 Taurus. Thanks to **numerous sound engineering features**, this interior is a quiet, driver-focused space that seals out noise so you can appreciate every sweet sound within the cabin, including conversations and music.

- A. Front inlet air-induction system delivers smooth, linear sound quality and enhanced performance.
- B. Low chin spoiler helps reduce wind noise under the body.
- C. 3-layered door seals help shut out traffic and wind noise.
- D. Engineered, expandable baffles in every pillar create barriers that block and redirect sound.
- E. Acoustic-laminated SoundScreen™ glass helps deflect wind and traffic noise.
- F. Sash door construction increases upper door rigidity to resist vibration.
- G. Sound-deadening headliner helps absorb noise.
- H. Closed section rear headers stiffen the roof to inhibit squeaks, rattles and road noise.
- I. Carefully aligned, precisely fitting body panels help eliminate wind turbulence.
- J. Reinforced decklid enhances resistance to vibration; sound-deadening materials in the trunk, rear seat and footwells dampen suspension noise.

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#### THE SHIFTING PARADIGM

Available racing-style paddle shifters on the steering wheel put the driver in control of manual gear shifts. Rather than second-guessing the driver, this available 6-speed SelectShift Automatic™ transmission enables “match-rev” downshifts to hold manually selected gears.



UP TO **28 MPG**  
HWY<sup>2</sup>

TAURUS LIMITED • INGOT SILVER METALLIC • AVAILABLE EQUIPMENT

## ENTHUSIASTICALLY AND EFFICIENTLY PERFORMS TO EXACTING STANDARDS.

How did we achieve such an exhilarating feel of the road? We “dialed it in” with engineering prowess and years of experience. The refinement began with advanced computer-aided design, and ended after countless hours behind the wheel and in the engineering lab, tuning calibrations to perfect the ride and handling balance. “Each change was designed to **wake you up and make you feel alive behind the wheel,**” explains Ford Taurus Vehicle Dynamics Development Engineer and race car driver, Cristina Rodriguez.

Whether it’s the standard front-wheel-drive configuration, the **available All-Wheel-Drive model**, or the ultra-tight 365-hp Taurus SHO, the calibrations were modified to maintain the commitment to engineering excellence that delivers that same engaging driving dynamic. A **263-hp 3.5L Duratec® V6 engine** provides smooth, efficient power to a standard 6-speed transmission. And **standard AdvanceTrac® electronic stability control** brings an uncompromising level of confidence to every drive.<sup>1</sup>

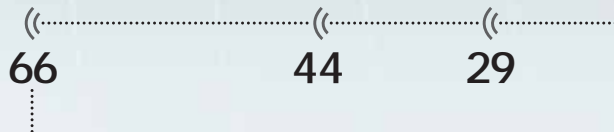
<sup>1</sup>Remember that even advanced technology cannot overcome the laws of physics. It’s always possible to lose control of a vehicle due to inappropriate driver input for the conditions. <sup>2</sup>EPA-estimated 18 mpg city/28 hwy., FWD with 6-speed automatic transmission.

## ESTABLISH YOUR OWN AIR SPACE.

Surround yourself with the power of available radar technology. No other vehicle in the class offers this kind of peace of mind and convenience. Only the new 2010 Taurus.

### 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 big, fast-cooling, ventilated disc brakes in the new Taurus provide exceptional stopping power, only *you* can control your attention and reaction time. That's why Taurus offers available state-of-the-art radar systems that are designed to help you avoid an accident.



### SAFE DEGREES OF SEPARATION

Available class-exclusive **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.



### YOUR LOOKOUT

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



### 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 up to 45' 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.

## ENGINEERED TO EXCEL IN DRIVING TECHNOLOGY.

Enhance your drive, ease your stress, facilitate connections, entertain your passengers. Any way you look at it, the new 2010 Taurus is designed to make your drive more productive with **innovative, attentive features and more meaningful technologies** than ever before.

- A. **Exclusive Sony® Audio** – Taurus is the first 5-passenger large car in North America to offer a Sony Sound System with surround sound and Sony DSP processing as a factory option. Its 390 watts of continuous power and 12 high-quality speakers are specifically tailored to the Taurus cabin for impeccable fidelity.
- B. **Rear View Camera** – This available system displays a color image with guidance markers on your rearview mirror or 8" navigation screen (if equipped) to assist you in backing up.
- C. **Rear-window power sunshade** – One touch and the available sunshade rises, blocking out harmful rays and heat, without compromising visibility.
- D. **Rain-sensing windshield wipers** – This available feature uses an infrared beam and sensor to monitor precipitation, then automatically turns on the wipers and varies their speed to react to unpredictable conditions. No more fumbling with controls when you should be focusing on the road.
- E. **Easy Fuel™ capless fuel filler** – Pump in. Pump out. No messy cap to touch. Fewer evaporative emissions.
- F. **Auto High Beam headlamps** – Using an available windshield-mounted camera to monitor surrounding traffic, Taurus switches to high-intensity lighting when no other headlamps or taillamps are detected.



2010  
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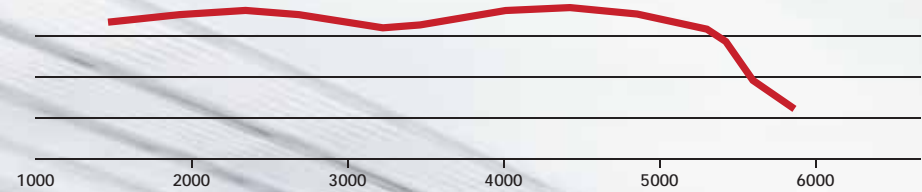


TAURUS SHO • RED CANDY METALLIC TINTED CLEARCOAT • AVAILABLE EQUIPMENT

## YEAH, IT FLIES. RIGHT UNDER THE RADAR.

It lies quietly in wait. When the moment's right, it takes off, leaving others in its wake. They'll get a glimpse of you smiling slyly and a parting blur of its powerful shape, punctuated by a **tuned exhaust** note that emanates from dual chrome-tipped pipes. An aerodynamic rear spoiler and lower front chin reduce drag and **enhance performance**. Premium 19" aluminum wheels or available 20s add style where the rubber meets the road. From the outside, SHO might slip by undetected but for its stealthy, **painted grille, crisp HID headlamps and unique LED parking lamps**. Then again, the true beauty of SHO is under the surface. Read on.

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



**FAST FORWARD**

Here's a flatline that'll make your pulse race. No need to wait for rpm to build, just enjoy the broad, linear torque band all the way from 1500 to 5000 rpm for knock-you-back-in-your-seat launch and acceleration.

**GRACE UNDER PRESSURE**

EcoBoost's twin turbochargers are capable of an astounding 205,000 revolutions per minute, so they spin up fast without turbo lag. Energy from the exhaust – otherwise wasted – rotates the turbine wheels. Each turbine is coupled to a compressor that pressurizes the incoming air and mixes it with the atomized fuel in the combustion chamber, significantly increasing output per liter. Since what goes in must come out, SHO has a free-flowing dual exhaust from the engine, clear to the rear.



**ECOBOOST: SHOCKINGLY SOPHISTICATED.**

At the heart of SHO's performance is the all-new, 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. That means you enjoy the power output of a V8, with better fuel economy and lower emissions than a naturally aspirated 8-cylinder engine. All with immediate response, at any speed. Stunningly rewarding.



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



**PEAK PERFORMER**

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



**TRANSFER OF POWER**

A high-capacity 6-speed SelectShift Automatic<sup>™</sup> 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.

**GET IN TIGHT WITH TAURUS SHO.**

Tighter handling, tighter turns, a tighter relationship with the road. (We know you don't seek approval, but you'll welcome *this* kind of feedback.) With SHO, driving dynamics took 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**, a larger front stabilizer bar, a thicker rear anti-roll bar, 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. And at the asphalt, available 20" wheels with wide performance tires generate maximum adhesion. Hold on.





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

## INSERT DRIVING PASSION **HERE.**

SHO is every inch a driver's car. Plant yourself behind the leather-wrapped steering wheel, onto the perforated Miko Suede and leather-trimmed, 10-way power driver seat, and you'll feel your temptation build. Crisp aluminum trim wraps the console, instrument panel and gauges for a sophisticated, high-tech finish. The SHO treatment reaches all the way down to your feet, where aluminum brake and accelerator pedals wait to be pressed to the SHO-branded floor mats. No heavy metal here.

## SPECIFICATIONS

### DIMENSIONS & CAPACITIES

Exterior	
Wheelbase	112.9"
Length	202.9"
Height	60.7"
Width – Excluding mirrors	76.2"
Width – Including mirrors	85.7"
Interior	
Front	
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	20.0
AWD	19.0

### HORSEPOWER, TORQUE & 2010 EPA-ESTIMATED FUEL ECONOMY

3.5L Duratec® V6 Engine	
Horsepower	263 @ 6250 rpm
Torque (lb.-ft.)	249 @ 4500 rpm
6-speed automatic	18 mpg city/28 hwy.
6-speed SelectShift Automatic™	
FWD	18 mpg city/27 hwy.
AWD	17 mpg city/25 hwy.
3.5L EcoBoost™ V6 Engine	
Horsepower	365 @ 5500 rpm <sup>1</sup>
Torque (lb.-ft.)	350 @ 3500 rpm <sup>1</sup>
6-speed SelectShift Automatic	
AWD	17 mpg city/25 hwy.

Dimensions may vary by trim level.  
Cargo and load capacity limited by weight and weight distribution.  
<sup>1</sup>Figures achieved using premium unleaded gasoline.

### STANDARD

Mechanical	
3.5L Duratec V6 engine	
4-wheel disc Anti-lock Brake System (ABS)	
Brake and Engine Actuated Traction Control	
Front-wheel drive (FWD)	
Safety & Security	
Personal Safety System™ for driver and front passenger includes dual-stage front airbags <sup>2</sup> , 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	
Front-seat side airbags <sup>2</sup>	
Safety Canopy® System with side-curtain airbags <sup>2</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 with integrated keyhead transmitter remotes (2)	
SecuriCode™ invisible keypad	
SecuriLock® passive anti-theft ignition system	
Side-intrusion door beams	
SOS Post-Crash Alert System™ <sup>3</sup>	
Tire Pressure Monitoring System (excludes spare)	

### Seating

Front bucket seats
6-way power driver seat with manual lumbar adjustment
2-way manual front-passenger seat
60/40 split-folding rear seatbacks

### Interior

2nd-row reading lights
Accessory delay for power features
Auxiliary audio input jack
Driver and front-passenger seatback map pockets
Dual sliding sun visors with illuminated vanity mirrors
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
Power points (3)
Power windows with one-touch-up/-down driver-window feature
Steering wheel-mounted cruise and audio controls
Tilt/telescoping steering wheel

### Exterior

Easy Fuel™ capless fuel filler
Rear-window defroster
Solar-tinted glass
Wiper-activated halogen headlamps with autolamp

<sup>2</sup>Always wear your safety belt and secure children in the rear seat. <sup>3</sup>SOS 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.

**New Vehicle Limited Warranty.** We want your Ford Taurus or Taurus SHO 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 2009 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 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.



## TAURUS SE

Equipped with all standard features, plus:

### Rapid Spec 100A:

6-speed automatic transmission
17" painted sparkle silver aluminum wheels
P235/60R17 all-season tires
Day/night rearview mirror
AM/FM stereo/single-CD player with MP3 capability and 6 speakers
Message center
Black, power sideview mirrors
Twin chrome-tipped exhaust



## TAURUS SEL

Equipped with all standard SE features, plus:

### Rapid Spec 200A:

6-speed SelectShift Automatic™ transmission with paddle shifters
18" painted sparkle silver aluminum wheels
P235/55R18 all-season tires
Anti-theft perimeter alarm
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 6-month subscription
Body-color, power, heated sideview mirrors and security approach lamps
Supplemental Park Lamps

### Available Option Groups

Ford SYNC® voice-activated communications and entertainment system + Reverse Sensing System
SYNC + Reverse Sensing System + Ambient Lighting + Intelligent Access with Push-Button Start + power-adjustable pedals + Sony® Sound System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability, 12 speakers and 390 watts + 19" premium painted sparkle silver aluminum wheels with P225/45R19 V-rated all-season tires

### Available Options

All-Wheel Drive (AWD)
Leather-trimmed seats with heated front seats and 6-way power front-passenger seat with manual lumbar
Multi-contour Active Motion™ massaging front seats (requires leather-trimmed seats)
Power moonroof (requires SYNC)
Red Candy Metallic Tinted Clearcoat paint
White Platinum Metallic Tri-Coat paint



## TAURUS LIMITED

Equipped with all standard SEL features, plus:

### Rapid Spec 300A:

19" chrome-clad aluminum wheels
P255/45R19 V-rated all-season tires
10-way power driver and front-passenger seats with driver-side memory feature
Ambient Lighting
Auto-dimming rearview mirror with microphone
Leather-trimmed seats with perforated inserts
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
SYNC
Universal Garage Door Opener
Chrome-accented, power, heated sideview mirrors with memory and security approach lamps
Reverse Sensing System

### Available Option Groups

Heated and cooled driver and front-passenger seats + heated rear seats + rear-window power sunshade
Intelligent Access with Push-Button Start + power-adjustable pedals with memory + Sony Sound System + auto-dimming driver-side sideview mirror + Auto High Beam headlamps + BLIS® (Blind Spot Information System) with Cross Traffic Alert + rain-sensing windshield wipers
Heated and cooled driver and front-passenger seats + heated rear seats + rear-window power sunshade + Intelligent Access with Push-Button Start + power-adjustable pedals with memory + Sony Sound System + auto-dimming driver-side sideview mirror + Auto High Beam headlamps + BLIS (Blind Spot Information System) with Cross Traffic Alert + rain-sensing windshield wipers

### Available Options

All-Wheel Drive (AWD)
Adaptive Cruise Control and Collision Warning with Brake Support (requires BLIS with Cross Traffic Alert)
Multi-contour Active Motion massaging front seats (requires heated and cooled driver and front-passenger seats)
Hard drive-based, voice-activated Navigation System featuring SIRIUS Travel Link™ (with introductory 6-month subscription) and nearly 10 gigabytes of digital storage for pictures and music; includes AM/FM stereo/single-CD/DVD, and MP3 capability (requires BLIS with Cross Traffic Alert)
Power moonroof (requires "LIMITED" branded front floor mats)
Red Candy Metallic Tinted Clearcoat paint
White Platinum Metallic Tri-Coat paint



## TAURUS SHO

Equipped with all standard Limited features, plus:

### Rapid Spec 400A:

3.5L EcoBoost™ V6 engine
19" premium painted Luster-nickel aluminum wheels
P255/45R19 V-rated all-season tires
All-Wheel Drive (AWD)
Dual exhaust with chrome tips
Painted brake calipers
Sport-tuned suspension
Leather-trimmed seats with perforated Miko Suede inserts
Aluminum brake and accelerator pedal covers
"SHO" branded front floor mats
Intelligent Access with Push-Button Start
Body-color, power, heated sideview mirrors with memory, security approach lamps and auto-dimming driver side
High-Intensity Discharge (HID) headlamps with autolamp
Rear spoiler

### Available Option Groups

Power moonroof + Sony Sound System with 12 speakers and 390 watts + heated and cooled driver and front-passenger seats
Power moonroof + Sony Sound System with 12 speakers and 390 watts + heated and cooled driver and front-passenger seats + 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 + Rear View Camera

### Available Options & Packages

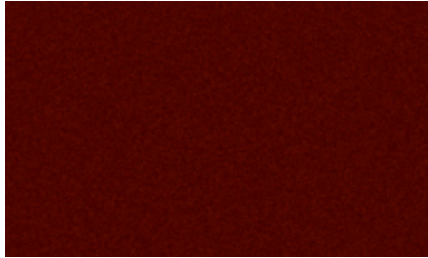
20" premium painted-aluminum wheels with P245/45R20 V-rated all-season tires
Adaptive Cruise Control and Collision Warning with Brake Support (requires power moonroof) <sup>1</sup>
Hard drive-based, voice-activated Navigation System featuring SIRIUS Travel Link (with introductory 6-month subscription) and nearly 10 gigabytes of digital storage for pictures and music; includes AM/FM stereo/single-CD/DVD, and MP3 capability (requires power moonroof)
Multi-contour Active Motion massaging front seats (requires power moonroof)
<b>SHO Performance Package:</b> performance brake pads, sport-calibrated steering, electronic stability control "Sport Mode," 3.16:1 final drive ratio, 20" premium painted Luster-nickel aluminum wheels with P245/45R20 Y-rated Performance Summer Tire Compound and tire sealant/inflation kit (not available with Rear View Camera)
Red Candy Metallic Tinted Clearcoat paint
White Platinum Metallic Tri-Coat paint

<sup>1</sup>Not available with SHO Performance Package.

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The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.  
SIRIUS is a registered trademark of SIRIUS XM Radio Inc. Subscriptions governed by SIRIUS Terms and Conditions at [sirius.com/serviceterms](http://sirius.com/serviceterms).

Sony is a registered trademark of Sony Corporation.

## EXTERIOR COLORS



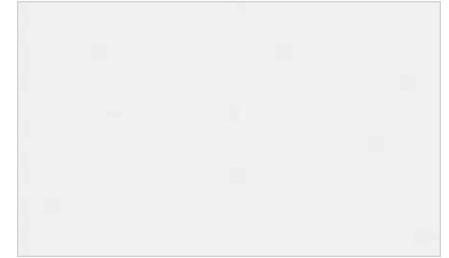
Cinnamon Metallic



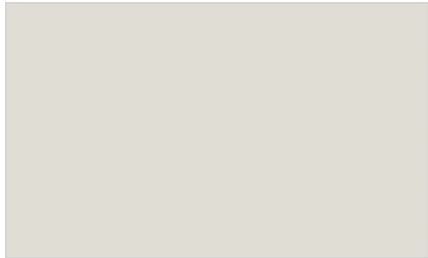
Red Candy Metallic Tinted Clearcoat



Gold Leaf Metallic



White Platinum Metallic Tri-Coat



White Suede



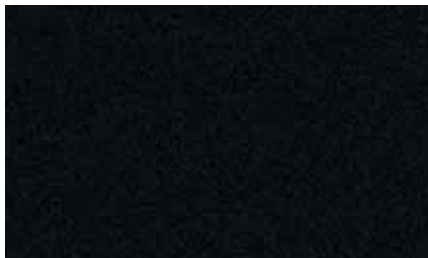
Ingot Silver Metallic



Steel Blue Metallic



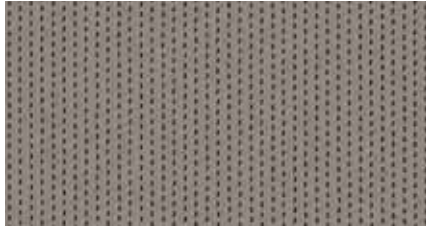
Atlantis Green Metallic



Tuxedo Black Metallic

Colors shown are representative only. Not all colors are available on all models. See your dealer for actual paint/trim options.

## INTERIOR COLORS



Cloth - Light Stone  
Standard on SE



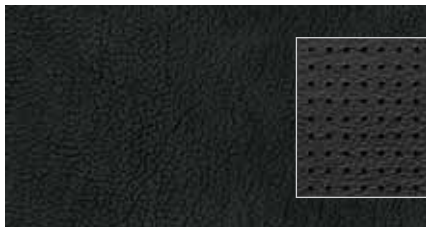
Tech Pattern accents



Leather - Light Stone  
Optional on SEL



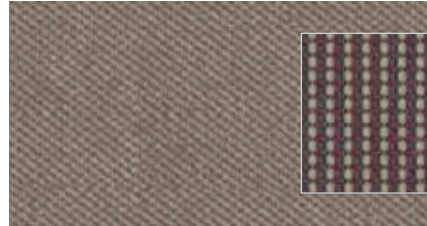
Brown Oliver Ash accents



Leather - Charcoal Black with perforated  
Charcoal Black inserts  
Standard on Limited



Black Oliver Ash accents



Cloth - Light Stone with Light Stone inserts  
Standard on SEL



Brown Oliver Ash accents



Leather - Charcoal Black  
Optional on SEL



Textured Oval accents



Leather - Charcoal Black  
with perforated Charcoal Black Miko Suede inserts  
Standard on SHO



Aluminum accents



Cloth - Charcoal Black with Charcoal Black inserts  
Standard on SEL



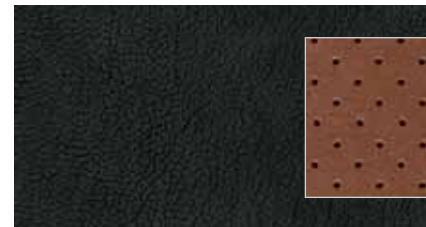
Textured Oval accents



Leather - Light Stone  
with perforated Light Stone inserts  
Standard on Limited



Brown Oliver Ash accents



Leather - Charcoal Black  
with perforated Umber Miko Suede inserts  
Standard on SHO



Aluminum accents

### Interior Colors

#### SE

Cinnamon Metallic	●
White Suede	●
Ingot Silver Metallic	●
Steel Blue Metallic	●
Tuxedo Black Metallic	●

#### SEL

Cinnamon Metallic	●	●
Red Candy Metallic Tinted Clearcoat	●	●
Gold Leaf Metallic	●	
White Platinum Metallic Tri-Coat	●	●
White Suede	●	
Ingot Silver Metallic	●	●
Steel Blue Metallic	●	●
Tuxedo Black Metallic	●	●

#### Limited

Cinnamon Metallic	●	●
Red Candy Metallic Tinted Clearcoat	●	●
Gold Leaf Metallic	●	
White Platinum Metallic Tri-Coat	●	●
White Suede	●	
Ingot Silver Metallic	●	●
Steel Blue Metallic	●	●
Tuxedo Black Metallic	●	●

#### SHO

Cinnamon Metallic	●	●	●
Red Candy Metallic Tinted Clearcoat	●		
White Platinum Metallic Tri-Coat	●	●	●
Ingot Silver Metallic	●	●	●
Steel Blue Metallic	●		
Atlantis Green Metallic	●	●	●
Tuxedo Black Metallic	●	●	●

INTERIORS: ● Light Stone ● Charcoal Black ● Charcoal Black with Umber inserts

## WHEELS

17" Painted Sparkle  
Silver Aluminum  
Standard on SE



18" Painted Sparkle  
Silver Aluminum  
Standard on SEL



19" Premium Painted  
Sparkle Silver Aluminum  
Optional on SEL



19" Chrome-Clad Aluminum  
Standard on Limited



19" Premium Painted  
Luster-Nickel Aluminum  
Standard on SHO



20" Premium Painted  
Luster-Nickel Aluminum  
Optional on SHO

FORD CUSTOM ACCESSORIES



Garmin® Portable Navigation Systems<sup>2</sup>



20" 5-Spoke Chrome Wheel<sup>1</sup>



Chrome Side Mirror Skullcap



Decklid Spoiler



Interior Soft Cargo Cooler Bag



Interior Trunk Cargo Net



Interior Soft Cargo Organizers (Large and Standard Sizes)



Dual INVISION™ DVD Headrests<sup>2</sup>

Also available:

Katzkin® Leather Seat Covers<sup>2</sup>

Interior Lighting Kit

Vehicle Security System

SmartAlert™ GPS Tracking and Recovery<sup>2</sup>

Hood Deflectors

Moonroof Deflector

Side Window Deflectors

Hard Trunk Organizer

Interior Cargo Area Protector

Locking Fuel Plug

Splash Guards

All-Weather Floor Mats

Ashcup/Coin Holder/Smoker's Pack

Wheel Locks



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

[fordvehicles.com](http://fordvehicles.com)

<sup>1</sup>Additional components required. See dealer for details. <sup>2</sup>Ford Licensed Accessories.

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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.

## THE FACTS ABOUT FORD.



### Drive quality.

**FACT:** On top of earning 8 *Consumers Digest* “Best Buy” awards for 2009 models, Ford Motor Company is **unsurpassed** by Toyota and Honda when it comes to quality.<sup>1</sup>



### Drive green.

**FACT:** Ford builds the **most fuel-efficient midsize sedan** in America (Fusion Hybrid: 41 mpg city)<sup>2</sup> and the **most fuel-efficient SUV** on the planet (Escape Hybrid: 34 mpg city).<sup>3</sup>



### Drive safe.

**FACT:** No other car company offers you more vehicles that have received both 2009 IIHS “**Top Safety Pick**” and NHTSA **5-Star** crash test ratings.<sup>4</sup>



### Drive smart.

**FACT:** The voice-activated **Ford SYNC**<sup>®</sup> customizable media system and **EcoBoost™ V6 engines** are just a few of the innovative technologies you can only find in a Ford.

Visit [fordvehicles.com](http://fordvehicles.com) to learn more.



**Drive one.**

<sup>1</sup>Based on RDA Group's GORS cumulative survey at 3 months of service in 3 surveys of 2008 MY Ford and competitive owners conducted 9/07-5/08. <sup>2</sup>EPA-estimated 23 mpg city/34 hwy., 27 mpg combined, Fusion S1-4 automatic, 41 mpg city/36 hwy., Fusion Hybrid. Actual mileage will vary. Midsize class per R. L. Polk. <sup>3</sup>Based on unadjusted city fuel economy from EPA (10/08) and VCA (5/08). 2009 EPA-estimated 34 mpg city/31 hwy. for Escape Hybrid FWD. Excluding vehicles built for Mazda. <sup>4</sup>Based on NHTSA 5-Star ratings for all 4 crash test categories. Star ratings are part of the U.S. Department of Transportation's Safercar.gov program ([www.safercar.gov](http://www.safercar.gov)).