



2015  
**TAURUS+SHO**



Go Further

Powered with  
advanced technology.



Click to see how Taurus  
puts you in the driver's seat.



*SHO. Ruby Red Tinted Clearcoat Metallic. Available equipment.*

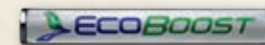


## Lead by example.

The 2015 Ford Taurus excels at the full-size luxury car experience you're looking for. A spacious, finely crafted interior. Advanced driver-assist technologies.<sup>1</sup> Sure-footed handling. Generous trunk space. It also delivers what you might not expect.

**Class-best<sup>2</sup> highway fuel efficiency** is yours when you equip Taurus with the 2.0L EcoBoost<sup>®</sup> I-4 engine.<sup>1</sup>

**This turbocharged, direct-injection powerplant** supplies immediate straight-line acceleration, and is teamed with a 6-speed SelectShift<sup>®</sup> automatic transmission for outstanding highway fuel economy (travel an EPA-estimated range of 494 miles without having to fill up).<sup>3</sup> The 3.5L Ti-VCT V6 engine features twin independent variable camshaft timing, allowing for a robust 288 horsepower while also contributing to efficiency.



**CLASS-BEST**  
EPA-ESTIMATED RATING



**32 HWY MPG<sup>2</sup>**

**TURBOCHARGED<sup>1</sup>**



**AWD**




**TRACTION<sup>1</sup>**

Limited. Tuxedo Black. Available equipment.

<sup>1</sup>Available feature. <sup>2</sup>EPA-estimated rating: 22 city/32 hwy/26 combined mpg. Actual mileage will vary. Class is Full-Size Sedans, Non-Hybrid. <sup>3</sup>EPA-estimated rating: 22 city/32 hwy/26 combined mpg, 19-gallon fuel tank; 2.0L EcoBoost I-4. Range calculation based on [www.fueleconomy.gov](http://www.fueleconomy.gov). Actual mileage will vary.

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## Embrace curves.

Taurus does. Our engineers tuned the suspension calibration of each model to deliver an engaging driving experience.

**Stay poised** through the corners, even when accelerating, with standard Torque Vectoring Control.<sup>1</sup> The system applies slight braking force to the inside front wheel as needed to help more torque reach the road and keep the vehicle firmly planted.

**Keep on track** through sharp turns with standard Curve Control.<sup>1</sup> When it senses you're taking a curve too quickly, the system can slow the vehicle by as much as 10 mph in about a second to help maintain control. All-wheel drive (AWD)<sup>2</sup> balances torque between the front and rear wheels to enhance handling and maximize traction. Also equipped with AdvanceTrac<sup>®</sup> electronic stability control and vented front rotors (all rotors are vented for SHO), the 2015 Taurus is engineered for maximum agility.

Limited. Tuxedo Black. Available equipment.

<sup>1</sup>Driver-assist features are supplemental and do not replace the driver's judgment. <sup>2</sup>Available feature.

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## Reward accomplishments.

### Take an interior tour



With space to stretch out. Plus amenities that help you relax. Even revive.

**Massage your lower back** and upper leg area, and change your seat contour with the leather-trimmed, power front seats<sup>1</sup> equipped with Active Motion.<sup>®1</sup> Heated and cooled power front seats, power-adjustable pedals and power sideview mirrors, all with memory and standard on Limited and SHO, make life even more comfortable.

**Rest your hand on soft-touch surfaces** in this meticulously assembled interior of premium materials, finely stitched seats and eye-catching accents.

**Bring tranquility to your day** with a grip of its heated steering wheel<sup>1</sup> or from a gentle breeze through the power moonroof.<sup>1</sup> To experience this – and more – on every drive, reserve some quality time in a 2015 Ford Taurus.

*Limited. Charcoal Black leather trim with perforated inserts and ambient lighting. Available equipment.*

<sup>1</sup>Available feature.

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## Say a command.

Then marvel as standard voice-activated Ford SYNC®<sup>1</sup> with 911 Assist® delivers hands-free calls, Bluetooth®-streaming music and more with simple voice commands. Once paired, it can download contacts and play music from your smartphone. It can also access your MP3 player, USB or iPod®. Just touch a button on the steering wheel and say things like “Call: Broker at office” or “Play playlist: Jazz.”

**Control apps by voice too**, such as Pandora®, iHeartAuto™ and SiriusXM®, with SYNC AppLink™<sup>2</sup>. In Taurus, taking command of your drive is easy. SYNC. Say the word.

| SYNC



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<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. Not all features are compatible with all phones.  
<sup>2</sup>SYNC AppLink is available on select models and compatible with select smartphone platforms. SYNC AppLink is not compatible with MyFord Touch®. Commands may vary by phone and AppLink software.

*Limited. Dune leather trim with perforated inserts. SYNC with MyFord Touch. Available equipment.*

## Stay informed.

It's easy with colorful graphics. Fast touch-screen response. And simple controls. SYNC®<sup>1</sup> with MyFord Touch®<sup>1</sup> gives you voice and touch control of your phone, entertainment, navigation<sup>2</sup> and climate.

**Answer a call** from your paired phone by pressing "accept" on the 8" color LCD touch screen. With HD Radio™ Technology,<sup>2</sup> simply touch the shopping cart icon while a new favorite is playing and purchase it later with iTunes® tagging.



**SiriusXM®<sup>2</sup> lets you enjoy commercial-free music,** plus sports, news, entertainment and every premium channel with your 6-month All Access trial subscription.<sup>3</sup> The voice-activated Navigation System<sup>2</sup> also includes a 5-year subscription to SiriusXM Traffic and Travel Link® services.<sup>2</sup> These features provide detailed traffic information on accidents, construction, and road closures, plus local and national weather forecasts, fuel prices and more.<sup>3</sup>



<sup>1</sup>Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. <sup>2</sup>Available feature. <sup>3</sup>Trial subscription also includes access to SiriusXM Internet Radio on your computer, smartphone or tablet. Satellite and Internet Radio lineups vary slightly.

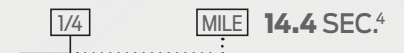


## Command respect.

There's power in a name. Like the 365 hp<sup>1</sup> in SHO (Super High Output).

**Instant straight-line acceleration** erupts from the twin turbos and direct-injection of its 3.5L EcoBoost<sup>®</sup> V6. Together with standard AWD and vented discs, Taurus SHO excels at true enthusiast performance. Plus an EPA-estimated rating of 25 hwy mpg<sup>2</sup>

**"It feels nearly nuclear,"** says MSN Autos. The SHO Performance Package adds additional heat: unique shocks and springs, a 3.16:1 final drive ratio, performance friction brake pads, and performance summer tires.<sup>3</sup> A true "off" mode for the AdvanceTrac<sup>®</sup> electronic stability control even lets you do your own fine tuning. No one else has to know.



SHO. Ruby Red Tinted Clearcoat Metallic. Available equipment.

<sup>1</sup>Using 93-octane fuel. <sup>2</sup>EPA-estimated rating: 17 city/25 hwy/20 combined mpg, 3.5L EcoBoost V6, AWD. Actual mileage will vary. <sup>3</sup>Ford does not recommend using summer tires when temperatures drop to approximately 40°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires. <sup>4</sup>Based on Ford testing.

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See how  
it all works



## Keep innovating.

Advanced technology powers Taurus. Using ultrasonic sensors and radar, driver-assist technologies<sup>1</sup> can help you parallel park, avoid collisions and more.

**Make parallel parking easier** with active park assist.<sup>1</sup> This system not only helps you find a spot, it actually steers the vehicle into place while you control the gear shifter, and brake and accelerator pedals.

**Maintain your lane** with help from our Lane-Keeping System.<sup>1,2</sup> It can detect lane markings with a forward-facing camera and send vibration pulses to the steering wheel. If needed, it can apply steering torque to prompt you to steer back toward center.

**Stay alert to traffic detected in blind spots** as you drive forward, or traffic nearing either side of the vehicle as you slowly back up, thanks to BLIS<sup>®</sup> (Blind Spot Information System) with cross-traffic alert.<sup>1</sup> It helps warn you using lights embedded in the sideview mirrors.<sup>3</sup>

**Get a heads-up** from adaptive cruise control and collision warning with brake support.<sup>1</sup> This system helps maintain your choice of 4 preset gaps from the vehicle in front of you and can alert you to a potential collision. If one is detected, it flashes a warning on the windshield, sounds an alarm, and preps the braking system to help.

<sup>1</sup>Available feature. Driver-assist features are supplemental and do not replace the driver's judgment.

<sup>2</sup>Lane-Keeping System does not control steering. <sup>3</sup>BLIS replaces standard integrated blind spot mirrors.



## Protect your own.

Should the unthinkable happen, the 2015 Ford Taurus is engineered to help protect.

**An intricate safety cage** around the passenger compartment is formed from a masterful mix of high-strength and ultra-high-strength boron steel. In certain collisions, enhanced driver and front-passenger airbags adjust their deployment force to occupant size, position and safety belt status.

**Help keep all 4 wheels firmly planted,** particularly in inclement weather, with standard AdvanceTrac<sup>®</sup> electronic stability control.<sup>1</sup> To help you see farther at night, auto high beams<sup>2</sup> activate when no automotive headlamps or taillamps are detected in front.

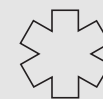
ADVANCETRAC



ELECTRONIC STABILITY CONTROL



6 AIRBAGS



911 ASSIST<sup>3</sup>

*SHO. Ruby Red Tinted Clearcoat Metallic. Available equipment.*

<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>Available feature. <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 connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed. When the feature is ON, 911 Assist uses your paired and connected mobile phone to assist occupants to contact emergency services by dialing 911 if your airbag deploys or, on certain vehicles, if the emergency fuel pump shut-off is activated.

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# Taurus Specifications



## Engines/EPA-Estimated Ratings & Dimensions

### 3.5L Ti-VCT V6

288 hp @ 6,500 rpm  
254 lb.-ft. of torque @ 4,000 rpm

6-speed SelectShift® automatic

FWD 19 city/29 hwy/23 combined mpg  
AWD 18 city/26 hwy/21 combined mpg

### 2.0L EcoBoost® I-4

240 hp @ 5,500 rpm<sup>1</sup>  
270 lb.-ft. of torque @ 1,675-4,800 rpm<sup>1</sup>

6-speed SelectShift automatic

FWD 22 city/32 hwy/26 combined mpg

### 3.5L EcoBoost V6

365 hp @ 5,500 rpm<sup>1</sup>  
350 lb.-ft. of torque @ 3,000 rpm<sup>1</sup>

6-speed SelectShift automatic

AWD 17 city/25 hwy/20 combined mpg

### Exterior

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

### Interior

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

### 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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Tour the full gallery



## Standard Features

### Mechanical

4-wheel disc Anti-Lock Brake System (ABS)  
Battery Management System  
Brake- and engine-actuated traction control  
Electric power-assisted steering (EPAS)  
Suspension – Front: independent MacPherson strut  
Suspension – Rear: independent multilink  
Torque Vectoring Control

### Seating

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

### Interior

12-volt powerpoints (3)  
Accessory delay for power features  
Adjustable rear vents  
Cruise control  
Driver and front-passenger seat back map pockets  
Ford SYNC® voice-activated, in-vehicle connectivity system  
Front and rear carpeted floor mats  
Front center floor console with armrest and storage  
Front overhead console with dome and map lights  
Power door locks  
Rear-seat reading lights  
Rear view camera  
Sliding sun visors with illuminated vanity mirrors  
Steering wheel-mounted cruise, audio and 5-way MyFord® controls (2)  
Tilt/telescoping steering column

### Exterior

Easy Fuel® capless fuel filler  
Light-emitting diode (LED) taillamps  
Power sideview mirrors with integrated blind spot mirrors  
Rear-window defroster  
Solar-tinted glass

### 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's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System  
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 trunk release

Front-seat side airbags<sup>2</sup>

Illuminated Entry System

LATCH (Lower Anchors and Tether Anchors for Children)

MyKey®

Safety Canopy® System with side-curtain airbags<sup>2</sup> and rollover sensor

SecuriCode™ invisible keypad

SecuriLock® Passive Anti-Theft System

SOS Post-Crash Alert System™

Tire Pressure Monitoring System (excludes spare)

Dimensions may vary by trim level.

<sup>1</sup>Using 93-octane fuel. <sup>2</sup>Always wear your safety belt and secure children in the rear seat.



SE. Deep Impact Blue. SEL. Ingot Silver. Available equipment.

MyFord 4.2" color LCD display in center stack.

Intelligent Access with push-button start.<sup>1</sup>

Cargo organizer.<sup>1</sup>

## SE

**Equipment Group 100A**  
Includes all standard features, plus:

### Mechanical

3.5L Ti-VCT V6 engine  
6-speed SelectShift<sup>®</sup> automatic transmission with Sport Mode and shifter button activation  
Front-wheel drive (FWD)

### Seating

6-way power driver and front-passenger seats with manual lumbar adjustment  
Cloth seats

### Interior

AM/FM stereo/single-CD player with MP3 capability and 6 speakers  
Auxiliary audio input jack  
Day/night rearview mirror  
Message center  
Power windows with one-touch-up/-down driver's side window feature  
Single-zone manual air conditioning  
SYNC<sup>®</sup> with MyFord<sup>®</sup> voice-activated, in-vehicle connectivity system with 4.2" color LCD displays in instrument cluster and center stack

### Exterior

17" Sparkle Silver-painted aluminum wheels with P235/60R17 all-season tires  
Black, power sideview mirrors  
Bright-painted grille  
Quasi-dual exhaust with bright tips  
Remote Keyless Entry System with integrated keyhead transmitter remotes (2)  
Wiper-activated halogen headlamps with autolamp

### Available Options

2.0L EcoBoost<sup>®</sup> I-4 engine with 6-speed SelectShift automatic transmission with Sport Mode and shifter button activation  
All-weather floor mats  
Ash cup/coin holder with lighter element  
Cargo organizer

## SEL

**Equipment Group 200A**  
Includes select SE features, plus:

### Seating

Unique cloth seats

### Interior

Auto-dimming rearview mirror  
Covered front-row cupholders and storage  
Dual-zone electronic automatic temperature control  
Leather-wrapped shift knob with chrome trim  
Leather-wrapped steering wheel  
Message center with compass  
Outside temperature display  
Remote Start System  
SiriusXM<sup>®</sup> Satellite Radio with 6-month trial subscription

### Exterior

18" Sparkle Silver-painted aluminum wheels with P235/55R18 all-season tires  
Anti-theft perimeter alarm  
Body-color, power, heated sideview mirrors with security approach lamps  
LED supplemental park lamps  
Reverse Sensing System

### Available Equipment Group

**Equipment Group 201A** – SYNC with MyFord Touch<sup>®</sup> voice-activated, in-vehicle connectivity system, which includes SYNC Services;<sup>2</sup> 2 configurable 4.2" color LCD displays in instrument cluster; 8" color LCD touch screen in center stack; media hub with 2 USB ports, SD card reader and audio/video input jacks + additional center channel speaker + power-adjustable pedals + Intelligent Access with push-button start (2 key fob transmitters)

### Available Options

2.0L EcoBoost I-4 engine with 6-speed SelectShift automatic transmission with Sport Mode and shifter button activation (n/a with AWD)  
20" 10-spoke machined and low-gloss ebony-painted aluminum wheels with P245/45R20 all-season tires (requires 201A)  
All-weather floor mats  
All-wheel drive (AWD)  
Ash cup/coin holder with lighter element  
Cargo organizer  
Leather-trimmed seats with heated front seats  
Power moonroof (requires 201A)  
Rear decklid spoiler  
Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link<sup>®</sup> with 5-year subscription (requires 201A)



17" Sparkle Silver-Painted Aluminum  
Standard: SE



18" Sparkle Silver-Painted Aluminum  
Standard: SEL



20" 10-Spoke Machined and Low-Gloss Ebony-Painted Aluminum  
Optional: SEL

<sup>1</sup>Available feature. <sup>2</sup>SYNC Services varies by trim level and model year and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Ford Motor Company reserves the right to change or discontinue this product service at any time without prior notification or incurring any future obligation.

# Limited

## Equipment Group 300A

Includes select SEL features, plus:

### Seating

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

Heated and cooled front seats

Leather-trimmed seats with perforated leather inserts

### Interior

Additional center channel speaker

Ambient lighting

Bright front door-sill scuff plates

Cargo net

Intelligent Access with push-button start (2 key fob transmitters)

Leather-wrapped steering wheel with wood accent

Power-adjustable pedals with memory

Power-tilt/-telescoping steering column

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

SYNC® with MyFord Touch® voice-activated, in-vehicle connectivity system which includes SYNC Services;<sup>1</sup> 2 configurable 4.2" color LCD displays in instrument cluster; 8" color LCD touch screen in center stack; and media hub with 2 USB ports, SD card reader and audio/video input jacks

Universal garage door opener

### Exterior

19" premium Luster Nickel-painted aluminum wheels with P255/45R19 LRR all-season tires

Chrome-accented body-color-painted grille

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

### Available Equipment Group

**Equipment Group 301A** – Auto high beams with rain-sensing windshield wipers + auto-dimming driver's sideview mirror + BLIS® (Blind Spot Information System) with cross-traffic alert + heated steering wheel + heated rear outboard seats + rear-window power sunshade + "LIMITED" branded front floor mats + Audio System from Sony® with 12 speakers and HD Radio™ Technology

### Available Options & Package

2.0L EcoBoost® I-4 engine with 6-speed SelectShift® automatic transmission with Sport Mode and shifter button activation (n/a with AWD)

20" 10-spoke machined and low-gloss ebony-painted aluminum wheels with P245/45R20 all-season tires (requires 301A)

20" polished aluminum wheels with P245/45R20 all-season tires (requires 301A)

All-weather floor mats

All-wheel drive (AWD)

Ash cup/coin holder with lighter element

Cargo organizer

**Driver Assist Package** includes adaptive cruise control and collision warning with brake support, Lane-Keeping System, and active park assist (requires 301A)

Multicontour front seats with Active Motion® (requires 301A)

Power moonroof

Rear decklid spoiler

Voice-activated Navigation System with integrated SiriusXM® Traffic and Travel Link® with 5-year subscription



Tuxedo Black. Available equipment.

Rear view camera.

Rear-window power sunshade.<sup>2</sup>

"LIMITED" branded front floor mats.<sup>2</sup>



19" Premium Luster Nickel-Painted Aluminum Standard



20" Polished Aluminum Optional



20" 10-Spoke Machined and Low-Gloss Ebony-Painted Aluminum Optional

<sup>1</sup>SYNC Services varies by trim level and model year and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Ford Motor Company reserves the right to change or discontinue this product service at any time without prior notification or incurring any future obligation. <sup>2</sup>Available feature.

# SHO

## Equipment Group 400A

Includes select LIMITED features, plus:

### Mechanical

- 3.5L EcoBoost® V6 engine
- 6-speed SelectShift® automatic transmission with Sport Mode and paddle shifters
- 2.77:1 final drive ratio
- 13.85" vented front rotors
- All-wheel drive (AWD)
- Sport-tuned suspension

### Seating

- Leather-trimmed seats with perforated inserts
- "SHO" graphics embroidered on front seats

### Interior

- Aluminum pedal covers
- "SHO" branded front floor mats
- Top grain leather-wrapped steering wheel

### Exterior

- 20" machined and painted aluminum wheels with P245/45R20 all-season tires
- Dual exhaust with bright tips
- High-intensity discharge (HID) headlamps
- LED supplemental park lamps with piano black bezels
- Piano black mesh grille
- Piano black, power, heated sideview mirrors with memory, security approach lamps and auto-dimming driver's side
- Rear decklid spoiler
- "SHO" branded side fender vents

## Available Equipment Group

**Equipment Group 401A** – Auto high beams with rain-sensing windshield wipers + BLIS® (Blind Spot Information System) with cross-traffic alert + heated steering wheel + heated rear outboard seats + rear-window power sunshade + Audio System from Sony® with 12 speakers and HD Radio™ Technology

## Available Options & Packages

20" 10-spoke machined and low-gloss ebony-painted aluminum wheels

**Driver Assist Package** includes adaptive cruise control and collision warning with brake support, Lane-Keeping System, and active park assist (requires 401A; n/a with SHO Performance Package)

All-weather floor mats

Ash cup/coin holder with lighter element

Cargo organizer

Multicontour front seats with Active Motion® (requires 401A)

Power moonroof (requires 401A)

**SHO Performance Package** includes an enhanced sport-tuned suspension, performance friction brake pads, sport-calibrated steering, AdvanceTrac® electronic stability control "Sport Mode" setting, 3.16:1 final drive ratio, Alcantara®-trimmed steering wheel, P245/45R20 Performance Summer Tire Compound<sup>1</sup> and tire sealant/inflation kit (n/a with Driver Assist Package)

Voice-activated Navigation System with integrated SiriusXM® Traffic and Travel Link® with 5-year subscription



Charcoal Black leather-trimmed seats with Charcoal Black perforated inserts and embroidered "SHO" graphics on front seats.

Heated rear-seat controls, included in Equipment Group 401A.

"SHO" 3.5L EcoBoost V6 engine cover.

Rear decklid spoiler.



20" Machined and Painted Aluminum Standard



20" 10-Spoke Machined and Low-Gloss Ebony-Painted Aluminum Available (no additional charge on SHO)

<sup>1</sup>Ford does not recommend using summer tires when temperatures drop to approximately 40°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires.

## Exteriors



White Platinum Tri-coat Metallic



Oxford White



Ingot Silver



Ruby Red Tinted Clearcoat Metallic



Bronze Fire Tinted Clearcoat Metallic



Deep Impact Blue



Caribou



Magnetic



Dark Side

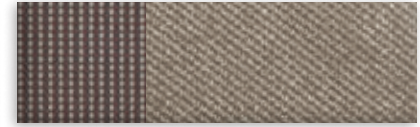


Tuxedo Black

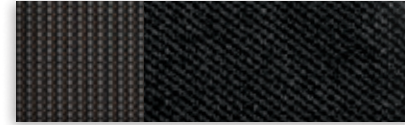
## Interiors



1 Dune Cloth



2 Dune Cloth



3 Charcoal Black Cloth



4 Dune Leather



5 Charcoal Black Leather



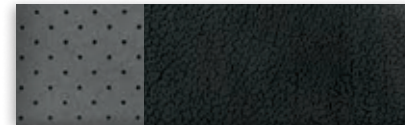
6 Dune Leather with Perforated Inserts



7 Charcoal Black Leather with Perforated Inserts



8 Charcoal Black Leather with Charcoal Black Perforated Inserts and front-seat embroidered "SHO" graphics



9 Charcoal Black Leather with Mayan Gray Miko® Suede Perforated Inserts and front-seat embroidered "SHO" graphics

Bring these colors to life



Exteriors	Interiors								
	SE	SEL			Limited		SHO		
White Platinum Tri-coat Metallic <sup>1</sup>		2	3	4	5	6	7	8	9
Oxford White	1	2	4						
Ingot Silver	1	2	3	4	5	6	7	8	9
Ruby Red Tinted Clearcoat Metallic <sup>1</sup>		2	3	4	5	6	7	8	9
Bronze Fire Tinted Clearcoat Metallic <sup>1</sup>		2	3	4	5	6	7	8	
Deep Impact Blue	1	2	3	4	5	6	7	8	9
Caribou	1	2	3	4	5	6	7		
Magnetic	1	2	3	4	5	6	7	8	9
Dark Side	1	2	3	4	5	6	7	8	9
Tuxedo Black	1	2	3	4	5	6	7	8	9

4, 5 Optional on SEL

<sup>1</sup>Additional charge. Colors are representative only. See your dealer for actual paint/trim options.



*SEL in Ingot Silver customized with smoked moonroof and side window deflectors, molded splash guards, chrome mirror caps and chrome-plated wheel lock kit*

*Sport pedals*

*All-weather floor mats*

*Remote Access*

*Rear spoiler*

**Exterior**

- Flat splash guards
- Full vehicle cover<sup>1</sup>
- Hood protector<sup>1</sup>
- Locking fuel plug
- Rear spoilers

**Interior**

- Ash cup/coin holders
- Auto-dimming rearview mirror
- Cargo organizers and protectors
- Carpeted floor mats
- Interior light kit

**Electronics**

- Bumper-mounted warning sensor systems<sup>1</sup>
- Portable DVD rear-seat entertainment systems<sup>1</sup>
- Remote start systems
- Vehicle Security System



**FORD ACCESSORIES**

[accessories.ford.com](http://accessories.ford.com)

<sup>1</sup>Ford Licensed Accessory.



Learn more about  
your Taurus



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**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](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 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.

**Genuine Ford Accessories** will be 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. 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 and/or a copy of all limited warranties.

Comparisons based on competitive models (class is Full-Size Sedans, Non-Hybrid), publicly available information and Ford certification data at time of release. Vehicles may be shown with optional equipment. Features may be offered only in combination with other options or subject to additional ordering requirements/limitations. Dimensions shown may vary due to optional features and/or production variability. Information is provided on an "as is" basis and could include technical, typographical or other errors. Ford makes no warranties, representations, or guarantees of any kind, express or implied, including but not limited to, accuracy, currency, or completeness, the operation of the information, materials, content, availability, and products. Ford reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Ford Dealer is the best source of the most up-to-date information on Ford vehicles.

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