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## Designed with your family in mind.



Safety, quality and convenience have been part of the Taurus story since its introduction. It changed the way people thought about the American family sedan. For 2004, the tradition continues with a wide range of model choices designed to suit your driving style and your lifestyle. It's even designed to appeal to your sense of style, with a new look featuring clean, sculpted lines.

## **High Standards Make Taurus the Smart Choice:**

**Comfort** Enhanced interior design and materials [ PAGE 5 ]

**Convenience** New options and packages provide the features you want [PAGE 7]

**Safety** The Ford Personal Safety System<sup>™</sup> [ PAGE 15 ]

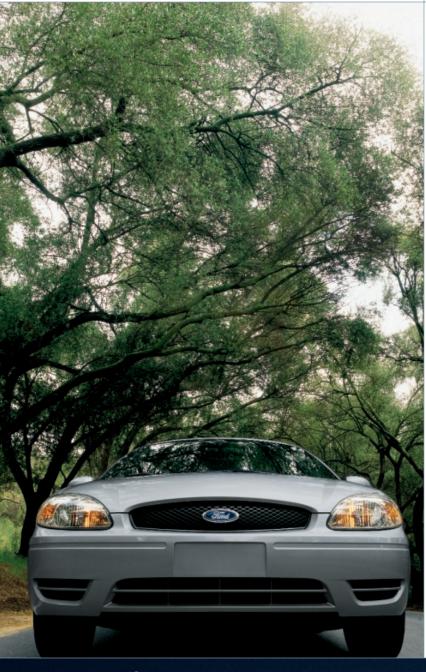
Value

Taurus delivers more of what you're looking for [PAGE 16]



TAURUS SEL IN SILVER FROST METALLIC. SHOWN ON COVER: TAURUS SEL IN GOLD ASH METALLIC.

# **Taurus SEL**



You may think that a luxury car doesn't quite fit in with the rough-and-tumble life of most families. That's where Taurus SEL comes in. Its 4-wheel independent suspension and 200 horsepower combine agile handling with the power you'd expect from a fine automobile. The roomy interior is filled with features that make every trip a pleasure, like an AM/FM stereo/cassette audio system with a 6-disc CD changer, and the Electronic Automatic Temperature Control system. Available premium leather trim makes this top-of-the-line model even more luxurious. At the same time, it's a Taurus. So it's durable and reliable to handle an all-American family, like yours.

The standard 3.0L 24-valve Duratec V6 engine is a high-torque, high-tech power-plant that gives Taurus SEL smooth, quiet performance with plenty of punch.



Luxury for the real world.

Taurus SEL



## A classic combination.

Two materials define the interior of a luxury car: wood and leather. Taurus SEL offers you both to create a refined, elegant driving environment. Enjoy the substantial feel of the wood and leather-wrapped steering wheel, the pleasing sight of woodgrain accents on the shifter, plus the rich scent of premium leather-trimmed seats, all available in Taurus SEL. In fact, all the interior materials, from the carpet to the dash and door coverings, have been carefully selected to enhance your driving experience.

But materials are only half the story. Superior design makes the seats feel right and puts the controls right where you'd expect them to be. All of which makes Taurus a very comfortable and relaxing place to be... for 5 miles, or 500.







6

## Details make the difference.

A lot of care goes into creating an interior that feels truly comfortable and refined. Seats are crafted to support you in a relaxed position. Switch placement is tested so each control is easy to find and use. Even the curve of the dash is designed to reduce glare and please the eye. Taurus offers a long list of standard features, plus options to make time spent in your Taurus even more enjoyable.

The message center, standard on all Taurus models, delivers up-to-the-minute information on average fuel economy, distance-to-empty and several other diagnostics. It also includes a trip elapsed time setting/odometer.





### Comfort and convenience



- I An Electronic Automatic Temperature Control system operates the heater and air conditioner to keep the temp to your liking. The AM/FM stereo and cassette with 6-disc CD changer gets your favorite tunes rolling. Both are standard on Taurus SEL.
- 2 Power adjustable accelerator and brake pedals provide greater comfort and convenience by allowing you to position the pedals where you feel most comfortable. Available on most Taurus models.





3 To simplify your life and minimize interior clutter, just program the HomeLink® universal transmitter to activate your garage door opener and 2 additional home-based units (like remote-frequency-controlled lighting, gates or a security system). Available on Taurus SEL Sedan and Wagon.

## Available first-class upgrades for Taurus SEL and SES Sedans



Open the shade on your power moonroof to brighten th interior. Open the glass and let the sun *and* the breeze enhance your drive.



rurn up the MACH® Audio System and enjoy crystal-clear sound from its AM/FM stereo with cassette player, 6 premium speakers and 80 watts of peak power.

**Taurus SES** 

# A standout in any crowd: Taurus SES.



There's no better combination of standard features, confidence-inspiring road manners and impressive style than Taurus SES. Want to spice things up? Add the optional rear spoiler. Then choose the 200-hp 24-valve Duratec engine. A standard 4-wheel antilock braking system helps you maintain control and steer out of trouble in most driving conditions.

With all the amenities of the SES, plus the room and comfort that have made Taurus an American favorite, what possible excuse could you have for driving any other family sedan?

# 4-WHEEL INDEPENDENT SUSPENSION The solid, quiet ride and confident handling of the Taurus come from a design long appreciated by race car drivers and driving enthusiasts: 4-wheel independent suspension. All Taurus Sedans use a MacPherson-strut design in front and Quadralink parallel control arms in the rear, with nitrogen-gas-pressurized dampers at each wheel, as well as front and rear stabilizer bars. In the Taurus Wagon, a Short- and Long-Arm rear suspension with progressive-rate springs and a stabilizer bar combines steady handling and a compact design that allows more room for cargo and 3rd-row seating. All these systems are finely tuned to balance response with comfort.

TAURUS SES IN MEDIUM TRUE BLUE METALLIC.

Taurus SES



## Taurus SES: more than meets the eye.



The clean, crisp design of the interior belies the wealth of features that make driving the Taurus SES Sedan such a pleasure. Like the standard power driver's seat, available 60/40 split-fold rear seat and AM/FM stereo/CD audio system. The 6-passenger interior greets you with plush cloth upholstery. Plus, a range of additional options makes it easy to personalize your Taurus SES to suit your tastes. Like seating for 5 and a leather-wrapped steering wheel.

- I The standard power driver's seat adjusts 6 ways and features an adjustable lumbar support.
- 2 SES includes an electronic AM/FM stereo with a single-CD player and 4 speakers to surround you with clear, full-range sound.
- 3 Standard dual illuminated visor vanity mirrors let you check your look in the parking lot.
- 4 On a freezing day, heated sideview mirrors add a margin of safety. Part of the Luxury and Convenience Package.
- 5 Details like an auto-dimming rearview mirror highlight the Luxury and Convenience Package.











INCREASE THE COMFORT FACTOR WITH TAURUS SES'S AVAILABLE SPORT BUCKET SEATS, LEATHER-WRAPPED STEERING WHEEL AND FLOOR-MOUNTED SHIFT KNOB.

## Taurus SE: the family express.

If you want a smooth, quiet way to get 6 or even 8 people from here to there, look no further than the Taurus Sedan or Wagon. 6-passenger seating is standard in the SE Sedan, and you can treat yourself right by adding the SE Value Package. It includes a 6-way power driver's seat plus a 6-disc CD changer. Taurus Wagon holds up to 8 with a standard front bench and available 3rd-row seat (part of Wagon Group). Order the Wagon Comfort Package to add a 6-way power driver's seat and power adjustable pedals.

And even when you don't need maximum capacity, you still have a quick-handling, easy-parking alternative to the soccer-mobile parked in your neighbor's driveway.



1.4

## Peace of mind is built in.

Every day, Ford safety engineers come to work with a single goal: to design a safer Taurus for you and your family. They run thousands of computer simulations to design a strong, unitized body capable of dissipating the energy of a collision. They seek out the latest technologies, from dual-stage front airbags to safety belts with energy management retractors that help hold occupants securely and prevent injuries. Finally, they perform exhaustive testing to establish safety performance benchmarks for the car and all of its systems. Why do Ford engineers go to all this trouble? Because they have families, too.





# 4-wheel anti-lock braking system (ABS)

When computer-controlled sensors indicate wheel lockup during hard braking, ABS automatically "pumps" the brakes several times per second, providing straighter stops and greater steering control under most driving conditions.

Standard on SES and SEL. Optional on LX and SE.

## All-Speed Traction Control

Improves traction on slippery or loose surfaces by using a combination of braking and/or engine control to reduce wheel spin. It's especially useful when a lane is slippery on one or both sides, when pulling out from an icy parking lot or highway shoulder, or when accelerating while cornering. Available on most Taurus models.

## "Safety cell" unitized body construction

Special crumple zones were designed to absorb the force of a collision, while the passenger cabin structure helps dissipate impact energy around and away from occupants. Standard on all Taurus models.

# Dual-stage front airbags

Special sensors deploy these airbags at the right pressure based on the following: the severity of the impact, whether the safety belts are in use, the weight of the right-front passenger and the distance of the driver's seat from the steering wheel. Standard on all Taurus models.

## Side-impact airbags

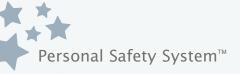
Available on most Taurus models, they stand ready to help protect the driver and right-front passenger by deploying in certain side-impact collisions.

## LATCH child safety seat system

Designed to work with LATCH-compatible child safety seats, this standard system eliminates the use of the vehicle's safety belts to install a safety seat. It provides secure anchor points and reduces the likelihood of incorrect installation. You'll also find child safety locks on the rear doors of every Taurus.

# SecuriLock® passive anti-theft system

Standard on every Taurus, it uses a sophisticated electronically coded ignition key to start the vehicle. If the key does not have the correct code, the vehicle will not start. There are 72 quadrillion possible codes.



This standard system manages safety belt tension and airbag deployment to better protect the driver and right-front passenger. Crash severity sensors measure the impact of a front collision. Front-seat sensors determine the driver's seat position and front-passenger weight. The system uses safety belt pretensioners and energy management retractors to control belt tension and hold occupants securely during impact. It also manages the energy levels at which the front airbags deploy in order to provide improved protection for occupants. To see how well these safety systems work, read on...

## Stellar crash test ratings

Awarded by the National Highway Traffic Safety Administration (NHTSA), Taurus has received the highest government frontal crash safety rating 5 years in a row (1999-2003). It also received the highest rating in the Insurance Institute for Highway Safety's (IIHS) frontal offset crash test. Two very important reasons to put Taurus at the top of your list.





# On all points, the smart choice.

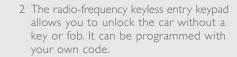
Now that you're considering your options, it's time to take another good look at Taurus. It features the exclusive Ford Personal Safety System,™ plus a huge range of models and options. With its classic good looks, roomy, artfully designed interior and responsive handling, this is one car you can be proud to own and drive. And it's nice to know that Taurus comes with 3 years of 24-hour Roadside Assistance, a 3-year/36,000mile Bumper-to-Bumper Limited Warranty and























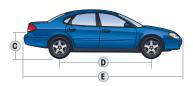


See your dealer for these and other great dealer-installed Genuine Ford Accessories or visit us at www.fordaccessoriesstore.com.



### DIMENSIONS





Exterior	Sedan	Wagon
A. Overall width	73.0"	73.0"
B. Height	56.1"	57.8"
C. Liftover height	26.0"	_
D. Wheelbase	108.5"	108.5"
E. Overall length	197.6"	197.7"
Interior		
1st row		
Head room	40.0"	39.4"
Shoulder room	57.3"	57.3"
Hip room	54.4"	54.4"
Leg room	42.2"	42.2"
2nd row		
Head room	38.1"	38.9"
Shoulder room	56.6"	56.6"
Hip room	55.7"	55.4"
Leg room	38.9"	38.5"
3rd row		
Head room	_	35.4"
Shoulder room	_	51.0"
Hip room	_	38.2"
Leg room	_	25.2"
Cargo Volume (cu. ft.)		
Maximum cargo volume	17.0	38.8*

<sup>\*38.8</sup> with 2nd-row seatback up. 81.3 with 2nd-row seatback down.

### STANDARD FEATURES

### Safety/Security

Personal Safety System™ for driver and right-front passenger — With dual-stage airbags,\* safety belt pretensioners, safety belt energy management retractors, safety belt usage sensors, driver's-seat position sensor, front-passenger-seat weight sensor, crash severity sensor and restraint control module

Autolock – Doors lock automatically when driving

Belt-Minder® safety belt reminder

Brake/shift interlock

Bumpers – 5-mph energy-absorbing

Emergency glow-in-the-dark trunk release

Fuel pump inertia shutoff switch

Headlamps-on alert chime

Key-in-ignition alert chime

LATCH – Lower anchors and tether anchors for child safety seats in rear

outboard seating positions

Power window lockout feature

Rear-door child safety locks

"Safety cell" unitized body construction

SecuriLock® passive anti-theft system

Side-intrusion door beams

### Mechanical

3.0L V6 engine

4-speed electronic automatic transaxle with overdrive lockout

4-wheel power disc brakes (wagon)

4-wheel power front disc/rear drum brakes (sedan)

100,000-mile tune-up interval\*\*

Battery saver system

Front-wheel drive

Fuel tank - 18-aallon capacity

Hood assist struts

P215/60R16 all-season tires

Power variable-assist rack-and-pinion steering

Spare – Compact

Stabilizer bar – Front and rear

Stainless steel exhaust system

Suspension – Front: independent MacPherson strut (sedan and wagon);

rear: independent Quadralink (sedan) or Short- and Long-Arm (wagon)

### Interi

interior

Accessory delay for power features

Air conditioning

AM/FM stereo with digital clock and 4 speakers

Assist handles – Rear

Cupholders

Decklid release (Sedan)

Floor mats – Front and rear carpeted

Light Group – Dual-beam dome/map lights

Low fuel warning light

Power door locks

Power windows – With one-touch-down driver's-side feature

Power points – 2

Rear floor air ducts

Shoulder belt height adjusters – Front outboard positions

Tilt steering column

Underfloor storage (wagon models only)

Visor vanity mirrors

### Exterior

Bodyside moldings

Headlamps – Multi-reflector halogen

Luggage rack (wagon models only)

Power sideview mirrors

Rear defroster

Rear wiper and washer (wagon models only)

Solar-tinted glass

Windshield wipers – Front variable-intermittent

Comparisons based on 2003 competitive models, publicly available information and Ford certification data at time of printing. 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. Following publication of the catalog, 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.

### MODEL-SPECIFIC FEATURES/OPTIONS

			LX Sedan SE Sedan		
	_				
		_	SES Sedan		
			SEL Sedan		
			Safety/Security		
- 0	0	0	All-Speed Traction Control		
	<b>—</b>	•	Perimeter anti-theft system		
	•	•	Remote keyless entry system – 2 key fobs		
	0	•	Security approach lamps		
- 0	0	0	Side-impact airbags*		
-			·		
			Mechanical		
•	•	_	3.0L OHV 12-valve V6 engine		
	0	•	3.0L DOHC 24-valve Duratec V6 engine		
0	0	_	3.0L FFV (Flexible Fuel Vehicle) engine		
0			4-wheel anti-lock braking system (ABS)		
_	_	—	16" steel wheels with full locking wheelcovers		
	•	_	16" 5-spoke painted aluminum wheels		
-	_	•	16" 7-spoke machined-aluminum wheels		
			Seating		
. 0	0	•	5-passenger cloth seating with front bucket seats and floor-mounted shifter and console		
• 0			6-passenger cloth seating with flip-down center seating console and column-mounted shifter		
- 0	0		60/40 split-fold rear seatback		
	0	0	Leather-trimmed seats		
• •	•	•	Power driver's seat with lumbar support – 6-way		
-	_	0	Power passenger's seat – 6-way		
-	_	0	Two-tone premium leather		
			Interior		
•		_	Air conditioning – Manual		
1_	1—	•	Air conditioning – Electronic Automatic Temperature Control		
	_	_	AM/FM stereo with digital clock		
•	•	•	AM/FM stereo with cassette and digital clock		
. 0	•		AM/FM stereo with single-CD player and digital clock		
	0	0	MACH® Audio System with cassette		
. 0	0	•	6-disc CD changer (available with cassette stereo only)		
		•	Autolamp – Automatic on/off headlamps		
			·		
•	•		Grocery bag hooks – Located in trunk		
	_	0	HomeLink® universal transmitter (late availability)		
-	0	•	Leather-wrapped steering wheel		
-	0	0	Luxury and Convenience Package – Includes heated sideview mirrors, automatic-dimming		
			rearview mirror and compass		
	_	_	LX Speed Control and Cassette Package – Includes speed control and cassette player		
- 0	0	0	Power adjustable accelerator and brake pedals		
- 0	_	_	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		
•		•	Speed control		
-	•	•	Visor vanity mirrors – Dual illuminated		
	_	0	Wood Steering Wheel and Shift Knob Package – Includes real wood and leather-wrapped		
			steering wheel and faux wood shift knob		
			-		
		-	Exterior		
-	_		Chrome bodyside moldings		
- 0	0	•	Heated sideview mirrors with puddle lamps		
_	•	0	Keyless entry keypad		
	1	1 0	Power moonroof		
_	0	0	Power moonroot		

Safety/Security

All-Speed Traction Control

Perimeter anti-theft system

Remote keyless entry system – 2 key fobs

Security approach lamps

Side-impact airbags\*

### Mechanical

SE Wagon

SEL Wagon

3.0L OHV 12-valve V6 engine
 3.0L DOHC 24-valve Duratec V6 engine
 3.0L FFV (Flexible Fuel Vehicle) engine
 4-wheel anti-lock braking system (ABS)
 16" 5-spoke painted aluminum wheels

### Seatina

6-passenger cloth seating with flip-down center seating console and column-mounted shift
 60/40 split-fold 2nd-row seatback

## Leather-trimmed seats Power driver's seat with lumbar support – 6-way

Wagon Group — 3rd-row seat and cargo area cover

### Interio

Air conditioning – Manual

Air conditioning – Electronic Automatic Temperature Control
 AM/FM stereo with cassette and digital clock

— AM/FM stereo with single-CD player and digital clock

## 6-disc CD changer (available with cassette stereo only)

Autolamp – Automatic on/off headlamps
 Duratec Package – Includes Duratec V6 engine, 6-disc CD changer, MACH® Audio System, 5-passenger seating with floor console and shift (also available with 6-passenger seating and column shift)

HomeLink universal transmitter (late availability)

Leather-wrapped steering wheel

 Luxury and Convenience Package – Includes heated sideview mirrors, automatic-dimming rearview mirror and compass

## Power adjustable accelerator and brake pedals

Speed controlVisor vanity mirrors – Dual illuminated

Wagon Comfort Package – Includes power driver's seat and power adjustable accelerator and brake pedals
 Wood Steering Wheel and Shift Knob Package – Includes real wood and leather-wrapped steering wheel and faux wood shift knob

### Exterior

Chrome bodyside moldings● Heated sideview mirrors with puddle lamps

Keyless entry keypad

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

<sup>\*\*</sup>Under normal driving conditions with regular fluid and filter changes.

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

WHEELS ENGINES INTERIOR/EXTERIOR COLORS



16" Steel Wheel with Full Locking Wheelcover Standard on LX



Painted Aluminum Wheel Standard on SE and SES

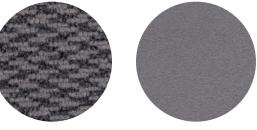


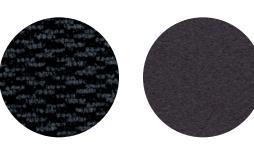
16" 7-Spoke Machined-Aluminum Wheel Standard on SEL

	3.0L OHV 12-Valve V6*	3.0L DOHC 24-Valve Duratec V6
Horsepower (hp @ rpm)	NA	200 @ 5500
Torque (lbfl. @ rpm)	NA	207 @ 4500

<sup>\*</sup>At time of catalog publication, the '04 model-year ratings had not yet been certified.





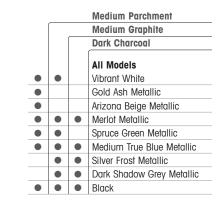


Medium Graphite Cloth

Dark Charcoal Cloth



Medium Graphite Leather



Ford uses clearcoat paint for beauty and protection. Colors shown are representative only. See your dealer for actual paint/trim options.





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**.



For a purchase or lease, the Ford Extended Service Plan gives you "Peace-For a purchase or lease, the Ford Extended Service Plan 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 an ESP peopled by Ford Motor Company and beneficed at Egy dealerships backed by Ford Motor Company and honored at all Ford dealerships.



Choose the insurance program that's designed for your vehicle – Ford Motor Company Insurance Services. Our program helps you receive the rates and service you deserve. Call 1-877-367-3847 or visit you from the cost of unexpected repairs. Ask your dealer for an ESP backed by Ford Motor Company and honored at all Ford dealerships.

Ford Motor Company us at fordipin.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.