



no boundaries

TAURUS

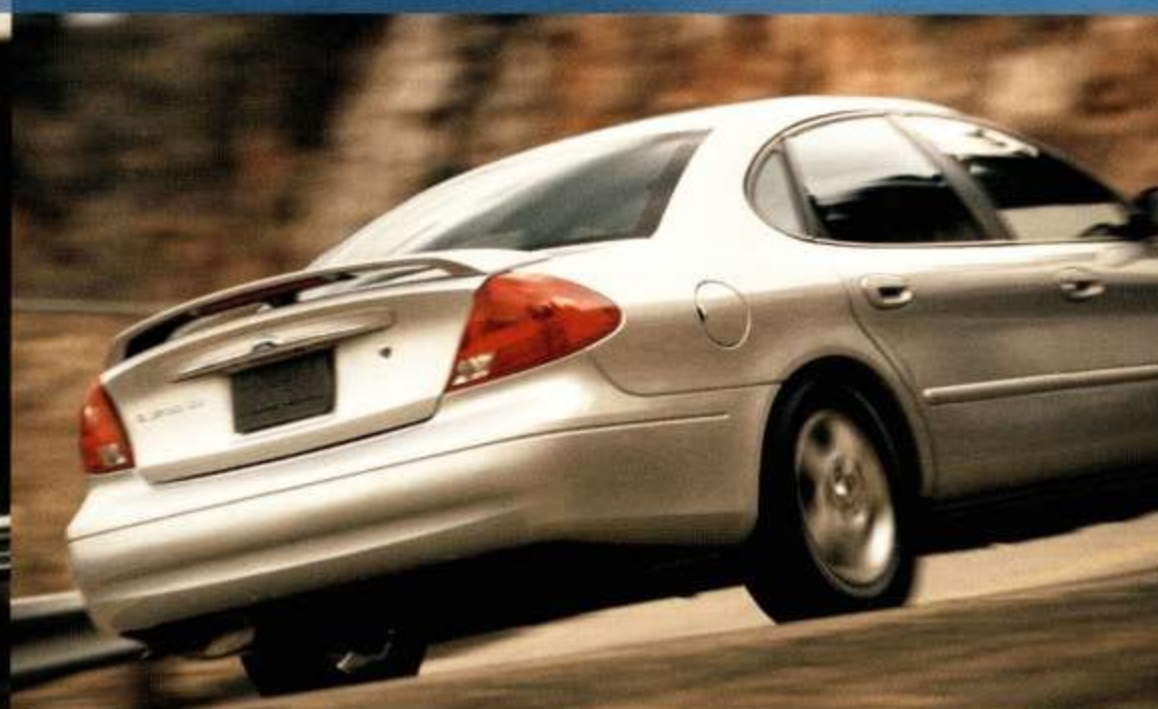
03



2	SES
4	SEL
6	SEL INTERIOR
8	WAGON
10	SAFETY/SECURITY
12	SPECIFICATIONS
14	PAINT AND TRIM
15	WHEELS/ENGINES
16	ACCESSORIES
17	CONNECTIONS

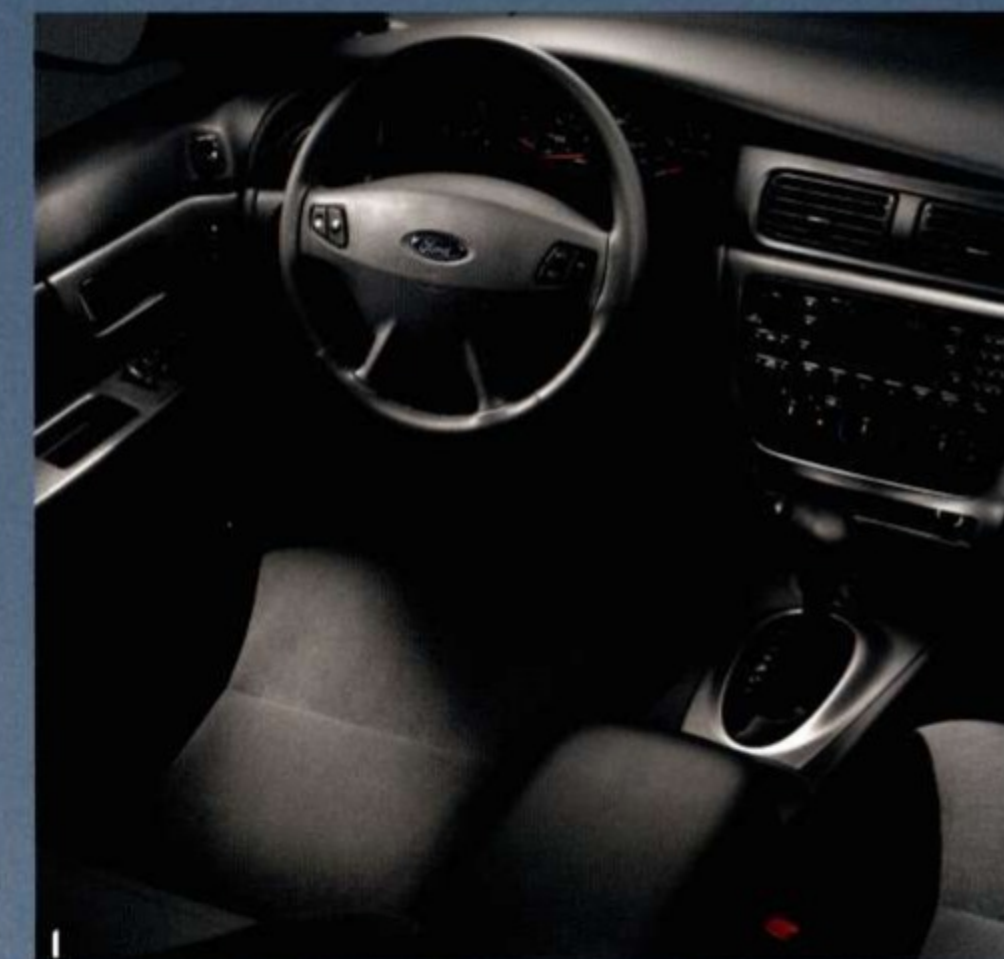
Make Taurus a part of your life.

There is something inherently right about driving a Taurus. Whether it's the controlled, confident ride, or the relaxed, well-appointed interior, you simply can't help but feel a sense of ease at the wheel. Frankly, that's the idea. A long list of standard amenities attends to your every whim. Quiet confidence is instilled with a multitude of safety features that earned Taurus the coveted double 5-star government crash test rating four years in a row and the highest ranking in the Insurance Institute for Highway Safety's (IIHS) frontal offset crash test. It's got power, too. With V6s across the line, there's no doubt. Uniquely styled, Taurus is a great-looking satisfaction machine that will earn a special place in your life. So go ahead, live it.



Obviously, good looks run in the family.

So does the fun-to-be-with personality. Whether you favor the deluxe or dashing, quality traits are inherent in Taurus SES: 5-passenger seating, center console, stereo with in-dash CD player and 4 speakers, ABS brakes, visor vanity mirrors with secondary visor... the list goes on and on. The SES Deluxe with optional Sport Package further distinguishes you with uniquely designed 5-spoke sport wheels, rear spoiler and monochromatic grille accent. Whichever Taurus SES you prefer, it brings comfort, style and, especially, quality time to you and your family. Welcome to the family.



| The SES Deluxe with a Sport Package option is the ticket to a fine, leather-wrapped steering wheel, two-tone cloth sport seats for five, and a unique pewter-brush center console.

taurusSES



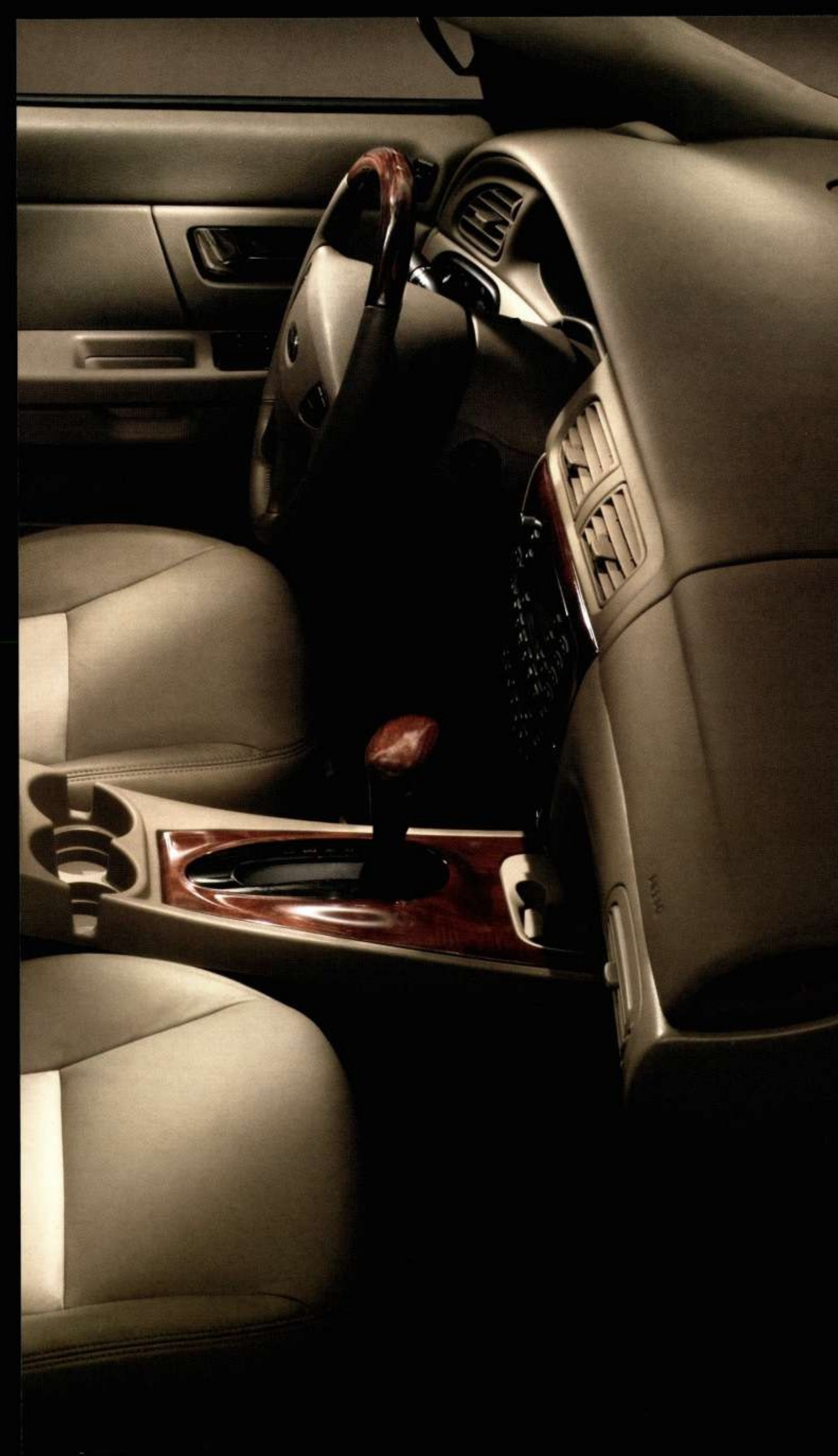
The sensation of how driving should feel.

Slide into Taurus SEL and experience the beauty of design. It's not simply the multitude of conveniences, for certainly they are all there. It's the placement, the quality, the purity of function. The elegance of the interior strikes a harmonious balance with the confident forces powering this masterwork. An aggressive V6 serves up a mighty 200 horsepower, and a 4-wheel independent suspension gives you firm control of the road. If you've forgotten what a joy driving can be, experience the Taurus SEL. It'll all come back to you.



- 1 Adjustable accelerator and brake pedals bring you a comfortable driving position.
- 2 The available auto-dimming rearview mirror with compass reduces that annoying reflective glare from headlights behind you.
- 3 With an optional premium MACH® Audio System, including a 6-disc CD changer and cassette, the idea of just tunin' in, turnin' up and takin' off definitely sounds appealing. Hit it.
- 4 With electronic automatic temperature controls, you find your perfect temperature once and be done with it. No fumbling to find it again once you've hit the road.

taurusSEL



Inner magnetism.

Drawn to its bold exterior styling, you'll be compelled to know more about Taurus SEL. That's right, slide inside. What happens next is pure magic. Comfort. Relaxation. Welcomed by the available premium leather seating surfaces of 6-way power front seats, you find yourself in a richly appointed cockpit that feels like it was designed just for you. Everything is within easy reach, like the electronic automatic temperature control and available MACH® Audio System with a 6-disc CD changer. It's fundamental planning with a richness meant to impress. A wood appearance adorns the door panels and console control panel, and the redesigned instrument cluster boasts an attractive satin-finish background. You can even add a touch of real wood to the steering wheel with the optional Wood Package. Look up, and you'll see sky through the optional power moonroof – just another Taurus SEL secret waiting to be enjoyed.





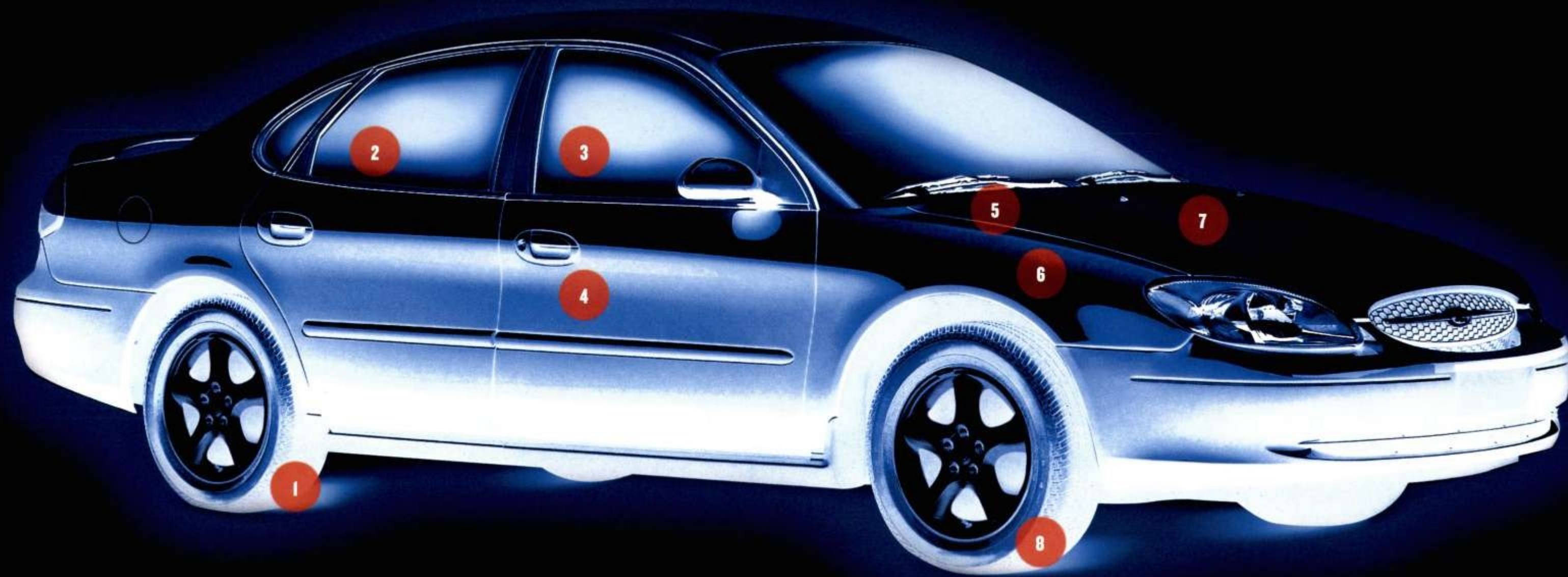
Pack up, pick up and go.

Time to load up. You want it? Take it along. That's right, not only is this one of the most uniquely designed wagons on the road today, it is also one of the roomiest. Lots of space, yes, but even with 8 passengers, this machine still rides like a touring car. Its confident V6 engine has plenty of low-end torque and, combined with the optional All-Speed Traction Control system, can navigate around the sloppiest road like a champ. So what can you do with all this room? Pretty much anything you want. Flip the 3rd-row bench seat up or down. A handy 60/40 split/fold 2nd-row seat makes room for long items, and a cargo cover in back keeps smaller ones under wraps. Taurus SE Wagon is always ready for the unexpected adventure.

taurus **SE** WAGON



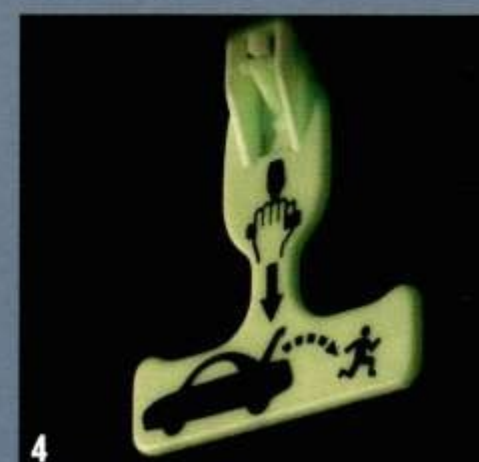
- 1 Snow and ice buildups don't stand a chance with available heated side mirrors. In just seconds, they're history, and you're seeing everything beautifully again.
- 2 Unlock the doors, pop the hatch, even signal for help. With just the click of a button, the remote keyless entry system quickly becomes a favorite standard feature.
- 3 With standard 3rd-row seats, Taurus Wagon accommodates people easily. The view is great, too.



Taurus' inner beauty: safety.

- 1 The available Taurus 4-wheel anti-lock braking system (ABS) will do amazing things for your confidence level. By reducing wheel lockup when braking, it helps to maintain steering control even on the most slippery surfaces.
- 2 Available side airbags* deploy almost instantaneously to help protect you and your front passenger in the event of a side-impact collision.
- 3 You and your child can rest assured. The LATCH child safety seat restraint system makes attaching your child's safety seat properly a snap.
- 4 This glow-in-the-dark trunk release handle allows for an emergency exit with just a simple pull.

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



- 1 Available 4-wheel ABS brakes help maintain steering control in hard braking situations to help avoid a possible accident.
- 2 Taurus' built-in LATCH child safety seat system makes attaching a child's safety seat a snap, and you less frustrated and more assured about doing it.
- 3 Ready to deploy in a moment's notice, available side-impact airbags help protect you and your front passenger in certain side-impact collisions.
- 4 Once locked, the available perimeter anti-theft system monitors the doors, hood and decklid against anyone but you entering them.
- 5 Taurus' dual stage front airbags* make sure just the right amount of airbag pressure is used in the event of a frontal crash.
- 6 Its "safety cell" unitized body construction helps Taurus absorb collision impact by transferring collision forces throughout the passenger compartment.
- 7 The SecuriLock™ passive anti-theft system immobilizes the engine until your specially coded ignition key gives the signal.
- 8 Available All-Speed Traction Control helps maintain traction and steering control on a variety of slippery surfaces by using anti-lock braking system components to monitor wheel slippage.

PERSONAL SAFETY SYSTEM™:

SIX TECHNOLOGIES DESIGNED FOR YOUR COMPREHENSIVE PROTECTION

In a front crash, dual stage airbags are properly deployed with the help of a crash severity sensor. Depending on the severity of the impact, it's determined how much energy is needed to deploy the airbags. Safety belt pretensioners act to tighten the belts to ensure that the passenger is held securely in their seated position. The driver's seat position sensor relays data to the airbag's computer as to how far away the driver is seated from the steering wheel. The safety belt usage sensors determine if the driver and front passenger are belted. This information helps select the inflation rate and timing of the airbags. If a severe accident occurs, safety belt energy management retractors limit the belt forces to a predetermined maximum and then "hand off" to the deploying airbag. In an accident, this electronic coordination is carried out in a split second. Actually quicker. All in all, the Personal Safety System is one of the most sophisticated vehicle safety systems available to you today.



INTERIOR/EXTERIOR COMBINATIONS

			Medium Parchment
			Medium Graphite
			Dark Charcoal
			All Models
	■		Vibrant White
■			Arizona Beige Metallic
■			Gold Ash Metallic
■	■	■	Matador Red Metallic
■	■		Spruce Green Metallic
■	■	■	Patriot Blue Metallic
	■	■	Silver Frost Metallic
	■	■	Dark Shadow Grey Metallic
■	■	■	Black
			Sport Edition (SES Deluxe option)
		■	Matador Red Metallic
		■	Patriot Blue Metallic
		■	Silver Frost Metallic
		■	Dark Shadow Grey Metallic
		■	Black

Vibrant White



Arizona Beige Metallic



Gold Ash Metallic



Matador Red Metallic



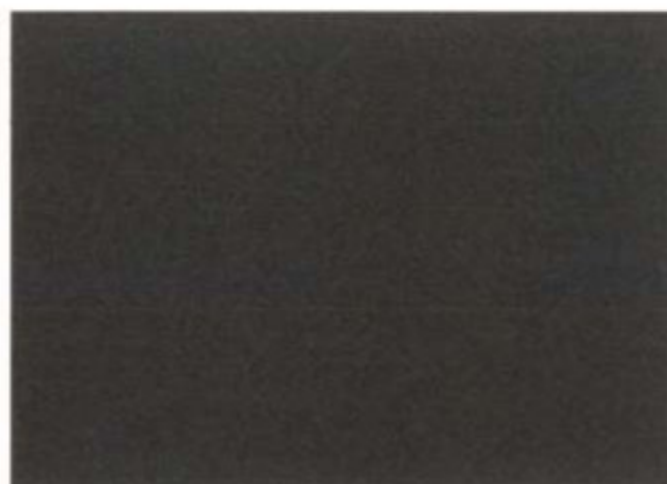
Spruce Green Metallic



Patriot Blue Metallic



Silver Frost Metallic



Dark Shadow Grey Metallic



Black



Medium Parchment Cloth



Medium Parchment Leather



Medium Graphite Cloth



Medium Graphite Leather



Dark Charcoal Leather



16" Painted Aluminum Wheel
Standard on SE and SES



16" Machined-Aluminum Wheel
Standard on SEL



16" Steel Wheel
Standard on LX



16" Aluminum Sport Wheel
Standard on SES Sport Package



	3.0L OHV 12-Valve V6	3.0L DOHC 24-Valve Duratec V6
Horsepower (hp @ rpm)	155 @ 4900	200 @ 5650
Torque (lb.-ft. @ rpm)	186 @ 3900	200 @ 4400



1



2



3



4



5



6



7

- 1 Protect your vehicle with a state-of-the-art **vehicle security system**.
- 2 Get your motor running from a distance with the **remote start**, and climb into a preconditioned environment. Cool. Hot. Whatever.
- 3 Tips up! This **ski rack** gets you to the slopes on time.
- 4 **Cargo organizer**: neat.
- 5 The **Yakima® Load Warrior**. Keeps the battle outside, leaving space inside for all your precious cargo.
- 6 Highway **safety kit** for those who prefer to be prepared. Better safe than sorry.
- 7 **All-weather floor mats** minimize environmental impact. And make a nice statement, too.

See your dealer for these and other great Ford Dealer-installed accessories.



www.fordvehicles.com

Get information on any Ford vehicle, print e-brochures or take a look at financing and leasing options. Ford owners can enjoy the benefits of **My Ford**, a private, owners-only area of fordvehicles.com, designed to provide a single, convenient area to manage all vehicle information, including maintenance, financing and web services. Our website also offers details about European Delivery, the Pre-Owned Ford program, Ford Credit and more. There's a world of information, but only one address to remember, fordvehicles.com.



www.raceteamtaurus.com

When it comes to winning races in the NASCAR Winston Cup Series, no manufacturer has done it better than Ford. Ford has more all-time series wins than anyone else, and Ford Taurus is adding more all the time with over 50 race wins to its credit alone. So, if you love NASCAR, and want to be on the winning team, join Team Ford Racing and start tracking your favorite team. Just pit-stop at **www.raceteamtaurus.com** and fill-up on the latest news and offers.



We are here to help.

Ford Motor Company understands that a physical disability doesn't mean life can't be rewarding. In fact, for many thousands of Ford Motor Company customers, **Mobility Motoring** has meant their lives can also be easier and more fulfilling. Visit **www.ford.com/mobilitymotoring**. In this site you can request a Ford Mobility Motoring Video, learn about the Ford Mobility Motoring process, and hear what Ford Mobility Motoring customers say about the freedom and independence their adapted vehicle provides them.



Ford Credit and Red Carpet Lease

Many lease managers have completed several hours of training in a Red Carpet Lease program designed to make us the best in the business. We think you'll find a Red Carpet Lease the best way to lease.

Under the New Vehicle Limited Warranty, you'll receive Bumper-to-Bumper, no-deductible coverage on your new Ford vehicle for 3 years/36,000 miles. You'll also receive unlimited-mileage, no-deductible corrosion perforation coverage for five years. Ask your Ford Dealer for a copy of this warranty.

During its 3-year/36,000-mile limited warranty period, every new Ford vehicle includes the assurance and support of a 24-hour emergency Roadside Assistance program. Roadside Assistance includes such services as fuel delivery, tire changes, jump starts, and help when you are locked out of your vehicle. Ask your Ford Dealer for complete details about this program.

Complete information on our vehicle lineup is available on our website. To get more information, please visit us at **www.fordvehicles.com**. Likewise, to get details on various financing options available on your new Ford vehicle, please visit **www.fordcredit.com**. Doing so can give you a head start before talking to your Ford Dealer about financing your new Ford vehicle.

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no boundaries

FORD. NO BOUNDARIES. WHEN YOU LIVE WITH SPIRIT AND PASSION, THE POSSIBILITIES OF LIFE AND ACHIEVEMENT ARE LIMITLESS. THERE ARE NO BOUNDARIES. EVERY PRODUCT FORD MOTOR COMPANY DESIGNS AND BUILDS IS THE DIRECT RESULT OF 100 YEARS OF THAT SPIRIT AND PASSION. IT WAS PRESENT WHEN HENRY FORD FOUNDED THE COMPANY IN 1903 AND WHEN THE FIRST AUTOMOBILE ROLLED FROM HIS WORKSHOP. TODAY, IT IS MORE ALIVE THAN EVER. THERE ARE NO BOUNDARIES TO OUR ENDLESS DRIVE TO TURN A NO INTO A RESOUNDING YES. TO GO BEYOND WHAT WE THOUGHT WAS POSSIBLE. TO CREATE AN ARRAY OF VEHICLES THAT HELP PROVIDE A PLACE WHERE FAMILY AND FRIENDS CAN CONNECT WITH EACH OTHER AS WELL AS WITH THEIR COMMUNITY. AND THERE ARE NO BOUNDARIES TO OUR DEDICATION – STRIVING TO BRING YOU THE HIGHEST QUALITY, MOST EXCITING, BEST ENGINEERED, MOST RELIABLE PRODUCTS IN THE WORLD.

