

Bold confidence for every road.



2015 **TAURUS** + SHO

ford.com



Go Further

**EPA-estimated range of 494 miles*
of precision performance.**

That's what every tank of gas gives you, thanks to EcoBoost® technology. When Taurus is equipped with the available 2.0L EcoBoost engine, expect best-in-class highway fuel efficiency with an EPA-estimated rating of 32 highway mpg.** And with 240 hp and 270 lb.-ft. of torque,[†] you can take the left lane with confidence.

*EPA-estimated rating of 22 city/32 hwy/26 combined mpg, 19-gallon tank; 2.0L EcoBoost I-4. Range calculation based on www.fueleconomy.gov. Actual mileage will vary. **EPA-estimated rating of 22 city/32 hwy/26 combined mpg, FWD. Actual mileage will vary. Class is Full-Size Sedans, Non-Hybrid. [†]Using 93-octane fuel.



2015 TAURUS LIMITED



Taurus loves corners.

With Torque Vectoring Control, Taurus keeps a firm grip on the road when accelerating through corners by adjusting the speed between the front wheels. This enhances cornering agility and reduces understeer. If you take a curve too quickly, Curve Control helps you maintain control.

Keep it cool, efficiently.

Sophisticated Active Grille Shutters* open only when the engine needs cooling, and automatically close to decrease wind resistance and improve efficiency.

Parallel park with ease.

With available active park assist,** your Taurus scans for available parking spots and notifies you when a suitable one is found. All you do is control shifting, accelerating and braking. Taurus does the rest.



*Standard on all Taurus models except SHO. **Driver-assist features are supplemental and do not replace the driver's judgment.

Look forward to long roads.

Each trip begins in comfort with available leather-trimmed, 10-way power multicontour front seats with Active Motion® lumbar massage technology. A meticulously crafted interior of premium materials helps keep you relaxed on the road. Heated and cooled seats and a heated steering wheel are also available for comfort in any climate.





You speak. Taurus listens.

Standard voice-activated Ford SYNC[®]* technology opens up a whole new way to control features when you connect your mobile device via Bluetooth[®]. Simple voice commands allow you to place hands-free calls and choose music from your playlists, while the available SYNC with MyFord Touch[®] has an 8-inch color LCD touch screen that also gives you voice control over the Navigation System.

*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. Message and data rates may apply. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.



Stay alert.

Taurus has a lot to offer when it comes to road awareness. Like the available Lane-Keeping System^{**} that alerts you by vibrating the steering wheel if it detects you drifting from your lane. There's also available adaptive cruise control that senses slowing traffic in front of you and automatically adjusts your speed to maintain a preset gap.*

A better perspective on backing up.

Back up with ease. With the standard rear view camera,** a video image of the area behind the car is conveniently displayed on-screen to help you back up. In addition, the available Reverse Sensing System alerts you to certain objects behind the vehicle, helping you keep your bumper to yourself.**

Know your surroundings.

Taurus warns you of traffic in your blind spots with BLIS[®] (Blind Spot Information System). Indicator lights in the sideview mirror activate when vehicles enter your blind spot, helping you change lanes confidently.** Additionally, cross-traffic alert gives you audible and visual alerts of approaching vehicles when you are slowly backing out of a parking space or driveway.**

*Lane-Keeping System does not control steering. **Driver-assist features are supplemental and do not replace the driver's judgment.



Partial Taurus Specifications and Options

Customize your 2015 Taurus to fit your lifestyle. See all Taurus specs at ford.com/Taurus.



INTERIOR AND EXTERIOR FEATURES

	TAURUS SE	TAURUS SEL	TAURUS LIMITED	TAURUS SHO
Intelligent Access with push-button start, power-tilt/-telescoping steering column and universal garage door opener, ambient lighting		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Rear view camera*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reverse Sensing System*		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SYNC® with MyFord Touch® includes 2 color LCD 4.2-inch cluster screens, 8-inch color LCD center-stack screen, USB ports, SD card reader, audio/video input jacks and 5-way controls on steering wheel		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Heated and cooled front seats			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lighting – LED supplemental parking lamps		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
BLIS® (Blind Spot Information System) with cross-traffic alert;* auto high beams; rain-sensing wipers			<input type="checkbox"/>	<input type="checkbox"/>

POWER AND HANDLING

AdvanceTrac® electronic stability control; Curve Control; Torque Vectoring Control	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3.5L Ti-VCT V6 with 6-speed SelectShift® automatic transmission with shifter button activation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
2.0L EcoBoost® I-4 with 6-speed SelectShift automatic transmission with shifter button activation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3.5L EcoBoost V6 with 6-speed SelectShift automatic transmission with paddle activation				<input checked="" type="checkbox"/>

SAFETY AND SECURITY

Personal Safety System™ front-seat side airbags; Safety Canopy® System – includes side-curtain airbags for front and rear outboard passengers, rollover sensor and roll-fold technology	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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PACKAGES

Driver-Assist Package: adaptive cruise control and forward collision warning with brake support, Lane-Keeping System and active park assist			<input type="checkbox"/>	<input type="checkbox"/>
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Key: Standard = ■ Optional = □

Comparisons based on competitive models (class is Full-Size Sedans), 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. 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 pricing and product specifications at any time without incurring obligations. *Driver-assist features are supplemental and do not replace the driver's judgment. 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.



Select Wheel and Exterior Color Options*



17" Painted Aluminum



18" Painted Aluminum



19" Premium Painted Aluminum



20" Polished Aluminum



20" Machined Aluminum with Black-Painted Pockets



20" Machined Aluminum Low-Gloss



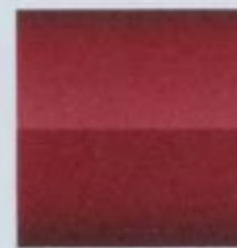
Caribou



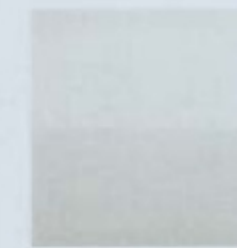
Deep Impact Blue



Dark Side



Ruby Red Metallic Tinted Clearcoat**



White Platinum Metallic Tri-coat**



Tuxedo Black



Magnetic



Ingot Silver



Bronze Fire



Oxford White

*Wheel and exterior color availability varies by model and trim level. Please see ford.com for complete details. **Additional cost.

Advantages of Ownership

A number of benefits come with owning a Ford. Explore them with your Ford Dealer and by enrolling at FordOwner.com.

- Maintenance updates and tips
- Master your vehicle with how-to videos
- SYNC® Services



Gasiewski Marianne

12727 Fall River Dr
South Lyon MI 48178-8174
16229479850

FORD TAURUS

MSRP Starting at

\$26,790¹

¹Taxes, title, destination charges and optional features extra. Ford Motor Company reserves the right to change pricing at any time without incurring obligations. See dealer for complete details.

We know best.

Why take your vehicle anywhere but your dealer for regular maintenance and service? Great rebates and expert service await at your Ford Dealer. Visit your dealer for details or log on to FordOwner.com.



Gasiewski,

Inside you'll find some surprising information about the new **2015 Taurus**. Like how it can help you find a parking spot, plus impressive fuel ratings backed up by a powerful design and performance. Taurus is designed with your consideration in mind. Get even more information from your Ford Dealer, like current offers and how you can create a customized driving experience to fit your needs.

Taurus commands respect.

The 2015 Taurus SHO is powerful. To the tune of 365 hp and 350 lb.-ft. of torque,* thanks to the 3.5L EcoBoost® V6 engine. And you'd never expect that to harmonize with excellent fuel economy.** Now combine that with standard fully automatic all-wheel drive (AWD) and a sport-tuned suspension for extra precision. The available SHO Performance Package goes even further. With higher-rated springs and shocks, track-tuned calipers and an upgraded cooling pack, be sure to hold onto the Alcantara® suede-lined steering wheel tightly every time you hit the gas.

*Using 93-octane fuel. **EPA-estimated rating of 17 city/25 hwy/20 combined mpg, AWD. Actual mileage will vary. Alcantara is a registered trademark of Alcantara S.p.A., Italy.



2015 TAURUS SHO



THE SUMMER SPECTACULAR

SALES EVENT 

Save on a new Ford Fusion, Escape, F-150 and more during the Summer Spectacular Sales Event, now playing at a dealership near you.

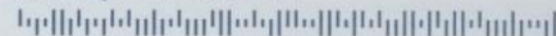


Go Further

Ford Motor Company
200 Entin Road, Clifton NJ 07014



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16229479850
Gasiewski Marianne
12727 Fall River Dr
South Lyon MI 48178-8174



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