



THE NEW

2010 **TAURUS**



DISCOVER The New 2010 Taurus[†]

www.fordvehicles.com/2010taurus

PASSION EVIDENT IN EVERY DETAIL

Athletically Sculpted — Inside and Out

The first look offers a promise of power and agility. Every design element flows together. A closer examination reveals a precise refinement and a balance of beauty and strength. The pictures tell the story best. And while every surface of the 2010 Taurus has been boldly sculpted, take special notice of these striking accents:

- Evolutionary tri-bar grille
- Jeweled projector-beam headlamps
- Power dome hood
- Muscular wheel arches that house all-new wheel designs
- All-new taillamp design



- The power dome hood flows into the double-brow instrument panel
- A clean center stack flows from the instrument panel into the center console, forming the backbone of the interior
- Recessed gauges feature chrome accents
- All interior surfaces exude a handcrafted feel
- Ice Blue interior lighting that's soft on the eyes
- Ambient interior lighting accents in a choice of seven colors
(Note: Please see pages 6-7 of this brochure for feature availability.)



Driver-centric Technology

Sophisticated, innovative technology for real-world use. Features designed to increase functionality and anticipate drivers' needs – keeping them informed, connected, comfortable and entertained.

Adaptive Cruise Control allows the driver to set a vehicle cruising speed and uses radar technology to monitor traffic ahead and maintain a safe distance between vehicles. The system has three preset gap settings (sporty, normal, comfort) for the driver to select from.

Collision Warning with Brake Support is an active safety feature and part of the Adaptive Cruise Control system. Collision Warning utilizes radar technology to monitor traffic ahead and alerts the driver with a visual "heads-up" display on the windshield and audible warning tone, which also mutes the audio system. When a slower vehicle is detected, Brake Support initiates a three-phase response that utilizes the Brake Assist system to help the driver stop quickly.

BLIS™ (Blind Spot Information System) with Cross Traffic Alert warns drivers of vehicles approaching their "blind zone" by illuminating an indicator located in the exterior mirrors. BLIS functions while driving and alerts the driver of another vehicle entering the blind zone, while Cross Traffic Alert operates while the vehicle is in Reverse, and warns the driver of approaching vehicles when slowly backing out of a parking space.

MyKey™ allows parents or fleet owners to help increase the safety of at-risk drivers, such as teenagers, with the ability to:

- Restrict maximum audio volume
- Restrict vehicle top speed
- Establish an earlier Low Fuel Warning indicator
- Select speed alert chimes at 45, 55 or 65 mph
- Restrict the disabling of certain safety features (if equipped)

Multi-Contour front seats are designed to help reduce driver fatigue in the legs and lower back by changing the contour of the seatback and seat bottom. Air chambers in the seatback and seat bottom inflate and deflate in a random pattern for additional comfort.

Care at the Core

Every part of the 2010 Taurus exudes an attention to detail – and the highest levels of quality. Soft-touch interior surfaces in all the right places, top-notch materials and design elements all tightly mesh together to deliver meticulous craftsmanship.

- "Each door is done individually with the kind of level of detail you would only find in a one-off singular vehicle ... I'm very enthusiastic about what we've been able to do. I don't believe that anyone has used this technology to this level of detail before."
- "By pulling elements, design elements from one component to the next, or from the door panel into the instrument panel to the console, you create a sense of comfort and warmth and softness in the interior that shows that this is a honed environment, that this is a sculpted environment, and that it is an environment that has been holistically looked at."

Lon Zaback
Interior Design Manager,
2010 Taurus



SYNC
Powered by **Microsoft**

SYNC® now includes Traffic, Directions and Information functionality. The latest version of SYNC provides access to turn-by-turn directions, personalized traffic reports and business search (411) – all accessed by voice commands.⁽¹⁾



Intelligent Access with Push Button Start

eliminates fumbling with the key – allowing customers to enter the 2010 Taurus with one touch and then start the vehicle without ever getting the key out of their pocket.



Automatic high-beam headlamps detect vehicle light sources in front of the vehicle and activate the high beams when no automotive headlamps or taillamps are detected. When lights are sensed, the system returns to the low-beam setting.

Rain-sensing windshield wipers automatically operate at the appropriate speed when sensors mounted behind the rearview mirror detect moisture on the windshield.



⁽¹⁾ When paired with Voice-activated Navigation System, SYNC Traffic, Directions and Information services are replaced by the vehicle's Navigation System and SIRIUS Travel Link™ functionality. Traffic, Directions, Information Services receive a complimentary three year pre-paid subscription (one phone/primary account).

Balanced Performance

The 2010 Taurus eats up the road with a surefooted chassis, stops authoritatively with large four-wheel disc brakes and gets the heart started with a 263-horsepower Duratec 3.5L V6 engine mated with a 6-speed automatic transmission.

Duratec 3.5L DOHC V6 engine combines durability and efficiency to deliver 263 horsepower and 249 lb.-ft. of torque and is mated to a 6-speed automatic or 6-speed SelectShift Automatic™ transmission, depending on the model.

3.5L EcoBoost™ V6 is a twin-turbocharged, gasoline direct-injection engine delivering a V8-busting 365 horsepower and 350 lb.-ft. of torque – with the fuel economy of a V6.

- EcoBoost is the first twin-turbocharged, gasoline direct-injection V6 engine in North America – delivers an additional 100 horsepower over the 3.5L Duratec V6 engine and more than 100 horsepower per liter
- Direct injection is a key technology behind the performance capability and fuel efficiency of the 3.5L EcoBoost V6 engine. Fuel is injected directly into the combustion chamber of each cylinder by solenoid high-pressure injectors, compared to traditional fuel injection where fuel is mixed with intake air prior to entering the chamber

All-new 6-speed SelectShift Automatic™ transmission allows the driver the choice of operating the transmission in a clutchless Manual Mode with racing-inspired steering-wheel-mounted paddle shifters.



Duratec 3.5L DOHC V6 engine



V8hp with V6-like fuel economy⁽¹⁾

2010 TAURUS EXCLUSIVES

Class-Exclusives

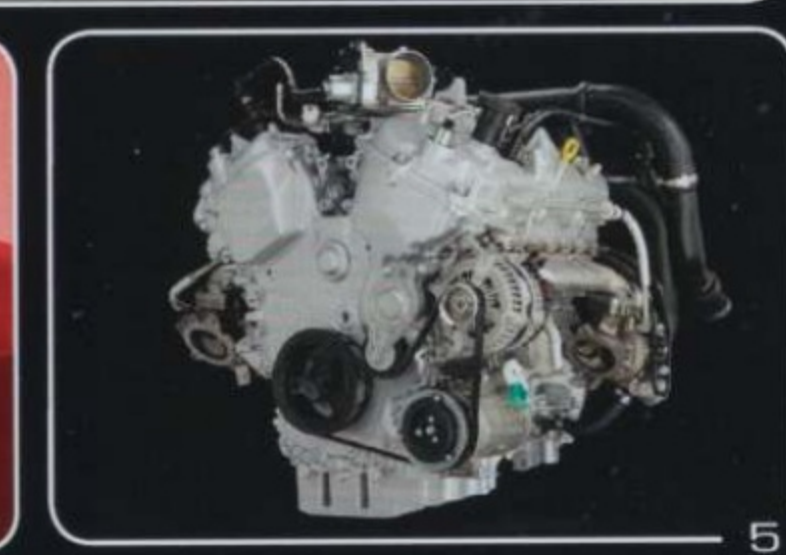
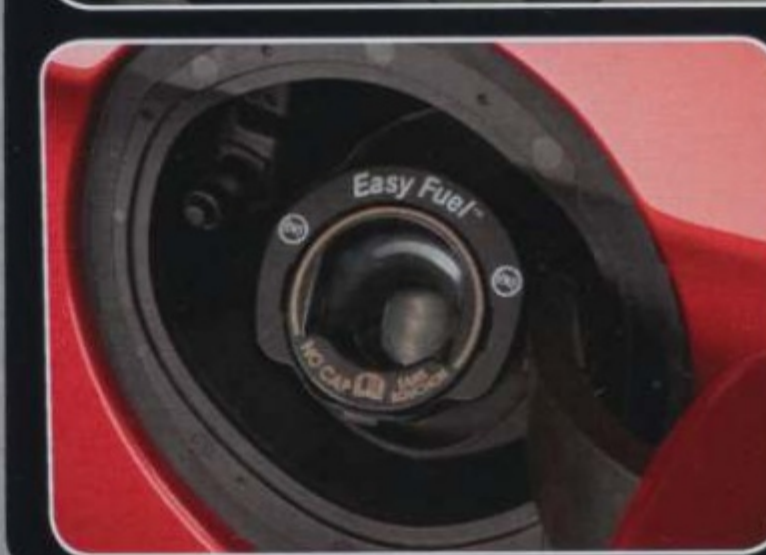
The new Taurus is packed with innovation and sophistication. Here's a look at 10 class-exclusive⁽²⁾ features for 2010:

1. Adaptive Cruise Control and Collision Warning with Brake Support
2. BLIS™ (Blind Spot Information System) with Cross Traffic Alert
3. MyKey™
4. SecuriCode™ Keyless Entry Keypad
5. Voice-activated Navigation System with SIRIUS Travel Link™
6. SYNC® with 911 Assist™ and Vehicle Health Report (VHR)
7. SYNC with Traffic, Directions and Information
8. Multi-Contour front seats with Active Motion™
9. Easy Fuel™ capless fuel filler
10. 3.5L EcoBoost V6 engine (SHO only)

Industry-Exclusives

The following features are also industry-exclusives, which means no non-Ford vehicle on the road has these features.

- MyKey
- SecuriCode Keyless Entry Keypad
- Easy Fuel capless fuel filler
- 3.5L EcoBoost V6 is the first North American production twin-turbocharged gasoline direct-injection V6 engine



STARTING AT
\$25,995*

Standard Equipment:

POWERTRAIN/
FUNCTIONAL

- Brakes – Four-wheel disc Anti-lock Braking System (ABS)
- Drivetrain – front-wheel drive (FWD)
- Engine – 3.5L Duratec V6
- Tires – P235/60R17 all-season
- Transmission – 6-speed automatic



EXTERIOR

- Defroster – rear window
- Easy Fuel™ capless fuel filler
- Exhaust tips – twin chrome
- Headlamps – projector-beam halogen with Autolamp and windshield wiper activation
- Mirrors – Black dual power
- Remote Keyless Entry with integrated keyhead transmitters (two)
- SecuriCode™ Keyless Entry Keypad
- Taillamps – incandescent with red surround
- Wheels, aluminum – 17-inch painted Sparkle Silver

INTERIOR/COMFORT

- Audio
 - Single-disc CD/MP3 capable audio system with 6 speakers
 - Auxiliary audio input jack
- Auxiliary power points, (three)
 - Two in front/1 accessible to front and rear
 - Second-row (one)
- Cabin particulate air filter
- Center console – front with armrest, storage bin and removable tray
- Climate control – single-zone with rear-seat heat ducts
- Floor mats – front and rear
- Lighting
 - Front-row dome/map lights in overhead console
 - Second-row reading lights
 - Delayed accessory lighting
 - Remote perimeter lighting
- Message Center with trip computer
- MyKey™
- Seats, cloth
 - Driver, 6-way power with manual recline and lumbar
 - Passenger, 2-way manual with manual recline
 - Front-seat rear map pockets
 - 60/40 split-folding rear
 - Folding rear center armrest with cup holders (two)
- Shifter knob – urethane with chrome insert
- Steering wheel
 - Audio and cruise controls
 - Tilt/telescoping
- Sun visors – driver and passenger, sliding with illuminated mirrors
- Windows – power with driver one-touch up/down

SAFETY/SECURITY

- AdvanceTrac® Electronic Stability Control (ESC) with ABS and All-Speed Traction Control
- Airbags
 - Dual front
 - Front-seat side
 - Safety Canopy® System
- LATCH (Lower Anchors and Tethers for Children)
- Personal Safety System™
- SecuriLock® passive anti-theft system
- SOS Post Crash Alert System
- Tire Pressure Monitoring System (TPMS)

RAPID SPEC

OPTION GROUP 100A – includes SE standard equipment

OPTIONS

- All-weather floor mats (97M)
- Cargo organizer (97C)
- Remote start system (97S)

STARTING AT
\$27,995*

Includes all SE Standard Equipment PLUS:

POWERTRAIN/
FUNCTIONAL

- Tires – P235/55R18 all-season
- Transmission – 6-speed SelectShift Automatic™ with paddle shift Manual Mode



EXTERIOR

- Lighting – supplemental park lamps
- Mirrors – body-color caps, dual power heated with security approach lamps
- Wheels, aluminum – 18-inch painted Sparkle Silver

INTERIOR/COMFORT

- Audio
 - SIRIUS® Satellite Radio
- Climate control – Dual-zone Electronic Automatic Temperature Control
- Message Center with trip computer and compass
- Mirror – electrochromic automatic dimming
- Outside temperature display
- Seats – unique cloth
- Shifter knob – leather-wrapped with chrome insert
- Steering wheel – leather-wrapped

SAFETY/SECURITY

- Anti-theft perimeter alarm

STANDARD EQUIPMENT

RAPID SPEC

OPTIONS

- All-Wheel Drive (AWD; P2H)
- Leather-trimmed seats with heated front seats and 6-way power passenger seat (88N)
- Power moonroof (439; not available with 200A)
- Multi-Contour front seats with Active Motion™ (61C)
- White Platinum Metallic Tri-coat paint (UG)
- Red Candy Metallic with Tinted Clearcoat paint (U6)
- All-weather floor mats (97M)
- Cargo organizer (97C)
- Remote start system (97S); not available with 202A

* All prices are MSRP, including destination/delivery charge, excluding taxes, title and license fees.

STARTING AT
\$31,995*

Includes all SEL Standard Equipment PLUS:

POWERTRAIN/
FUNCTIONAL

- Tires – P255/45R19 all-season



EXTERIOR

- Mirror caps – chrome
- Sill plates – front doors with bright metal insert
- Taillamps – incandescent with chrome surround
- Wheels, aluminum – 19-inch chrome-clad

INTERIOR/COMFORT

- Appliqués – woodgrain
- Ambient interior lighting
- Cargo net
- Mirror – with microphone
- Premium 6-disc CD/MP3 capable audio system with additional IP center speaker and amplifier
- Reverse Sensing System
- Seats, perforated leather-trimmed
 - 10-way power driver and front passenger
 - Driver's-seat memory
- Steering wheel – leather-wrapped with wood inlay and audio/cruise control
- SYNC hands-free communication and entertainment system
- Universal garage door opener
- Window controls – global open feature

OPTION GROUP 300A – includes Limited standard equipment

OPTION GROUP 301A

- Heated and cooled front seats
- Rear heated seats
- Rear window power sunshade
- Limited branded front floor mats

OPTION GROUP 302A

- Power adjustable pedals with memory
- Auto high-beam headlamps
- Rain-sensing windshield wipers
- Limited branded front floor mats

OPTION GROUP 302A CONT'D

- BLIS™ (Blind Spot Information System) with Cross Traffic Alert
- Electrochromic auto-dimming driver exterior mirror
- Intelligent Access with Push Button Start
- Sony Surround System with 12 speakers, 390 watts

OPTION GROUP 303A – includes 302A, plus:

- Heated and cooled front seats
- Rear heated seats
- Rear window power sunshade

- All-Wheel Drive (AWD; P2J)
- Adaptive Cruise Control and Collision Warning with Brake Support (51A; 302A and 303A only)
- Power moonroof (439; not available with 300A)
- Multi-Contour front seats with Active Motion (61C; 301A and 303A only)
- Remote start system (97S; 300 and 301A only)
- Voice-activated Navigation System with SIRIUS Travel Link™ and 10 GB Music Jukebox (58N; 302A and 303A only)
- White Platinum Metallic Tri-coat paint (UG)
- Red Candy Metallic with Tinted Clearcoat paint (U6)
- All-weather floor mats (97M)
- Cargo organizer (97C)

STARTING AT
\$37,995*

Includes all Limited Standard Equipment PLUS:

POWERTRAIN/
FUNCTIONAL

- Drivetrain – All-Wheel Drive (AWD)
- Engine – 3.5L EcoBoost™ twin-turbo V6 engine with gasoline direct injection and 365 horsepower
- Steering – electric power assist
- Suspension – sport-tuned
- Tires – P255/45VR19 high-performance all-season



EXTERIOR

- Badging – SHO/EcoBoost
- Brake calipers – black
- Exhaust – dual with chrome tips
- HID (High-Intensity Discharge) headlamps
- Mirror caps – body-color
- Spoiler – rear decklid
- Wheels, aluminum – 19-inch premium painted Luster Nickel

INTERIOR/COMFORT

- Door trim – color matched to seat inserts
- Floor mats – SHO branded, front
- Intelligent Access with Push Button Start
- Pedals – aluminum accelerator and brake
- Seats – leather-trimmed with Miko suede inserts
- Steering wheel – leather-wrapped with perforated insert

OPTION GROUP 400A – Includes SHO standard equipment

OPTION GROUP 401A

- Power moonroof
- Sony Surround System with 12 speakers, 390 watts
- Heated and cooled front seats

OPTION GROUP 402A – includes 401A, plus:

- Rear window power sunshade
- Rear heated seats
- Power adjustable pedals with memory
- Auto high-beam headlamps
- Rain-sensing windshield wipers
- BLIS (Blind Spot Information System) with Cross Traffic Alert
- Rearview Camera System

- SHO Performance Package (late availability)
- Performance brake pads
- Sport-tuned Electronic Power Assisted Steering (EPAS)
- AdvanceTrac (ESC) Sport Mode/True Off
- 3.16:1 final drive ratio
- 20-inch premium painted Luster Nickel wheels with Performance Summer Tire Compound and Tire Mobility Kit^{(1),(2)}

(1) Not available with Adaptive Cruise Control.
(2) Deletes spare tire.

- Adaptive Cruise Control and Collision Warning with Brake Support (51A; 401A and 402A)
- Multi-Contour front seats with Active Motion (61C; 401A and 402A)
- Voice-activated Navigation System with SIRIUS Travel Link and 10 GB Music Jukebox (58N; 401A and 402A)
- 20-inch premium painted Luster Nickel aluminum wheels (64B)
- SHO Performance Package (12S; 400A and 401A) includes—
- White Platinum Metallic Tri-coat paint (UG)
- Red Candy Metallic with Tinted Clearcoat paint (U6)
- All-weather floor mats (97M)
- Cargo organizer (97C)

Preproduction vehicle shown. Appearance may change at introduction.

SEATING, COLORS AND WHEELS

Upholstery Selections

Light Stone

- Cloth bucket seats and 60/40 split-folding rear seatbacks (SE, SEL)
- Leather-trimmed bucket seats and 60/40 split-folding rear seatbacks (SEL)
- Perforated leather-trimmed bucket seats and 60/40 split-folding rear seatbacks (Limited)



Cloth



Perforated
Leather-trimmed

Charcoal Black

- Cloth bucket seats with 60/40 split rear seatbacks (SEL)
- Leather-trimmed bucket seats with 60/40 split rear seatbacks (SEL)
- Perforated leather-trimmed bucket seats with 60/40 split rear seatbacks (Limited)

Exterior Colors



Red Candy Metallic with
Tinted Clearcoat⁽¹⁾



White Platinum
Metallic Tri-coat⁽¹⁾



Steel Blue Metallic



Gold Leaf Metallic
(not available on SHO)



Ingot Silver Metallic



Tuxedo Black Metallic



Cinnamon Metallic



White Suede
(not available on SHO)



19-inch Premium
Painted Sparkle Silver
Aluminum Wheel
Included with
202A on SEL

17-inch Painted
Sparkle Silver
Aluminum Wheel
Standard on SE



18-inch Painted Sparkle
Silver Aluminum Wheel
Standard on SEL



19-inch Chrome-clad
Aluminum Wheel
Standard on Limited



SHO



Charcoal Black

Leather-trimmed front bucket seats with Black Miko suede inserts and Charcoal Black headrests and side bolsters with accent stitching (SHO)



Charcoal Black/ Umber

Leather-trimmed front bucket seats with Umber Miko suede inserts and Charcoal Black head restraints and side bolsters with accent stitching (SHO)



NEW – Atlantis Green Metallic (SHO)



19-inch
Premium Painted
Luster Nickel
Aluminum Wheel
Standard on SHO



20-inch
Premium Painted
Luster Nickel
Aluminum Wheel
included with
SHO Performance
Package

⁽¹⁾ Additional cost.

Specifications and descriptions contained within are based upon the most current information available at the time of release. Your Ford Dealer is the best source for the most current information.

† Preproduction vehicles are shown for some of the images used in this Packaging Guide. Appearance may change at introduction.