

Thank you for your interest in the new **2013 Taurus**. Included in this brochure you'll find information about:

DESIGN: The new Taurus appears more assertive than ever. Sharp, clean lines accentuate the new hood design, drawing your eye to the bold new grille. You can sense immediately from the design of this great car what you're about to experience at the wheel.

PERFORMANCE: Advanced Ford powertrain technology now comes in three Taurus engine choices. The new 2.0L EcoBoost® option. The standard 3.5L V6 with twin-independent variable camshaft (Ti-VCT) technology. And the Taurus SHO with 3.5L EcoBoost.

TECHNOLOGY: Ford designers create features that do more than just make sense. They use technology to make them smart. SYNC® with MyFord Touch®. Adaptive Cruise Control. BLIS® with Cross-Traffic Alert. These and other smart technologies are available.

INTERIOR: What does it take to create an interior with outstanding craftsmanship? It takes an obsessive attention to the quality of materials used as well as to exacting standards of fit and finish. It's going the extra mile to exceed your expectations.

DEALER INFORMATION

Find up-to-date contact information for your local Ford dealer. To visit a local dealer Web site and view a map of their location, click on one of the links below.



EXPERIENCED MY FORD YET? Get an inside look at the benefits of Ford ownership at the My Ford owner Web site. It's a one-stop spot for managing important vehicle information – 24/7, whenever you need it. It's free to register for personalized maintenance schedules, incentives and offers, and much more. You can even access your Ford Credit information and online bill payment services. Log on to www.myford.fordvehicles.com to get started.





Precise technology. Inspiring innovation. More attitude.

This much is certain: Ford Taurus never stops innovating. For 2013, aggressive new front and rear styling signals even higher levels of precision, inside and out. Standard new systems help keep Taurus planted in the corners and offer sharp turn assistance. Inside, the experience is equally engaging. Stay connected to your calls, music and more with both hands on the wheel.¹ Enjoy the comfort of massaging front seats,¹ plus a new heated steering wheel.¹ Utilize systems that can adapt to rush-hour traffic¹ and even help you parallel park.¹ And choose from 3 remarkable engines: a standard new 3.5L Ti-VCT V6, a new 2.0L EcoBoost® I-4¹ or the exhilarating 3.5L EcoBoost V6 in SHO. The 2013 Taurus. Ahead of its time. Again.

Limited. Tuxedo Black Metallic. Available equipment.

¹Available feature.

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Enthusiastically tuned for Super High Output.

On the street, through corners, and even at the pump, the 2013 SHO is engineered to outperform. Far-reaching HID headlamps flank its racing-inspired black mesh grille. Beneath the chiseled hood, the remarkable 365-hp¹ 3.5L EcoBoost® V6 engine combines twin turbochargers with direct-injection technology to deliver consistent stick-to-your-seat acceleration. Plus 25 mpg hwy.² Together with all-wheel drive (AWD) and large vented discs all around, SHO delivers true enthusiast performance. To up the ante, the SHO Performance Package³ adds unique shocks and springs, performance friction brake pads, a 3.16 final drive ratio for enhanced acceleration, as well as 20" machined and painted aluminum wheels. Finally, a true "off" mode for AdvanceTrac® electronic stability control lets you do a little fine tuning of your own. No one will know but you.

SHO. Ruby Red Metallic Tinted Clearcoat. Limited. Tuxedo Black Metallic. Available equipment.

¹Figure achieved using premium unleaded gasoline. Premium fuel is recommended for 3.5L EcoBoost V6, but not required.
²EPA-estimated 17 city/25 hwy/20 combined mpg, 3.5L EcoBoost V6 engine and AWD. ³Available feature.

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Power and efficiency redefined. Again. And again. And again.



New 3.5L Ti-VCT V6

Twin independent variable camshaft timing (Ti-VCT) allows intake and exhaust valves to advance independently, providing precise valve timing control. By adding it to the 3.5L V6 engine on Taurus SE, SEL and Limited, engineers increased standard horsepower by almost 10% (to 288), the first of many benefits. Ti-VCT also helps reduce induction and exhaust compromises, allowing the engine to deliver peak horsepower and robust low-end torque while helping contribute to fuel efficiency.

3.5L EcoBoost® V6

365 hp! 350 lb.-ft. of torque! 25 mpg hwy.² Precision engineering helps the SHO V6 achieve this remarkable level of power and efficiency. Twin turbochargers (one for each bank of cylinders) boost the air going in, increasing power for tremendous low-end torque and acceleration. High-pressure fuel injectors adjust fuel delivery during intake (up to 300 times a second), optimizing combustion in each cylinder. The numbers speak for themselves. So will your experience behind the wheel.

New 2.0L EcoBoost I-4

If fuel efficiency tops your priorities, Taurus is the first Ford sedan to offer the new 2.0L EcoBoost I-4 engine³ – giving you up to a projected 32 mpg hwy.⁴ A 6-speed SelectShift Automatic[®] transmission helps this state-of-the-art, turbocharged, direct-injection powerhouse deliver plenty of torque for acceleration and passing. With outstanding fuel economy while cruising, you can travel over a projected 575 highway miles without having to stop for gasoline.⁵ Make the most of every mile with EcoBoost.

¹Figures achieved using premium unleaded gasoline. Premium fuel is recommended for 3.5L EcoBoost V6, but not required. ²EPA-estimated 17 city/25 hwy/20 combined mpg, 3.5L EcoBoost V6 engine and AWD. ³Available feature. ⁴Projected 22 city/32 hwy/25 combined mpg, 2.0L EcoBoost I-4 engine and FWD. Ford preliminary test data. Pending EPA certification. ⁵19-gallon tank.



Engineered for maximum adhesion.

Take its already engaging driving experience and make it even better. Taurus engineers heeded this call, adding some notable handling innovations for 2013. To help more torque reach the road to keep Taurus firmly planted, new Torque Vectoring Control applies slight braking force to the inside front wheel to allow confident acceleration through a corner. For enhanced grip through sharp turns, there's Curve Control, which helps slow the vehicle by as much as 10 mph in about a second if it senses you're taking a curve too quickly.¹ Both systems are standard. Along with AdvanceTrac[®] electronic stability control¹ and vented brake rotors at each wheel, Taurus brings an uncompromising level of confidence to each drive.

Limited. Tuxedo Black Metallic. Available equipment.

¹Remember 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.

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Heated rear outboard seats¹

Class-exclusive multicontour front seats with Active Motion^{®1}

Intelligent Access with push-button start¹

Power-tilt/-telescoping steering column¹

Pleases at every touch. Especially the new heated steering wheel.

With new soft-touch surfaces throughout, Taurus is crafted to soothe your senses. For starters, leather-trimmed, 10-way power front seats in Limited do more than simply caress. When equipped with 7 air cushions¹ inside, they can massage your back and legs and actively adjust your seat contour – helping to keep you alert on long journeys. Add the comfort of heating and cooling,¹ plus a new heated steering wheel,¹ and you may never want to stop. Rear passengers, not to be outdone, can enjoy heated outboard seats¹ as well. Crafted to world-class standards for fit and finish, and filled with the latest technological advancements, this accommodating space is designed to please everyone – whether you're behind the wheel or gazing up through the power moonroof.¹

Limited. Dune leather trim with perforated inserts. Available equipment.

¹Available feature.

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Thoughtfully designed to keep you connected.

The best technologies make life more convenient. So you'll love how easily Taurus connects to your phone and music through voice-activated Ford SYNC®. There's no need to search for your phone. No device on your ear. Once paired, the system recognizes your phone and downloads your contacts to support voice calling. It also plays music from your phone, MP3, USB or iPod®. In fact, any device with Bluetooth® capability can stream audio from sources like iHeartRadio®, Pandora® internet radio and many more. Simply touch a button on the leather-wrapped steering wheel and say things like "Call: home," or "Play playlist: Favorites." SYNC also offers 911 Assist®, and with a SYNC Services account you get business searches, turn-by-turn driving directions, local movie times and more. Activate and personalize yours at ford.com/sync. SYNC. Say the word.

Limited. Dune leather trim. SYNC with MyFord Touch®. Available equipment.

¹Available feature. 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. SYNC Services is available on most vehicles and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Not all features are compatible with all phones.

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Voice activated. Amazingly capable.

Simple graphics. Fast touch-screen response. Easy-to-use controls. We've made the latest version of our voice-activated SYNC^{®1} with MyFord Touch^{®1} more amazing than ever. With it, you'll have ultimate control over your phone, entertainment, navigation and climate. SYNC with MyFord Touch includes SYNC Services, an 8" LCD touch screen, a media hub, 2 LCD screens in the instrument cluster and familiar 5-way controls on each spoke of the steering wheel. The system recognizes over 10,000 voice commands – everything from "destination tourist attraction" to "my team's schedule." Display your favorite photos. Watch your just-filmed video on the 8" color screen when parked. There's almost no limit to what you can do, all with both hands on the wheel and your eyes on the road.



See who wants to connect.

MyFord Touch makes it easy to stay in touch. The system can download personal photos from your phone contact list and display them on its full-color screen when you place or receive a call, or browse your directory. To check local movie times, the day's horoscope, stock quotes and more, just call our exclusive SYNC Services, anytime, day or night.



Split screens for easier navigation.

With the voice-activated Navigation System², turn-by-turn directions are offered in your choice of Fastest, Shortest or Eco Route. You can even split the screen to see the route from a distance and up close. Also included with this system, a 6-month trial subscription to SiriusXM Satellite Radio, Traffic and Travel Link gives you over 130 channels of premium entertainment, plus live infotainment services including local fuel prices, local and national weather, live sports scores and more.



Allow passengers to update their status.

Create a Wi-Fi[®] hotspot for passengers by plugging your smartphone or USB mobile broadband modem into one of the MyFord Touch USB ports. They can browse the Internet while you drive in peace. When in Park, you can also use the MyFord Touch media hub to view vacation videos or let your kids connect their favorite game console.



Tag songs for purchase later.

Access your music from a USB drive, SD card, portable hard drive or almost any device you plug into the MyFord Touch media hub. With HD Radio[™] Technology², you can "Tag" songs for purchase later at the iTunes[®] Store. Plus, SiriusXM lets you set an "Alert" to be notified when a song or artist you like is going to be played again.

¹Available 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. SYNC Services is available on most vehicles and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Not all features are compatible with all phones. ²Available feature.

So advanced, it can know what's ahead, behind and beside you.



Maintains your chosen gap.¹

By maintaining a preset gap from the vehicle in front of you, adaptive cruise control and collision warning with brake support² help alleviate concerns about rush-hour traffic. And, if a potential collision is detected, the system flashes a warning across your windshield, sounds an alarm, pre-charges the brakes and increases brake-assist sensitivity for full responsiveness when you do brake.

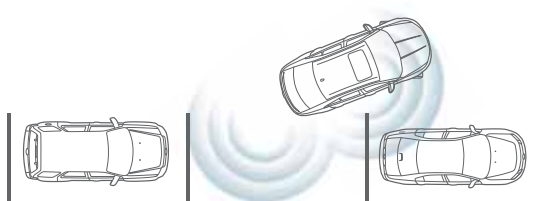
Steers itself into parking spots. Drives stress away.

Talk about stress reduction. First, simply press a button and active park assist² alerts you when it has located an appropriate parallel parking spot. Then, take your hands off the wheel and your Taurus literally steers itself into place. All you have to do is follow system prompts to shift gears and control the brake and accelerator pedals. In practically no time at all, you'll be parked and ready for action.



Alerts you to vehicles you may not see.

Change lanes and back up confidently with BLIS[®] (Blind Spot Information System) with cross-traffic alert². When traffic is detected in your blind spots, it is designed to alert you with a light in your sideview mirror.³ If a vehicle is detected approaching from either side as you're slowly backing out, it is designed to alert you with a sound, a message center warning and the light – giving you time to stop.



Limited. Ingot Silver Metallic. Available equipment.

¹Distances shown based on a speed of 60 mph. ²Available feature. ³BLIS replaces standard integrated blind spot mirrors.

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6 standard airbags, with rollover sensor and Safety Canopy® System

SecuriCode™ keyless entry keypad

AdvanceTrac electronic stability control

SOS Post-Crash Alert System™

Masters the elements.

Of safety, of course. Underneath its aggressively styled shape, a masterful combination of high-strength and ultra-high-strength boron steel forms an intricate safety cage around the passenger compartment of the 2013 Taurus. Its Trinity front-crash structure and SPACE (Side Protection And Cabin Enhancement) Architecture join innovations like AdvanceTrac® electronic stability control, as well as enhanced airbags with tethering and venting to tailor deployment force to occupant size, position and safety belt status. Auto high beams¹ activate themselves to help improve visibility when no automotive headlamps or taillamps are detected in front of Taurus. If lights are sensed, the system returns to the low-beam setting to help reduce glare for vehicles in front of you. No wonder Taurus has earned "Top Safety Pick" – the highest possible rating from the Insurance Institute for Highway Safety (IIHS) – 5 years in a row (2008–2012).²

SHO. Ruby Red Metallic Tinted Clearcoat. Available equipment.

¹Available feature. ²2013 models not yet tested.

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So many advancements. Your turn to choose.



In addition to smart standards that make your life easier, a long list of available features allows you to create a Taurus that fits your specific needs. Warm things up with heated front seats and a new heated steering wheel, or cool it down with cooled front seats and a rear-window power sunshade. Make sure you know what's behind you when backing up with the help of a rear view camera. Pump up your audio with an amazing sound system, and brighten your environment with a power moonroof. Whatever you choose, you'll be creating the Taurus you want, just the way you want it.

Heated and cooled front seats¹
and heated steering wheel¹

Rear-window power sunshade¹

Rear view camera¹

Audio System from Sony® with 12 speakers
and 390 watts of continuous power¹

Power moonroof¹

¹Available feature.



Create a more meaningful driving experience: Connect with Ford Custom Accessories for authentic personalization possibilities. The cost of select accessories – ordered and purchased at the time you buy or lease your Taurus – can be rolled into your monthly payment. And coverage for Genuine Ford Accessories falls under the New Vehicle Limited Warranty that way too. See your dealer for details.

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

Dual head restraint DVD by INVISION™¹

All-weather floor mats

Remote start systems

Rear spoiler

¹Ford Licensed Accessory.

TAURUS 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

Front bucket seats

60/40 split-fold rear seat back with fold-down center armrest

Interior

12-volt powerpoints (2)

Accessory delay for power features

Adjustable rear vents

Auxiliary audio input jack

Driver and front-passenger seat back map pockets

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

Sliding sun visors with illuminated vanity mirrors

Steering wheel-mounted cruise, audio and 5-way MyFord® controls

Tilt/telescoping steering column

Exterior

Easy Fuel® capless fuel filler

Light-emitting diode (LED) taillamps

Rear-window defroster

Solar-tinted glass

Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags,¹ 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

Front-seat side airbags¹

Safety Canopy® System with side-curtain airbags¹ and rollover sensor

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

Illuminated Entry System

LATCH (Lower Anchors and Tether Anchors for Children)

MyKey®

SecuriCode™ invisible keypad

SecuriLock® Passive Anti-Theft System

Side-intrusion door beams

SOS Post-Crash Alert System™

Tire Pressure Monitoring System (excludes spare)



SE

Equipment Group 100A

Includes all standard features, plus:

Mechanical

3.5L Ti-VCT V6 engine

6-speed SelectShift Automatic® transmission with Sport Mode and shifter button activation

Front-wheel drive (FWD)

Seating

4-way adjustable front head restraints

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

Cruise control

Day/night rearview mirror

Message center

MyFord with 4.2" LCD displays in instrument cluster and center stack

Power windows with one-touch-up/-down driver's side window feature

Single-zone manual air conditioning

Exterior

17" Sparkle Silver-painted aluminum wheels with P235/60R17 all-season tires

Black, power sideview mirrors with integrated blind spot mirrors

Quasi-dual exhaust with chrome tips

Remote Keyless Entry System with integrated keyhead transmitter remotes (2)

Wiper-activated halogen headlamps with autolamp

Horsepower, Torque & EPA-Estimated Fuel Economy

3.5L Ti-VCT V6 Engine	Horsepower: 288 @ 6,500 rpm	Torque (lb.-ft.): 254 @ 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 Engine	Horsepower: 240 @ 5,500 rpm	Torque: 270 @ 1,675–4,800 rpm ²
6-speed SelectShift Automatic		
FWD	22 city/32 hwy/25 combined mpg (projected) ³	
3.5L EcoBoost V6 Engine	Horsepower: 365 @ 5,500 rpm ²	Torque: 350 @ 1,500–5,000 rpm ²
6-speed SelectShift Automatic		
AWD	17 city/25 hwy/20 combined mpg	

¹Always wear your safety belt and secure children in the rear seat. ²Figures achieved using premium unleaded fuel. ³Ford preliminary test data. Pending EPA certification.

Comparisons based on 2012 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. Following release of the PDF, 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.



TAURUS Standard Features



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

Ford SYNC® voice-activated, in-vehicle connectivity system

Leather-wrapped shift knob with chrome trim

Leather-wrapped steering wheel

Message center with compass

Outside temperature display

Remote Start System

SiriusXM 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 and integrated blind spot mirrors

LED supplemental park lamps



Limited

Equipment Group 300A
Includes select SEL features, plus:

Seating

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

Leather-trimmed seats with perforated leather inserts

Interior

Additional center speaker

Ambient lighting

Bright front door-sill plates

Cargo net

Ford SYNC voice-activated, in-vehicle connectivity system
with SYNC Services for Traffic, Directions and Information

Leather-wrapped steering wheel with wood accent

MyFord Touch® with 2 configurable 4.2" color LCD displays in
instrument cluster; 8" LCD touch screen in center stack; and
media hub with 2 USB ports, SD card reader and audio/video
input jacks

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

Universal garage door opener

Exterior

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

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

Rear view camera

Reverse Sensing System



SHO

Equipment Group 400A
Includes select Limited features, plus:

Mechanical

3.5L EcoBoost® V6 engine

6-speed SelectShift Automatic transmission
with paddle shifters

All-wheel drive (AWD)

Electric power-actuated steering with drift control

Silver-painted brake calipers

Sport-tuned suspension

Seating

Leather-trimmed seats with "SHO" graphics embroidered
on front seat backs

Interior

Adjustable brake and accelerator pedals with memory

Aluminum pedal covers

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

Power-tilt/-telescoping steering column

"SHO" branded front floor mats

Top grain leather-wrapped steering wheel

Exterior

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

Dual exhaust with chrome 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, auto-dimming driver's side and
integrated blind spot mirrors

Rear spoiler

"SHO" branded side fender vents

Exterior Dimensions

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

Interior Dimensions

	Front/Rear
Head room	39.0"/37.8"
Shoulder room	57.9"/56.9"
Hip room	56.3"/55.8"
Leg room	41.9"/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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Dimensions may vary by trim level. Microsoft is a registered trademark of Microsoft Corporation. iPod and iTunes are registered trademarks of Apple Inc. All rights reserved. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc. iHeartRadio is a registered trademark of Clear Channel Broadcasting, Inc. PANDORA, the PANDORA logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc. Used with permission. SiriusXM Satellite Radio, Traffic and Travel Link subscriptions sold separately or as a package after trial expires. SiriusXM Traffic and Travel Link service available in select markets. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service is available in the 48 contiguous USA, DC, and PR. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. The term Wi-Fi® is a registered trademark of the Wi-Fi Alliance®. HD Radio is a proprietary trademark of iBiquity Digital Corp. Sony is a registered trademark of the Sony Corporation. INVISION is a trademark of Audiovox Corporation. Miko is a registered trademark of Miko s.r.l. Alcantara is a registered trademark of Alcantara S.p.A., Italy.





SEL. Dune leather trim. Available equipment. | MyFord Touch® with voice-activated Navigation System.¹ | SEL. Intelligent Access with push-button start.¹ | Quasi-dual exhaust with chrome tips. | SEL. Leather-wrapped shift knob with chrome trim.



¹Available feature.

SE+SEL



Exteriors

SE

B Oxford White	1
C Ingot Silver Metallic	1
D Sterling Gray Metallic	1
G Kodiak Brown Metallic	1
H Deep Impact Blue Metallic	1
I Tuxedo Black Metallic	1

1 Dune Cloth

SEL

A White Platinum Metallic Tri-coat ¹	2	3	4	5
B Oxford White	2		4	
C Ingot Silver Metallic	2	3	4	5
D Sterling Gray Metallic	2	3	4	5
E Ginger Ale Metallic	2	3	4	5
F Ruby Red Metallic Tinted Clearcoat ¹	2	3	4	5
G Kodiak Brown Metallic	2	3	4	5
H Deep Impact Blue Metallic	2	3	4	5
I Tuxedo Black Metallic	2	3	4	5

2 Dune Cloth – Standard

3 Charcoal Black Cloth – Standard

4 Dune Leather – Optional

5 Charcoal Black Leather – Optional

Interiors



17" Sparkle Silver-Painted Aluminum
Standard on SE



18" Sparkle Silver-Painted Aluminum
Standard on SEL



19" Sparkle Silver-Painted Aluminum
Available on SEL

SE

Available Options

2.0L EcoBoost® I-4 engine with 6-speed SelectShift Automatic® transmission with Sport Mode and shifter button activation

All-weather floor mats²

Ash cup/coin holder with lighter element²

Cargo organizer²

SEL

Available Equipment Groups

Equipment Group 201A – SYNC® with MyFord Touch® voice-activated, in-vehicle connectivity system, which includes SYNC Services; 2 configurable 4.2" color LCD displays in instrument cluster; 8" LCD touch screen in center stack; media hub with 2 USB ports, SD card reader and audio/video input jacks + additional center channel speaker + Reverse Sensing System

Equipment Group 202A – Includes all content of 201A + 19" Sparkle Silver-painted aluminum wheels with P255/45R19 LLR all-season tires + ambient lighting + Intelligent Access with push-button start + power-adjustable pedals + rear view camera

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)

All-weather floor mats²

All-wheel drive (AWD)

Ash cup/coin holder with lighter element²

Cargo organizer²

Leather-trimmed seats with heated front seats

Power moonroof (requires 201A or 202A)

Rear spoiler

Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription (requires 201A or 202A)

Available Ford Custom Accessories

Visit accessories.ford.com to shop the complete collection



SEL. Tuxedo Black Metallic.

¹Additional charge. ²Factory-Invoiced Accessory. Colors are representative only. See your dealer for actual paint/trim options.

Limited

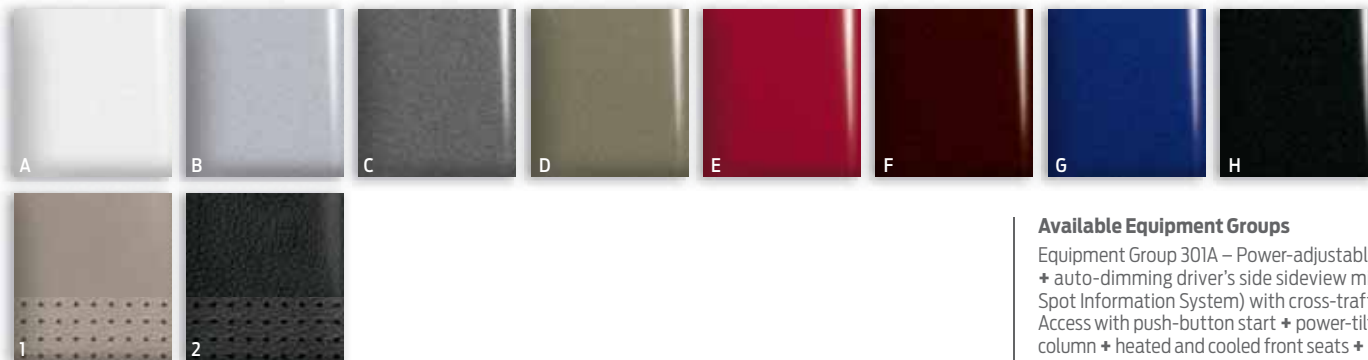


Dune leather trim. Available equipment. ■ BLIS® (Blind Spot Information System) with cross-traffic alert.¹ ■ Multicontour front seats with Active Motion.^{®1}
■ Adaptive cruise control and collision warning with brake support.¹ ■ "LIMITED" front floor mats.¹



¹Available feature.

Limited



Exteriors

A White Platinum Metallic Tri-coat ¹	1	2
B Ingot Silver Metallic	1	2
C Sterling Gray Metallic	1	2
D Ginger Ale Metallic	1	2
E Ruby Red Metallic Tinted Clearcoat ¹	1	2
F Kodiak Brown Metallic	1	2
G Deep Impact Blue Metallic	1	2
H Tuxedo Black Metallic	1	2

1 Dune Leather with Perforated Inserts – Standard
2 Charcoal Black Leather with Perforated Inserts – Standard

Interiors



19" Premium
Luster Nickel-Painted Aluminum
Standard



20" Polished Aluminum
Available

Available Equipment Groups

Equipment Group 301A – Power-adjustable pedals with memory + auto-dimming driver's side sideview mirror + BLIS® (Blind Spot Information System) with cross-traffic alert + Intelligent Access with push-button start + power-tilt/-telescoping steering column + heated and cooled front seats + HD Radio™ Technology + Audio System from Sony® with 12 speakers

Equipment Group 302A – Includes all content of 301A + active park assist + auto high beams with rain-sensing wipers + heated steering wheel + heated rear outboard seats + rear-window power sunshade + "LIMITED" front floor mats

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" polished aluminum wheels (requires 301A or 302A)

Adaptive cruise control and collision warning with brake support (requires 301A or 302A)

All-weather floor mats²

All-wheel drive (AWD)

Ash cup/coin holder with lighter element²

Cargo organizer²

Multicontour front seats with Active Motion® (requires 301A or 302A)

Power moonroof (requires 301A or 302A)

Rear spoiler

Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription

Available Ford Custom Accessories

Visit accessories.ford.com to shop the complete collection



Ingot Silver Metallic. Available equipment.

¹Additional charge. ²Factory-Invoiced Accessory. Colors are representative only. See your dealer for actual paint/trim options.

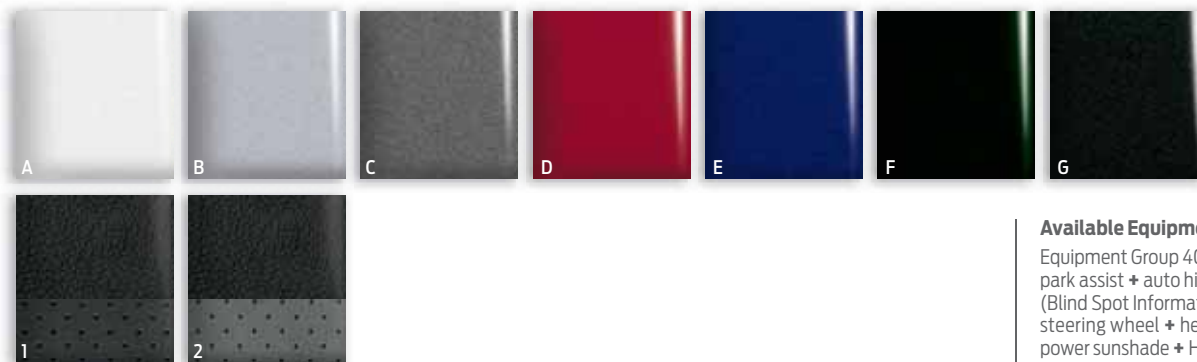
SHO



Charcoal Black leather trim with Mayan Gray Miko® Suede perforated inserts. Available equipment. ■ Charcoal Black leather trim with perforated inserts. ■ "SHO" engine cover. ■ EcoBoost® direct fuel injector. ■ Rear spoiler.



SHO



Exteriors	Interiors	
A White Platinum Metallic Tri-coat ¹	1	2
B Ingot Silver Metallic	1	2
C Sterling Gray Metallic	1	2
D Ruby Red Metallic Tinted Clearcoat ¹	1	2
E Deep Impact Blue Metallic	1	2
F Green Gem Metallic	1	2
G Tuxedo Black Metallic	1	2

- 1 Charcoal Black Leather with Charcoal Black Miko® Suede Perforated Inserts and front-seat embroidered "SHO" graphics – Standard
 2 Charcoal Black Leather with Mayan Gray Miko Suede Perforated Inserts and front-seat embroidered "SHO" graphics – Standard



19" Premium
Luster Nickel-Painted Aluminum
Standard



20" Machined and Painted Aluminum
Available

Available Equipment Group

Equipment Group 402A – Heated and cooled front seats + active park assist + auto high beams with rain-sensing wipers + BLIS® (Blind Spot Information System) with cross-traffic alert + heated steering wheel + heated rear outboard seats + rear-window power sunshade + HD Radio™ Technology + Audio System from Sony® with 12 speakers

Available Package

SHO Performance Package includes performance friction brake pads, sport-calibrated steering, AdvanceTrac® electronic stability control "Sport Mode" setting, 3.16:1 final drive ratio, Alcantara® suede-trimmed steering wheel, 20" machined and painted aluminum wheels with P245/45R20 Performance Summer Tire Compound and tire sealant/inflation kit (n/a with adaptive cruise control)

Available Options

20" machined and painted aluminum wheels with P245/45R20 all-season tires (requires 402A)

Adaptive cruise control and collision warning with brake support (requires 402A; n/a with SHO Performance Package)

All-weather floor mats²

Ash cup/coin holder with lighter element²

Cargo organizer²

Multicontour front seats with Active Motion® (requires 402A)

Power moonroof (requires 402A)

Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription

Available Ford Custom Accessories

Visit accessories.ford.com to shop the complete collection



Ruby Red Metallic Tinted Clearcoat. Available equipment.

¹Additional charge. ²Factory-Invoiced Accessory.
 Colors are representative only. See your dealer for actual paint/trim options.



QUALITY, GREEN, SAFE AND SMART.

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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/50,000-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. **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 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: 12 months or 12,000 miles (whichever occurs first), 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. FLA 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.

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