

2012 TAURUS



Drive one.

Thank you for your interest in the new 2012 Taurus. Included in this brochure you'll find information about:

DESIGN: Ford designers thought outside the box of the ordinary sedan when they created the Taurus. They created a profile that is athletic and dynamic, with curves and lines from the sculpted hood to the rear deck conveying power and agility.

TECHNOLOGY: Navigation System. Adaptive Cruise Control. BLIS® (Blind Spot Information System) with Cross Traffic Alert. Intelligent Access with Push-Button Start. Available features like these help make life of the road more enjoyable in Ford Taurus.

PERFORMANCE: The standard 3.5L V6 performance is responsive and confident. Drive the Taurus SHO and get All-Wheel-Drive plus the direct-injected, twin-turbocharged 3.5L EcoBoost™ engine that delivers V6-like fuel economy with V8-like performance.

INTERIOR: Look inside a Taurus. The center stack flows into the center console at a perfectly driver-oriented 38° angle. Available front multicontour seats with Active Motion™ provide a therapeutic massage to reduce fatigue. This is a car for the driver in you.

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.

Donnell Ford Lincoln of Salem	152 Continental Drive Salem, OH 44460	(800) 686-0031
Columbiana Ford Inc.	14851 South Ave Columbiana, OH 44408	(330) 482-3831
Paul Hrnchar's Fairway Ford	366 West Main Street Canfield, OH 44406	(330) 533-3673
Montrose Ford Lincoln	2480 West State Street Alliance, OH 44601	(877) 366-6876

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.





So innovative, it can make you a better driver.

Crafted by an obsessive engineering and design team, Ford Taurus is defined by an array of class-exclusive¹ and “first-ever” technologies, plus surprisingly brilliant driver-focused features that’ll change the way you drive. Enter and start without using your key.² Enjoy the comfort of massaging front seats.² Take calls without picking up your phone.² Experience the efficiency of 28 mpg hwy³ and 263 hp, or the thrill of 365 hp⁴ plus 25 mpg hwy⁵ on Taurus SHO. Utilize systems² that can help you change lanes, handle rush-hour traffic and back out of parking spots. Taurus for 2012. It’s a breakthrough – through and through.

Limited. Ingot Silver Metallic. Available equipment.

¹Class is Full-Size Sedans vs. 2011 competitors. ²Available feature. ³EPA-estimated 18 city/28 hwy/22 combined mpg, 3.5L Duratec® V6 engine, FWD with 6-speed automatic. ⁴Figure achieved using premium unleaded gasoline. Premium fuel is recommended for EcoBoost™ V6, but not required. ⁵EPA-estimated 17 city/25 hwy/20 combined mpg, 3.5L EcoBoost V6 engine and AWD.



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Empowers your commitment to efficiency.



Which will you appreciate more? Its liquid-smooth 263 hp? Or its 28-mpg-hwy¹ efficiency? Most likely both. The standard 3.5L Duratec® V6 engine is mated with a 6-speed automatic transmission to put you in the right gear at the right time. Or, if you prefer revving it yourself, Taurus offers a SelectShift Automatic™ transmission² for manual shifts using racing-style paddle shifters on the steering wheel.

The more a driver “feels” the road, the better their driving experience. That’s why our engineers fine-tuned the suspension calibration of each Taurus model. Whether you’re driving a FWD Taurus or AWD² model, ride and handling balance are equally impressive. This commitment to engineering excellence brings an engaging driving dynamic and uncompromising level of confidence to every drive.



Limited. Ingot Silver Metallic. Available equipment.

¹EPA-estimated 18 city/28 hwy/22 combined mpg, FWD with 6-speed automatic. ²Available feature.



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Massages you like no other car in its class.

It lightly massages your back and legs. It actively adjusts the contour of your seat. Thanks to 7 air cushions in each Taurus front seat,¹ you'll enjoy a sensory experience you won't find in any competitor. Add the comfort of heating and cooling,¹ and you may just skip your destination. Cool Ice Blue™ Lighting draws you to the instrument panel. A solid sense of quiet surrounds you. The quality of high-grade materials and high-tech features dazzles you. A unique forward-leaning center stack flows into a sweeping center console, enlarging the cabin and elevating controls. Rear passengers, not to miss out, can enjoy heated seats¹ as well. No question: Ford stylists have crafted a distinctly satisfying space inside Taurus.



Exclusive multicontour, Active Motion™ massaging front seats¹

Heated and cooled front seats¹

Front seats with power lumbar¹

Heated rear seats¹

Limited. Light Stone leather trim with perforated inserts. Available equipment.

¹Available feature.



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Hands control the wheel. Voice controls the rest.

Stay connected to calls, music and more with SYNC.

No more searching for your phone. No device on your ear. Connect to your world with voice-activated Ford SYNC.^{®1} Once paired, SYNC recognizes your phone and automatically transfers your contacts to support voice calling. It also plays music from your phone, MP3, USB or iPod.[®] And thanks to Bluetooth[®] streaming audio,² smartphone users can listen to Pandora[®] internet radio too. Just touch a button on the steering wheel and say things like "Call Melissa," or "Play genre: Pop." SYNC also offers 911 Assist,[™] and with an activated SYNC Services account you get business searches,³ turn-by-turn driving directions,³ custom traffic alerts³ and more. Personalize your experience at SyncMyRide.com.

Full-color, voice-activated travel guide with SiriusXM.

The Navigation System² includes a 6-month trial subscription to SiriusXM Satellite Radio, Traffic and Travel Link³ to bring you over 130 channels of unique content, plus live infotainment services. Get continuously updated traffic information, plus check local fuel prices, weather reports, movie listings, sports scores and more. This system features a vibrant 8" LCD touch screen with interactive maps you can zoom and scroll. Of course, it also responds to voice commands for hands-free control. Play DVDs while Taurus is in Park and store nearly 10 gigs of your digital music.

¹Available feature. Requires compatible mobile device. 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. Traffic alerts and turn-by-turn directions available in select markets. Text message and data rates may apply. ²Available feature. Coming Fall 2011. ³SiriusXM 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. Subscriptions are governed by SiriusXM Customer Agreement; see www.siriusxm.com.



Senses what you may not see.

Maintains your cruising distance.

Adaptive cruise control¹ uses forward radar to monitor traffic. It's designed to automatically adjust your cruising speed to maintain one of 3 preset "headway" distances to the vehicle in front of you.²

66
yds.

44
yds.

29
yds.



15
yds.



Reacts before you can.

By flashing a warning light across the windshield and sounding an alarm, collision warning with brake support¹ alerts you if its radar sensors detect a potential collision with the car in front of you. The alert can provide 1.5 to 2.5 extra seconds for you to apply the brakes. The system also pre-charges the brakes and increases brake-assist sensitivity to provide full responsiveness when you brake.

Simplifies lane changes.

Rather than turning your head to check your blind spots, just glance at your sideview mirrors before changing lanes with BLIS[®] (Blind Spot Information System).^{1,3} An amber light means the system's radar senses a vehicle in your way – so stay in your lane until it passes.

Eases parking lot stress.

With cross-traffic alert,¹ Taurus lets you know if its radar sensors detect a vehicle approaching while you're slowly backing out of your spot. It sounds a warning, alerts you in the message center, and flashes an amber light in your sideview mirror.



Drive one.

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



Glows with ingenuity.

Mounted flush on the driver's door, it's unseen until you touch it. Instantly, the industry-exclusive SecuriCode™ invisible keyless entry keypad glows red. Enter your 5-digit code, and you're in. It's freedom to leave your keys, and everything attached to them, tucked away.

Starts with a touch.

With the fob in your pocket or purse, just settle in, press the brake pedal and the start button, and Taurus purrs to life. Thanks to Intelligent Access with push-button start,¹ no key is needed.

Encourages smart driving.

With the Ford exclusive MyKey®, separate keys for additional drivers can be coded to enforce limits that you set. For instance, you can mute the audio until safety belts are buckled, limit top speed and audio volume, and add warning alerts at pre-selected speeds. You can also have the low-fuel warning signal chime earlier, giving the driver additional time to refuel.

¹Available feature.





“Top Safety Pick” 4 years in a row!¹

Travel with confidence knowing Taurus has attained the highest possible rating from the Insurance Institute for Highway Safety (IIHS) every year since 2008. In fact, no other brand offers you more 2011 “Top Safety Pick” vehicles than Ford. Our engineers are constantly developing and advancing safety technologies to help give you peace of mind out there on the road.

Masters challenging moments.

Our standard AdvanceTrac[®] electronic stability control with brake-actuated traction control² automatically enhances vehicle control in wet or slippery conditions.

Personalizes your protection.

Our advanced Personal Safety System[™] uses sensors to optimize deployment of the dual-stage front airbags in certain frontal collisions. Front-seat side airbags deploy in certain side-impact collisions. And our Safety Canopy[®] System increases protection with a rollover sensor and side-curtain airbags that deploy to cover both rows.

Surrounds you with strength.

SPACE (Side Protection And Cabin Enhancement) Architecture utilizes a hydroformed cross-car beam between the door frames, strengthening the passenger compartment.

Reminds you to buckle up.

Our Belt-Minder[®] system sounds a persistent alert to encourage those in front to buckle up for safety on every ride.

Sends an SOS for you.

Our SOS Post-Crash Alert System[™] can automatically flash the hazard lights and sound the horn after an airbag has deployed or a safety belt pretensioner has activated in certain collisions.³ No subscription required.

Directly contacts 911.

Ford SYNC^{®4} with 911 Assist[™] uses your phone to call 911 in the event of airbag deployment or fuel pump shutoff.⁵ If needed, it can even give the operator an urgent message for you.

Limited. Black. Available equipment.

¹2008–2011 model years. 2012 model year not yet tested. ²Remember 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. ³SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner. ⁴Available feature. ⁵The vehicle's electrical system (including the battery), the wireless service provider's signal and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed.



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SHO
EcoBoost



Rousing power. Surprising efficiency. It's a go.

An aerodynamic spoiler and lower front chin define its powerful shape. A painted grille, plus premium 19" aluminum wheels or available 20"s add shine. A 365-hp¹ 3.5L EcoBoost™ V6 lurks underneath the hood. Twin turbochargers and direct-injection technology help SHO achieve a remarkable 25 mpg hwy.² Make no mistake, SHO is every inch a driver's car. Its leather-wrapped steering wheel awaits your grip. The perforated Miko® Suede and leather-trimmed power driver's seat holds you tight. Crisp aluminum trim gleams, part of the high-tech SHO treatment. At your feet, aluminum pedals wait to be pressed to the "SHO" branded front floor mats. As it launches, the air is punctuated by the tuned exhaust notes from dual chrome-tipped pipes. Time to take off.

SHO. Red Candy Metallic Tinted Clearcoat. Available equipment.

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



Drive one.

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SHO stopper.

With Taurus SHO, driving dynamics take a serious turn. Optimized chassis calibrations provide precise response to driver inputs and exceptional body control in the curves. Unique, SHO-specific equipment includes sport-tuned struts and shocks, larger front and rear stabilizer bars, higher spring rates and higher-rate front strut mounts. A greater power bias to the rear wheels gives the standard all-wheel-drive SHO superb balance. At the critical driver interface, advanced electric power-actuated steering delivers crisp response and excellent on-center feel. The result? Tight handling. Tight turns. A tighter relationship with the road.



Enthusiasm.

Ultimate enthusiast? Then up the ante with the SHO Performance Package.¹ Receive upgraded brake pads, sport-calibrated steering, a "Sport Mode" setting for AdvanceTrac,[®] as well as a lower 3.16:1 final drive ratio (vs. 2.77:1) for faster acceleration. Not to mention performance tires on 20" premium painted aluminum wheels for exceptional agility and tenacious grip.

Control.

A high-capacity 6-speed SelectShift Automatic[™] transmission delivers EcoBoost[™] power to the road via a sophisticated torque-sensing All-Wheel-Drive System. With 6 speeds at its disposal, SHO intuitively selects the perfect gear at any moment for effortless acceleration and comfortable high-speed cruising. If you're up for it, paddle shifters on the steering wheel put control at your fingertips.

Balance.

Without it, you're at the mercy of the road. With it, you own the road. Prepare to assume ownership with Taurus SHO. Its SR1 rear suspension is named for the one-to-one rear shock absorber ratio. This suspension geometry provides a superior balance between cornering and handling, while offering a stable baseline for tuning. And its full, dynamic range even accommodates 20" rims.

¹Available feature.



Drive one.

Lots of ways to make it yours.



In addition to smart standards that make your life easier (like helping to keep your hands clean at the pump), a long list of optional features allows you to create a Taurus that addresses your specific needs. Have small children? Add a rear camera to help see what's behind you when slowly backing up, or a rear sunshade that helps keep the interior cool. Active on the social scene? Then pump up your audio with an amazing sound system and light up your night with special interior lighting. Whatever you choose, you're creating the Taurus you want, just the way you want it.

Industry-first Easy Fuel[®] capless fuel filler, standard
Rear view camera¹

Rear-window power sunshade¹

Sony[®] Audio System includes 12 speakers
and 390 watts of continuous power¹

Ambient lighting¹

¹Available feature.



Drive one.



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

SEL in Red Candy Metallic Tinted Clearcoat customized with smoked moonroof and side window deflectors; molded splash guards; chrome mirror caps; 20" chrome wheels¹ and chrome-plated wheel lock kit

Dual head restraint DVD by INVISION™²

All-weather floor mats

Remote start systems

Rear decklid spoiler

¹Vehicle application and restrictions apply. Additional components are required. See dealer for details.
²Ford Licensed Accessory.

TAURUS Standard Features



Mechanical

- 4-wheel disc Anti-Lock Brake System (ABS)
- Brake- and engine-actuated traction control
- Power rack-and-pinion steering
- Suspension – Front: independent MacPherson strut
- Suspension – Rear: independent multilink

Seating

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

Interior

- 12-volt powerpoints (3)
- Accessory delay for power features
- 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 light and map light
- Power door locks
- Rear-seat reading lights
- Sliding sun visors with illuminated vanity mirrors
- Steering wheel-mounted cruise and audio controls
- Tilt/telescoping steering column

Exterior

- Easy Fuel® capless fuel filler
- Rear-window defroster
- Solar-tinted glass

Safety & Security

- Personal Safety System™ for driver and front passenger includes dual-stage front airbags¹; 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
- Battery saver
- Belt-Minder® front safety belt reminder
- Child-safety rear door locks
- Emergency trunk release
- Illuminated entry
- LATCH (Lower Anchors and Tether Anchors for Children)
- MyKey®
- Remote Keyless Entry System with integrated keyhead transmitter remotes (2)
- 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 DOHC Duratec® V6 engine
- 6-speed automatic transmission
- Front-wheel drive (FWD)

Seating

- 6-way power driver's seat with manual lumbar adjustment
- 2-way manual front-passenger seat
- Cloth seats

Interior

- AM/FM stereo/single-CD player with MP3 capability and 6 speakers
- Day/night rearview mirror
- Message center
- 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
- Incandescent taillamps with red surrounds
- Single exhaust with twin chrome tips
- Wiper-activated halogen headlamps with autolamp

Horsepower, Torque & EPA-Estimated Fuel Economy

3.5L Duratec V6 Engine	Horsepower: 263 @ 6,250 rpm	Torque (lb.-ft.): 249 @ 4,500 rpm
6-speed automatic	18 city/28 hwy/22 combined mpg	
6-speed SelectShift Automatic™		
FWD	18 city/27 hwy/21 combined mpg	
AWD	17 city/25 hwy/20 combined mpg	
3.5L EcoBoost™ V6 Engine	Horsepower: 365 @ 5,500 rpm	Torque: 350 @ 3,500 rpm
6-speed SelectShift Automatic		
AWD	17 city/25 hwy/20 combined mpg	

¹Always wear your safety belt and secure children in the rear seat.

Comparisons based on 2011 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:

Mechanical

6-speed SelectShift Automatic™ transmission with paddle shifters

Seating

Unique cloth seats

Interior

Auto-dimming rearview mirror

Dual-zone electronic automatic temperature control

Leather-wrapped shifter

Leather-wrapped steering wheel

Message center with compass

Outside temperature display

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

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

Ambient lighting

Bright front door-sill plates

Cargo net

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

Leather-wrapped steering wheel with wood accent

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

Premium Sound System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability and 7 speakers, including an additional center speaker

Universal garage door opener

Exterior

19" chrome-clad aluminum wheels with P255/45R19 all-season tires

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

Incandescent taillamps with chrome surrounds

Rear view camera

Reverse Sensing System



SHO

Equipment Group 400A
Includes select Limited features, plus:

Mechanical

3.5L EcoBoost™ V6 engine

All-wheel drive (AWD)

Electric power-actuated steering with drift control

Painted-black brake calipers

Sport-tuned suspension

Seating

Leather-trimmed seats with Miko® Suede perforated inserts

Interior

Aluminum brake and accelerator pedal covers

Intelligent Access with push-button start

Leather-wrapped steering wheel with perforated leather accent
"SHO" branded front floor mats

Exterior

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

Body-color, power, heated sideview mirrors with memory, security approach lamps, auto-dimming driver's side and integrated blind spot mirrors

Dual exhaust with chrome-tipped pipes

High-intensity discharge (HID) headlamps with autolamp

Rear spoiler

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. Sirius U.S. Satellite Service available in the 48 contiguous U.S.A. and D.C. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. iPod is a registered trademark of Apple Inc. All rights reserved. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc. Miko is a registered trademark of Miko s.r.l. Sony is a registered trademark of the Sony Corporation. INVISION is a trademark of Audiovox Corporation. Power Code is a trademark of Code Systems, Inc. HD Radio is a proprietary trademark of iBiquity Digital Corp.



SE+SEL



SEL. Light Stone leather trim. Available equipment. | SEL. Rear view camera.¹ | Soft-touch door-trim panels. | SEL. Paddle shifters.
| SEL. Leather-wrapped shifter with chrome trim.



¹Available feature.



SE+SEL

SE

Available Options

All-weather floor mats ¹
Ash cup/coin holder with lighter element ¹
Cargo organizer ¹
Power Code™ Remote Start System ¹

SEL

Available Equipment Groups

Equipment Group 201A – Ford SYNC® + Reverse Sensing System
Equipment Group 202A – SYNC + Reverse Sensing System + ambient lighting + Intelligent Access with push-button start + power-adjustable pedals + Sony® Audio System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability, 12 speakers and 390 watts + rear view camera + 19" Sparkle Silver-painted aluminum wheels with P225/45R19 all-season tires

Available Options

All-weather floor mats ¹
All-wheel drive (AWD)
Ash cup/coin holder with lighter element ¹
Cargo organizer ¹
Leather-trimmed seats with heated front seats and 6-way power front-passenger seat with manual lumbar
Multicontour front seats with Active Motion™ (requires leather-trimmed seats)
Power moonroof (requires 201A or 202A)
Power Code Remote Start System ¹

Available Ford Custom Accessories

Visit fordaccessories.com to shop the complete collection

Exteriors

SE

White Suede	1
Ingot Silver Metallic	1
Sterling Gray Metallic	1
Cinnamon Metallic	1
Dark Blue Pearl Metallic	1
Black	1

SEL

White Platinum Metallic Tri-coat ²	2	3	4	5
White Suede	2			
Ingot Silver Metallic	2	3	4	5
Sterling Gray Metallic	2	3	4	5
Ginger Ale Metallic	2	3	4	5
Red Candy Metallic Tinted Clearcoat ²	2	3	4	5
Cinnamon Metallic	2	3	4	5
Dark Blue Pearl Metallic	2	3	4	5
Black	2	3	4	5

Interiors

Exterior Colors

	White Platinum Metallic Tri-coat
	White Suede
	Ingot Silver Metallic
	Sterling Gray Metallic
	Ginger Ale Metallic
	Red Candy Metallic Tinted Clearcoat
	Cinnamon Metallic
	Dark Blue Pearl Metallic
	Black



17" Sparkle Silver-Painted Aluminum Standard on SE



18" Sparkle Silver-Painted Aluminum Standard on SEL



19" Sparkle Silver-Painted Aluminum Available on SEL

Interior Colors

	1	Light Stone Cloth Standard on SE
	2	Light Stone Cloth Standard on SEL
	3	Charcoal Black Cloth Standard on SEL
	4	Light Stone Leather Optional on SEL
	5	Charcoal Black Leather Optional on SEL



SEL. Black.

¹Factory-Invoiced Accessory. ²Additional charge.

Colors are representative only. See your dealer for actual paint/trim options.

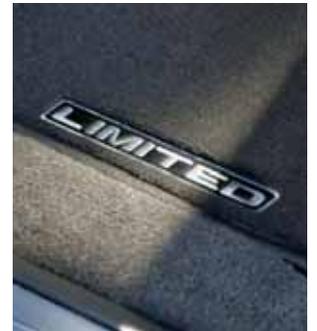


Drive one.

Limited



Charcoal Black. Available equipment. | Instrument panel wood appliqué. | Multicontour front seats with Active Motion^{TM1} | Cargo net. | "LIMITED" front floor mats¹



¹Available feature.



Limited

Available Equipment Groups

Equipment Group 301A – Heated and cooled driver and front-passenger seats + heated rear seats + rear-window power sunshade + “LIMITED” front floor mats

Equipment Group 302A – Intelligent Access with push-button start + power-adjustable pedals with memory + Sony® Audio System with 12 speakers and 390 watts + auto-dimming driver’s side sideview mirror + auto high-beam headlamps + BLIS® (Blind Spot Information System) with cross-traffic alert + rain-sensing windshield wipers + “LIMITED” front floor mats

Equipment Group 303A – Includes all content of 301A and 302A

Available Options

Adaptive cruise control and collision warning with brake support (requires 302A or 303A)

All-weather floor mats¹

All-wheel drive (AWD)

Ash cup/coin holder with lighter element¹

Cargo organizer¹

Multicontour front seats with Active Motion™ (requires 301A or 303A)

Power moonroof (n/a with 300A)

Power Code™ Remote Start System¹

Voice-activated Navigation System² with nearly 10-gigabyte hard drive, single-disc Premium Sound System, HD Radio™ Technology, and SiriusXM Traffic and Travel Link services with 6-month trial subscription (requires 302A or 303A)

Available Ford Custom Accessories

Visit fordaccessories.com to shop the complete collection

Exteriors

	1	2
White Platinum Metallic Tri-coat ³	1	2
Ingot Silver Metallic	1	2
Sterling Gray Metallic	1	2
Ginger Ale Metallic	1	2
Red Candy Metallic Tinted Clearcoat ³	1	2
Cinnamon Metallic	1	2
Dark Blue Pearl Metallic	1	2
Black	1	2

Interiors



19" Chrome-Clad Aluminum Standard

Exterior Colors

	White Platinum Metallic Tri-coat
	White Suede
	Sterling Gray Metallic
	Ginger Ale Metallic
	Red Candy Metallic Tinted Clearcoat
	Cinnamon Metallic
	Dark Blue Pearl Metallic
	Black

Interior Colors

	Light Stone Leather with Perforated Inserts Standard
	Charcoal Black Leather with Perforated Inserts Standard



Ingot Silver Metallic. Available equipment.

¹Factory-Invoiced Accessory. ²Coming Fall 2011. ³Additional charge.

Colors are representative only. See your dealer for actual paint/trim options.



SHO



Charcoal Black leather trim with UMBER MIKO Suede perforated inserts. Available equipment. | Charcoal Black leather trim with Charcoal Black Miko Suede perforated inserts. | "SHO" engine cover. | EcoBoost™ direct fuel injector. | Rear "SHO" badging.



SHO

Available Equipment Groups

Equipment Group 401A – Power moonroof + Sony® Audio System with 12 speakers and 390 watts + heated and cooled driver and front-passenger seats

Equipment Group 402A – Includes all content of 401A + heated rear seats + rear-window power sunshade + power-adjustable pedals with memory + auto high-beam headlamps + BLIS® (Blind Spot Information System) with cross-traffic alert + rain-sensing windshield wipers

Available Package

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

Available Options

20" premium painted aluminum wheels with P245/45R20 all-season tires

Adaptive cruise control and collision warning with brake support (requires 401A or 402A; n/a with SHO Performance Package)

All-weather floor mats¹

Ash cup/coin holder with lighter element¹

Cargo organizer¹

Multicontour front seats with Active Motion™ (requires 401A or 402A)

Power Code™ Remote Start System¹

Voice-activated Navigation System² with nearly 10-gigabyte hard drive, single-disc Premium Sound System, HD Radio™ Technology, and SiriusXM Traffic and Travel Link services with 6-month trial subscription (requires 401A or 402A)

Available Ford Custom Accessories

Visit fordaccessories.com to shop the complete collection

Exteriors

	1	2
White Platinum Metallic Tri-coat ³	1	2
Ingot Silver Metallic	1	2
Sterling Gray Metallic	1	2
Red Candy Metallic Tinted Clearcoat ³	1	
Dark Blue Pearl Metallic	1	
Black	1	2

Interiors

Exterior Colors

	White Platinum Metallic Tri-coat
	Ingot Silver Metallic
	Sterling Gray Metallic
	Red Candy Metallic Tinted Clearcoat
	Dark Blue Pearl Metallic
	Black



19" Premium Luster Nickel-Painted Aluminum Standard



20" Premium Luster Nickel-Painted Aluminum Optional

Interior Colors

	Charcoal Black Leather with Charcoal Black Miko® Suede Perforated Inserts Standard
	Charcoal Black Leather with Umber Black Miko Suede Perforated Inserts Standard



Red Candy Metallic Tinted Clearcoat. Available equipment.

¹Factory-Invoiced Accessory. ²Coming Fall 2011. ³Additional charge.

Colors are representative only. See your dealer for actual paint/trim options.



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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.

