TAURUS

- SAFETY
- EXTERIOR
- EXTERIOR FEATURES
- INTERIOR
- INTERIOR FEATURES
- INTERIOR FEATURES AND ACCESSORIES
- COLORS
If we only designed cars for drivers, our job might be a little easier. When developing a new model, we think very carefully about how that car will affect the people who ride in it. A newborn on her way home from the hospital. The elderly neighbor who needs a lift to the grocery store. Or a friend just going along for the ride. We incorporate truly innovative safety features to make sure you’re as confident driving with others as you are driving by yourself. Because of this commitment, Taurus, Windstar, and Crown Victoria all share some very important features. For example, in 2000 they achieved a Five-Star Government Front Crash Test Rating for the driver and front passenger—the highest rating bestowed by the federal government. And Ford’s own Personal Safety System tailors safety to drivers and front passengers with innovations like dual-stage front airbags. Special sensors can determine just how much energy should be used to deploy the airbags, depending on the severity of the accident. Now, more than ever, you can really take pleasure in driving. Remember, always wear your safety belt and secure children in the rear seat.

### Taurus Safety & Security Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>LX</th>
<th>SE</th>
<th>SE</th>
<th>SES</th>
<th>SEL</th>
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</thead>
<tbody>
<tr>
<td>Personal Safety System</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Dual-Stage Airbags - Driver and Right Front Passenger*</td>
<td>●</td>
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<tr>
<td>Side Impact Airbags - Driver and Right Front Passenger*</td>
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<tr>
<td>All-Speed Traction Control</td>
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<tr>
<td>Anti-Lock Braking System</td>
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<tr>
<td>SecuriLock™ Passive Anti-Theft System</td>
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<tr>
<td>Perimeter Anti-Theft System</td>
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<tr>
<td>Front Safety Belt Energy Management Retractors</td>
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<tr>
<td>Front Safety Belt Pretensioners</td>
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<td>●</td>
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<tr>
<td>Rear Safety Belts for use with child safety seats in rear outboard seating positions.</td>
<td></td>
<td>●</td>
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<tr>
<td>Lower Anchors and Tethers for Children (LATCH)</td>
<td></td>
<td>●</td>
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<tr>
<td>Child Safety Door Locks (rear doors)</td>
<td></td>
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</table>

*Standard ● Optional ○ *Always wear your safety belt and secure children in the rear seat.

**Under normal driving conditions with routine fluid and filter changes.**

Our standard Personal Safety System includes (clockwise from upper left) dual-stage front airbags, crash severity sensor, safety belt usage sensors, driver seat position sensor, safety belt energy management retractors and safety belt pretensioners.
Keep your windows rolled up.
Your arms inside. Optional heated side mirrors help keep your views free and clear—even when rain, snow and frost are doing their best to mess them up.

All-speed traction control kicks in and helps your car “think fast”—helping you maintain control when things get tricky on the roadway. And helping you to stay calm throughout.

It’s pouring cats and dogs. You make the mad dash for the car. Thanks to your remote keyless entry you can get into your Taurus quickly—providing security and convenience. Standard on all but LX models.
TAURUS LX

5-spoke machined wheels are standard on Taurus SEL.
Powerful design for a powerful car.

TAURUS SE

5-spoke painted wheels are part of SE, SES, and SE Wagon models. Wheels that manage to live up to the great design they propel.

TAURUS SE WAGON

Locking wheel covers are standard on Taurus LX. Look great and laugh at the pot holes.

TAURUS SES

Locking wheel covers are standard on Taurus LX. Look great and laugh at the pot holes.

TAURUS SEL

5-spoke machined wheels are standard on Taurus SEL. Powerful design for a powerful car.

Taurus LX features include halogen headlamps, black electric remote-controlled side mirrors, grocery bag hooks in trunk, electronic AM/FM stereo with four speakers, five-passenger seating, tilt steering, air conditioning, power brakes/door locks/windows, rear window defrosters, front-wheel drive, 3.0L V6 Vulcan engine.

Taurus SE adds to the LX features with remote keyless entry, speed control, electronic AM/FM stereo cassette with four speakers, 5-spoke painted wheels, body color electric remote control side mirrors.

Taurus SE Wagon adds to this impressive list with aerodynamic luggage rack, liftgate activated cargo courtesy light, hidden stowage, 4-wheel disc brakes, six-passenger seating.

Taurus SES includes 4-wheel anti-lock brakes, power driver's seat, single CD radio, 60/40 fold down rear seat, illuminated visor mirrors with secondary visor, six-passenger seating.

Taurus SEL adds a 24-valve 200 horsepower 3.0L Duratec V6 engine, 6-disc CD changer, leather-wrapped steering wheel, electronic automatic temperature control, 5-spoke machined wheels, keyless entry with keypad, autolamps, heated mirrors, perimeter anti-theft.
On your next journey surround yourself with safety and security.

Taurus SEL shown with optional equipment including Medium Parchment leather-trimmed seats.
1. A CLEAN AND SIMPLE INSTRUMENT PANEL PUTS YOU IN TOUCH WITH YOUR SURROUNDINGS. IS IT COOL ENOUGH BACK THERE?

2. TAURUS SE WAGON HAS AN AVAILABLE FOLD-DOWN SEAT DESIGNED FOR THE YOUNGER SET, CREATING ROOM FOR TWO MORE (8 ALL TOGETHER) AND SOME SPECIAL MEMORIES... "REMEMBER WHEN WE GOT TO SIT IN THE WAY BACK..."

3. HERE'S A THEORY: A MORE COMFORTABLE PASSENGER MAKES FOR A MORE COMFORTABLE DRIVER. TAURUS SEATING PROVES IT. SHOWN IN MEDIUM GRAPHITE CLOTH.

12. THE 6-PASSENGER TAURUS LX AND SE FEATURE A FLIP-DOWN CONSOLE FOR EXTRA CONVENIENCE. A DESIGN THAT'S INTENDED...

2. THERE'S NO SHORtAGE OF CUPHOLDERS. THIS ONE ADJUSTS TO VIRTUALLY ANY SIZE CUP.

3. NOW AT YOUR FINGERTIPS... A REMOTE TRUNK RELEASE. AHHH, THE CONVENIENCE OF IT ALL.

4. AVAILABLE POWER ADJUSTABLE PEDALS. ANOTHER MEANINGFUL INNOVATION RESULTING IN INCREASED DRIVER COMFORT.

5. CONSIDER ORDERING A POWER MOONROOF. YOU'LL THANK YOUR LUCKY STARS FOR IT.

6. FILL YOUR WORLD WITH MUSIC FROM A SINGLE CD PLAYER (OPTIONAL ON SE AND STANDARD ON SES). A GREAT ALTERNATIVE TO THE TOP 40 SONG THAT'S BEING OVERPLAYED ON EVERY RADIO STATION.

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<table>
<thead>
<tr>
<th>EXTERIOR COLOR / INTERIOR TRIM</th>
<th>Medium</th>
<th>Medium</th>
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<tbody>
<tr>
<td>Harvest Gold Clearcoat Metallic</td>
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<tr>
<td>Chestnut Clearcoat Metallic</td>
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<tr>
<td>Toreador Red Clearcoat Metallic</td>
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<tr>
<td>Medium Royal Blue Clearcoat Metallic</td>
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<td>Graphite Blue Clearcoat Metallic</td>
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<tr>
<td>Silver Frost Clearcoat Metallic</td>
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<tr>
<td>Black Clearcoat</td>
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<tr>
<td>Vibrant White Clearcoat</td>
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</tbody>
</table>

Please note that all Taurus models are available in all exterior colors. Vehicles shown may include optional equipment.
Ford Credit's Red Carpet Lease

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

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

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

Complete information on our vehicle lineup is available on our web site. To get more information before you visit your Ford Dealer, please visit us at www.fordvehicles.com.

Likewise, to get details on various financing options available on your new Ford vehicle, please visit our web site at www.fordcredit.com. Doing so can give you a head start before talking to your Ford Dealer about financing your new Ford vehicle.

Designing, building and servicing cars and trucks that meet our customers' needs is only part of the Ford equation. Making those vehicles and the facilities they are designed and built in as environmentally responsible as possible is a corporate objective that we take very seriously.

As our environmental pledge says; "Our actions will demonstrate that we care about preserving the environment for future generations."

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