

TAURUS

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OUR EARTH AND COMMUNITY



When it comes to zipping around this great big world, we have our little wants and needs along the way. Whether it's another more convenient cupholder or a more expansive truck bed, we at Ford are forever conscious of what people desire. But, of course, what we all want most is a cleaner, safer world. So that's one of the first things we think about with every decision we make - from the sites where we build to the type of paint we use. It's that "hey, we live here, too" thinking that points to a better future for all of us.



We're a pretty big company with a whole lot of amazing people. But we realize this isn't "Ford World." Or the "United States of Ford." We're just a part of a much larger community. But we want to make a difference. That's why we support a vast array of worthy causes. And we encourage our employees to be active in their own neighborhoods, as well. At the end of every day it's not about cars and trucks...it's about people.



PERSONAL SAFETY SYSTEM



It's only natural. We all like to feel safe. We base a lot of life's decisions on the safest places to live and work... and drive. And when we're responsible for someone else, safety is top of mind. That's true of everyone who works at Ford. After all, we drive too. Our families drive. And never, never do we forget the millions of Ford customers who put their trust in us. It's a commitment you can sense when you sit behind the wheel. And it's a commitment that is officially recognized, too, with some of our vehicles earning the U.S. Government's Five-Star Crash Test Rating.



Six Technologies Designed For Your Comprehensive Protection

Everywhere you look – and even where you can't – you'll find truly life-saving features on our vehicles. In a front crash, for instance, dual stage airbags **1** are properly deployed with the help of crash severity sensors **2**, which determine how much energy is needed to deploy the airbags, depending on the severity of the impact. Safety belt pretensioners **3** act quickly to remove slack in the belts to ensure the occupant is held securely in his seated position. The driver's seat position sensor **4** relays data to the airbag's computer on how far away the driver is seated from the steering wheel. The safety belt usage sensors **5** determine if the driver and outboard front passenger are belted. This information helps select the inflation rate and timing of the airbags. If a severe accident occurs, safety belt energy management retractors **6** limit the belt forces to a predetermined maximum and then "hand-off" to the deploying airbag. In an accident, this electronic coordination is carried out in a split second. Actually quicker. All-in-all, the Personal Safety System is one of the most sophisticated vehicle safety systems available today.

Please remember to always wear your safety belt and secure children in the rear seats.



TAURUS

REMEMBER WHEN THE CROSSING GUARD USED TO PUT OUT HIS ARM TO PROTECT YOU?



Performing well in any situation is the hallmark of every new Taurus. At its highly protectionist core is the respected Personal Safety System. However, on its fun-to-drive sport sedan side is an array of sophisticated engineering technologies that combine to make Taurus an exhilarating driver's car. All of this, while delivering on its promise of fun and enjoyment. That is today's Taurus.

WELL...

HE'S STILL THERE.

HE JUST HAPPENS TO
NOW HAVE FOUR DOORS
AND DISC BRAKES.



Taurus SEL Premium shown in Dark Shadow Grey and with optional equipment.

TAURUS

A COUPLE MILLION QUALITY RELATIONSHIPS HAVE BEGUN RIGHT HERE.



It's no secret why so many people develop such an immediate connection with Taurus. Even for those who've just met, there's a feeling of trust that comes from its quick response and its generous 200-horsepower engine (optional). You just know it's going to be there for you when life throws you a hair-pin curve.



Taurus SEL Deluxe shown in Matador Red and with optional equipment.

TAURUS



A handy trunk release makes Taurus easy to unload.

Taurus SES and SEL models offer an optional auto-dimming mirror with compass, keeping night glare to a minimum.

With remote keyless entry, standard on SE, SES and SEL models, you get into Taurus lickity-split. Now, if only the rest of the family would get out of snail-mode. Every Taurus also features Securilock™ — a coded key that acts as a passive anti-theft system.

Packing it in doesn't mean you have to, well, pack-it-in. Taurus wagon can carry 8 passengers or a trunk-load of fun. It can even handle the ugly stuff Mother Nature hands out. Its 4-wheel disc brakes and optional all-speed traction control will put you back in control before you even start to think about it.

TAURUS WAGON. IT'S WHAT HAPPENED WHEN WE CROSSED AN AGILE SEDAN WITH A WAREHOUSE.



Taurus SE Wagon Premium shown in Arizona Beige.

TAURUS

PERFORMANCE FEATURES



Taurus owes its quick response in part to the independent MacPherson front suspension with nitrogen gas-pressurized struts, front stabilizer bar, and independent rear Quadralink suspension with nitrogen gas-pressurized struts. But all you really have to know is that you'll feel the good stuff, and you won't feel the bad stuff.

Taurus carries itself (and whatever you put in it) quite gracefully, thank you. There's power to spare with its improved standard 3.0L V6 Vulcan automatic. While the available 3.0L 24-valve 200-horsepower Duratec V6 automatic will redefine "family car" to those in the lanes behind you.



The kids won't even expect extra allowance when they shine up these great-looking wheels. 16" steel wheels with wheel covers are standard on Taurus LX.

16" painted aluminum wheels are standard on Taurus SE and SES.

16" machined aluminum wheels are standard on Taurus SEL.

T A U R U S

SAFETY FEATURES



Standard on Taurus is our Personal Safety System. This system, along with pre-designated crush zones and one-piece body construction, has helped Taurus earn the government's coveted Best-in-Class ☆ ☆ ☆ ☆ ☆ frontal crash test rating.



The Taurus 4-wheel Anti-Lock Braking System (ABS), standard on Wagons and SES/SEL Sedan models, gives you an extra degree of confidence when the unknown pops up. ABS gives you stopping power while not allowing the wheels to "lock-up." You remain in control as you steer to avoid a potential accident.



Also standard is an anchoring system for child safety seats that lets you easily and confidently buckle-in the kids.



The optional driver and passenger integrated front side-impact air bags may be hidden from view...but will always be much appreciated in hindsight. Remember, always wear your safety belt and secure children in the rear seat.



Optional heated side mirrors keep the world outside in focus...so you'll have that comfortable feeling inside.

TAURUS

INTERIOR FEATURES

EVERYTHING IS RIGHT WITH THE WORLD WHEN YOU SURROUND YOURSELF WITH SMART THINGS THAT LOOK GOOD. FEEL GOOD. AND SOUND EXTRAORDINARY.



Chrome door handles enhance every Taurus interior (a). Electronic automatic temperature controls (b) on SEL mean no fumbling for the "just-right" setting. Optional power adjustable pedals (c) assure a comfortable driving position. A single-disc CD (d) is available. Another smart touch — automatic headlamps (e) on SEL models. Say goodbye to remembering to turn on...or off your lights.



Taurus SEL shown with optional Medium Parchment leather trim.

TAURUS

MODEL AVAILABILITY

Taurus Standard Features Include:

MECHANICAL

- Electronic 4-Speed Automatic Transmission
- Front Wheel Drive
- Power Brakes and Variable-Assist Power Steering
- Suspension:
 - Front—Independent MacPherson with Nitrogen Gas Pressurized Struts and Front Stabilizer Bar
 - Rear—Quadralink Rear with Nitrogen Gas Pressurized Struts

EXTERIOR

- Variable Intermittent Windshield Wipers
- Solar Tint Glass
- Rear Window Defroster/Defogger
- Fuel Tank — 18 Gallons

SAFETY/SECURITY

- Personal Safety System
- Lower Anchors and Top Tether Clips for Child Safety Seats - Rear Outboard
- Child Safety Locks on Rear Doors
- Securilock™ Passive Anti-Theft System

INTERIOR

- Integrated Control Panel
- Air Conditioning
- AM/FM Stereo
- Power Windows, Door Locks and Outside Mirrors
- Tilt Steering
- Two 12-Volt Powerpoints
- Rear Seat Heat Outlets
- Floor Mats — Front and Rear

Fast or faster? Big or bigger? Nimble or nimbler? Oh, you get the idea. With Taurus, the choices are many. This handy chart will help you quickly decide which Taurus model is just right for you and your family.

			
LX	SE	SES	
<p>Taurus LX has all the standard Taurus features plus:</p> <p>3.0L V6 Vulcan Engine</p> <p>16" Steel Wheels with Wheel Covers and P215/60R16 All-Season Tires</p> <p>6-Passenger Seating</p> <p>Front Dual Recliners and Two-Way Head Restraints</p> <p>Front Armrest, Seat Pockets and Center Seat Flip-Fold Console</p> <p>Options:</p> <p>Anti-Lock Braking System</p> <p>AM/FM Stereo Cassette</p>	<p>Taurus SE has all the standard features of the LX plus:</p> <p>16" Painted Aluminum Wheels with P215/60R16 All-Season Tires</p> <p>Remote Keyless Entry</p> <p>Security Approach Lamps</p> <p>AM/FM Stereo Cassette</p> <p>Speed Control</p> <p>Cargo Net</p> <p>Options:</p> <p>Anti-Lock Braking System</p> <p>Power Adjustable Pedals</p> <p>60/40 Split-Fold Rear Seat</p> <p>Safety Package (side-impact air bags and all-speed traction control; requires ABS)</p> <p>SE Value Package (AM/FM stereo with in-dash CD and power driver's seat with lumbar support)</p>	<p>STANDARD</p> <p>Taurus SES Standard has the features of the SE plus:</p> <p>Anti-Lock Braking System</p> <p>Power Driver's Seat with Lumbar Support</p> <p>60/40 Split-Fold Rear Seat</p> <p>AM/FM Stereo with In-Dash CD</p> <p>Dual Illuminated Visors with Secondary Visors</p> <p>Options:</p> <p>Power Moonroof</p> <p>Power Adjustable Pedals</p> <p>Leather-Trimmed Seats</p> <p>Safety Package (side-impact air bags and all-speed traction control)</p> <p>Audio Group (AM/FM stereo cassette with 6-disc CD changer, 160-watt peak power MACH® amplifier and 6 speakers)</p> <p>Luxury & Convenience Package (auto-dimming mirror with compass and heated outside mirrors)</p>	<p>DELUXE</p> <p>Taurus SES Deluxe has the features of the SES Standard plus:</p> <p>3.0L 24-Valve Duratec Engine</p> <p>Rear Spoiler</p> <p>5-Passenger Seating with Center Console and Floor Shifter</p> <p>Leather-Wrapped Steering Wheel</p> <p>Options:</p> <p>Power Moonroof</p> <p>Power Adjustable Pedals</p> <p>Leather-Trimmed Seats</p> <p>Safety Package (side-impact air bags and all-speed traction control)</p> <p>Audio Group (AM/FM stereo cassette with 6-disc CD changer, 160-watt peak power MACH® amplifier and 6 speakers)</p> <p>Luxury & Convenience Package (auto-dimming mirror with compass and heated outside mirrors)</p>

Following publication of the catalog, 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

MODEL AVAILABILITY



SEL

DELUXE

Taurus SEL Deluxe has the features of the SES Deluxe plus:

16" Machined Aluminum Wheels with P215/60R16 All-Season Tires

Power Adjustable Pedals

Perimeter Anti-Theft System

AM/FM Stereo Cassette with 6-Disc CD Changer

Automatic Headlamps

Electronic Temperature Control

Driver's Door Lock Keypad

Options:

Rear Spoiler

Power Moonroof

6-Passenger Seating

Leather-Trimmed Seats

MACH Audio System

Safety Package (side-impact air bags and all-speed traction control)

Luxury & Convenience Package (auto-dimming mirror with compass and heated outside mirrors)

PREMIUM

Taurus SEL Premium has the standard features of the SEL Deluxe plus:

Safety Package (side-impact air bags and all-speed traction control)

Options

Rear Spoiler

Power Moonroof

Leather-Trimmed Seats

Power Passenger Seat

MACH Audio System

Luxury & Convenience Package (auto-dimming mirror with compass and heated outside mirrors)



SE/SEL WAGON

SE STANDARD

Taurus SE Wagon has the standard Taurus features plus:

3.0L V6 Vulcan Engine

16" Painted Aluminum Wheels with P215/60R16 All-Season Tires

4-Wheel Disc Brakes

Anti-Lock Braking System

Remote Keyless Entry

Security Approach Lamps

8-Passenger Seating

60/40 Split-Fold 2nd-Row Seat

3rd-Row Bench Seat

AM/FM Stereo Cassette

Speed Control

Cargo Cover

Rear Window Wiper/Defroster

SE DELUXE

Taurus SE Wagon Deluxe has the standard features of SE Standard plus:

Power Driver's Seat with Lumbar Support

AM/FM Stereo with In-Dash CD

Options:

Power Adjustable Pedals

Safety Package (side-impact air bags and all-speed traction control)

SE PREMIUM

Taurus SE Wagon Premium has the standard features of SE Deluxe plus:

3.0L 24-Valve Duratec V6 Engine

Options:

Power Adjustable Pedals

Safety Package (side-impact air bags and all-speed traction control)

SEL STANDARD

Taurus SEL Wagon has the standard features of SE Wagon Deluxe plus:

16" Machined Wheels with P215/60R16 All-Season Tires

Power Adjustable Pedals

Perimeter Anti-Theft System

AM/FM Stereo Cassette with 6-Disc CD Changer

Automatic Headlamps

Electronic Temperature Control

Driver's Door Lock Keypad

Dual Illuminated Visors with Secondary Visors

Options:

Leather-Trimmed Seats

Duratec Package (3.0L 24-valve V6 engine, MACH audio system, 7-passenger leather-trimmed seating with console and floor shifter)

Safety Package (side-impact air bags and all-speed traction control)

Luxury & Convenience Package (auto-dimming mirror with compass and heated outside mirrors)

TAURUS

COLORS



VIBRANT WHITE



SPRUCE GREEN METALLIC



SILVER FROST METALLIC



DARK SHADOW GREY METALLIC



MATADOR RED METALLIC



BLACK



TRUE BLUE METALLIC



ARIZONA BEIGE METALLIC

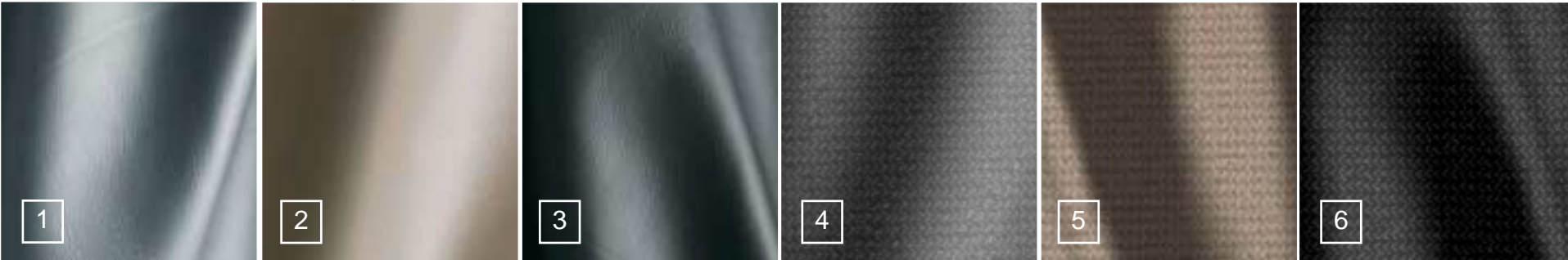


MEDIUM ROYAL BLUE METALLIC

Ford Taurus features Clearcoat paint for beauty and protection. All Taurus models are available in all colors. Vehicles may be shown with optional equipment.

TAURUS

COLOR AND TRIM



- 1. Medium Graphite Leather
- 2. Medium Parchment Leather
- 3. Dark Charcoal Leather
- 4. Medium Graphite Cloth
- 5. Medium Parchment Cloth
- 6. Dark Charcoal Cloth

Exterior Paint/Interior Colors	Medium Graphite	Medium Parchment	Dark Charcoal
Arizona Beige Clearcoat Metallic		•	
Dark Shadow Grey Clearcoat Metallic	•		•
Matador Red Clearcoat Metallic	•	•	•
Spruce Green Clearcoat Metallic	•	•	
True Blue Clearcoat Metallic	•		•
Medium Royal Blue Clearcoat Metallic	•		•
Silver Frost Clearcoat Metallic	•		•
Black Clearcoat	•	•	•
Vibrant White Clearcoat	•		

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

TAURUS

SPECIFICATIONS

		ENGINE			EXTERIOR DIMENSIONS			
	AVAILABILITY	ENGINE TYPE	HORSEPOWER @ RPM	TORQUE @ RPM	LENGTH – OVERALL	WIDTH – BODY	HEIGHT – CURB	WHEELBASE
SEDAN	Standard	3.0 L V6 OHV	N/A	N/A	197.6"	73.0"	56.1"	108.5"
	Optional	3.0 L 24-Valve V6	200 @ 5650	200 @ 4400				
WAGON	Standard	3.0 L V6 OHV	N/A	N/A	197.7"	73.0"	57.8"	108.5"
	Optional	3.0 L 24-Valve V6	200 @ 5650	200 @ 4400				

		INTERIOR DIMENSIONS			CAPACITY AND CAPABILITY			
	AVAILABILITY	HEADROOM	LEGROOM Front/2nd	SEATING Maximum	CARGO TRUNK Maximum	CARGO REAR OF 2nd Row	MAXIMUM TOWING*	FUEL CAPACITY Gallons
SEDAN	Standard	40.0"	42.2 / 38.9"	6	17.0 cu.ft.	–	1250 lbs.	18
	Optional						1750 lbs.	
WAGON	Standard	39.4"	42.2 / 38.5"	8	–	38.8 cu.ft.	1100 lbs.	18
	Optional						1600 lbs.	

*When properly equipped.

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.

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.

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.

