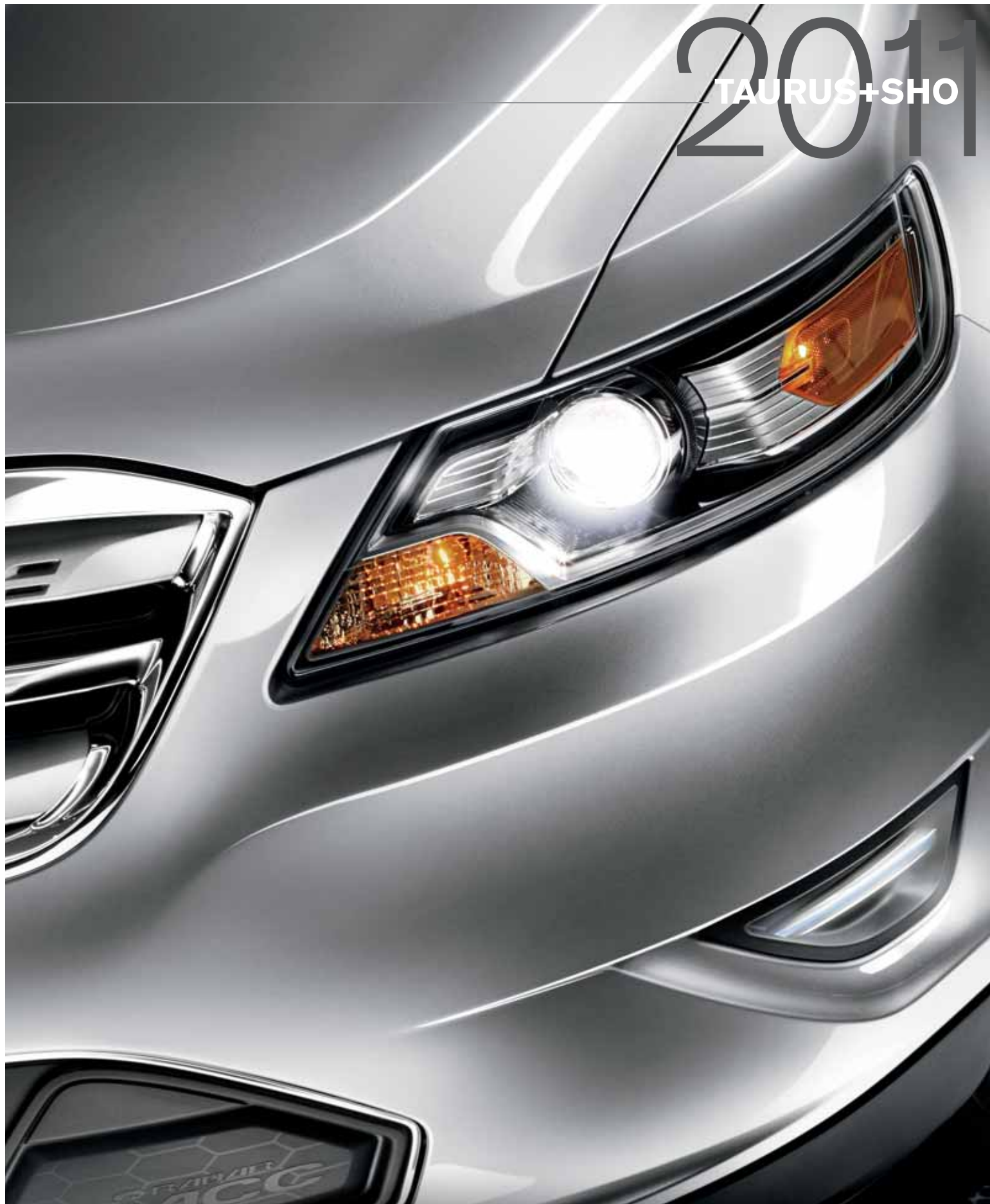


# 2011

TAURUS+SHO



Specifications

[ford.com](http://ford.com)



Drive one.

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

Interior

2nd-row reading lights
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
Powerpoints (3)
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

Dimensions & Capacities

<b>Exterior</b>	
Wheelbase	112.9"
Length	202.9"
Height	60.7"
Width – Excluding mirrors	76.2"
Width – Including mirrors	85.7"
<b>Interior</b>	
<b>Front</b>	
Head room	39.0"
Shoulder room	57.9"
Hip room	56.3"
Leg room	41.9"
<b>Rear</b>	
Head room	37.8"
Shoulder room	56.9"
Hip room	55.8"
Leg room	38.1"
<b>Cargo Volume</b>	
Passenger volume (cu. ft.)	102.2
Luggage capacity (cu. ft.)	20.1
Total interior volume (cu. ft.)	122.3
<b>Fuel capacity (gal.)</b>	
FWD	19.0
AWD	19.0

Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags, <sup>1</sup> 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 airbags <sup>1</sup>
Safety Canopy® System with side-curtain airbags <sup>1</sup> 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 child-safety seats
MyKey® owner controls feature
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)

Horsepower, Torque & EPA-Estimated Fuel Economy

<b>3.5L Duratec® V6 Engine</b>	
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
<b>3.5L EcoBoost™ V6 Engine</b>	
Horsepower	365 @ 5,500 rpm
Torque (lb.-ft.)	350 @ 3,500 rpm
6-speed SelectShift Automatic	
AWD	17 city/25 hwy/20 combined mpg
Dimensions may vary by trim level. Cargo and load capacity limited by weight and weight distribution.	

**New Vehicle Limited Warranty.** We want your Ford Taurus ownership experience to be the best it can be. So 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](http://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 Mercury 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](http://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.

Comparisons based on 2010/2011 competitive models (Class is Full-Size Non-Luxury Sedans), publicly available information and Ford certification data at release of PDF. 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.

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The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.

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Miko is a registered trademark of Miko s.r.l.

Sony is a registered trademark of the Sony Corporation.

HD Radio is a proprietary trademark of iBiquity Digital Corp.

<sup>1</sup>Always wear your safety belt and secure children in the rear seat.



## SE

### Rapid Spec 100A

Includes all standard features, plus:

#### Mechanical

3.5L DOHC Duratec® V6 engine

6-speed automatic transmission

17-in. painted Sparkle Silver aluminum wheels

P235/60R17 all-season tires

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

Black, power sideview mirrors

Incandescent taillamps with red surrounds

Twin chrome-tipped exhaust

Wiper-activated halogen headlamps with autolamp



## SEL

### Rapid Spec 200A

Includes select SE features, plus:

#### Mechanical

6-speed SelectShift Automatic™ transmission with paddle shifters

18-in. painted Sparkle Silver aluminum wheels

P235/55R18 all-season tires

#### Seating

Unique cloth seats

#### Interior

Auto-dimming rearview mirror

Dual-zone electronic automatic temperature control

Leather-wrapped shift knob

Leather-wrapped steering wheel

Message center with compass

Outside temperature display

Sirius Satellite Radio with introductory 6-month subscription

#### Exterior

Anti-theft perimeter alarm

Body-color, power, heated sideview mirrors with security approach lamps

Supplemental park lamps



## LIMITED

### Rapid Spec 300A

Includes select SEL features, plus:

#### Mechanical

19-in. chrome-clad aluminum wheels

P255/45R19 all-season tires

#### Seating

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

Leather-trimmed seats with perforated inserts

#### Interior

Ambient lighting

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 6 speakers, plus additional center speaker

Universal garage door opener

#### Exterior

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

Incandescent taillamps with chrome surrounds

Rear view camera

Reverse Sensing System



## SHO

### Rapid Spec 400A

Includes select LIMITED features, plus:

#### Mechanical

3.5L EcoBoost™ V6 engine

19-in. premium painted Luster-Nickel aluminum wheels

P255/45R19 all-season tires

All-wheel drive (AWD)

Electric power-assisted steering with drift control

Painted-Black brake calipers

Sport-tuned suspension

#### Seating

Leather-trimmed seats with perforated Miko® Suede 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

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

Dual exhaust with chrome tips

High-intensity discharge (HID) headlamps with autolamp

Rear spoiler

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Specifications

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Drive one.



# SE & SEL



TAURUS SEL • LIGHT STONE LEATHER TRIM • AVAILABLE EQUIPMENT



TAURUS SEL • TUXEDO BLACK METALLIC • AVAILABLE EQUIPMENT

2011 **TAURUS+SHO**

Specifications

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Drive one.

# SE & SEL OPTIONAL FEATURES

## SE Exterior Colors

SE Exterior Colors	Interior Color
White Suede	●
Bordeaux Reserve Red Metallic	●
Kona Blue Metallic	●
Ingot Silver Metallic	●
Sterling Gray Metallic	●
Tuxedo Black Metallic	●

Interior: ● Light Stone Cloth

## SEL Available Rapid Spec

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

## SEL Available Options

All-wheel drive (AWD)

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 Rapid Spec 201A or 202A)

## SEL Exterior Colors

SEL Exterior Colors	Interior Colors
White Suede	● ■
Bordeaux Reserve Red Metallic	● ● ■ ■
Kona Blue Metallic	● ● ■ ■
Red Candy Metallic Tinted Clearcoat¹	● ● ■ ■
White Platinum Metallic Tri-coat¹	● ● ■ ■
Gold Leaf Metallic	● ■
Ingot Silver Metallic	● ● ■ ■
Sterling Gray Metallic	● ● ■ ■
Tuxedo Black Metallic	● ● ■ ■

Interiors: ● Light Stone Cloth ● Charcoal Black Cloth  
 ■ Light Stone Leather ■ Charcoal Black Leather

## INTERIOR



Light Stone Cloth  
Standard on SE



Light Stone Cloth  
Standard on SEL



Charcoal Black Cloth  
Standard on SEL

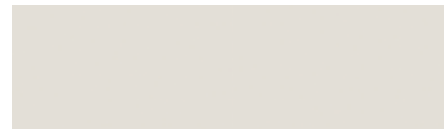


Light Stone Leather  
Optional on SEL



Charcoal Black Leather  
Optional on SEL

## EXTERIOR



White Suede



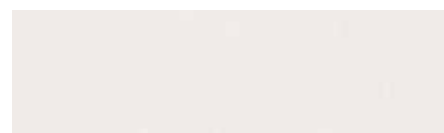
Bordeaux Reserve Red Metallic



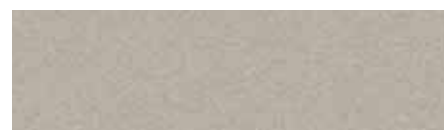
Kona Blue Metallic



Red Candy Metallic Tinted Clearcoat



White Platinum Metallic Tri-coat



Gold Leaf Metallic



Ingot Silver Metallic



Sterling Gray Metallic



Tuxedo Black Metallic

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

¹Additional charge.



17-in. Painted Sparkle  
Silver Aluminum Wheels  
Standard on SE



18-in. Painted Sparkle  
Silver Aluminum Wheels  
Standard on SEL



19-in. Painted Sparkle Silver  
Aluminum Wheels  
Optional on SEL

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Specifications

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Drive one.



# LIMITED



CHARCOAL BLACK • AVAILABLE EQUIPMENT



INGOT SILVER METALLIC • AVAILABLE EQUIPMENT

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Specifications

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Drive one.

# LIMITED OPTIONAL FEATURES

## Available Rapid Spec

Rapid Spec 301A – Heated and cooled driver and front-passenger seats + heated rear seats + rear-window power sunshade + "LIMITED" branded front floor mats

Rapid Spec 302A – Intelligent Access with push-button start + power-adjustable pedals with memory + Audio System from Sony® 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" branded front floor mats

Rapid Spec 303A – Includes all content of Rapid Spec 301A and 302A

## Available Options

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

All-wheel drive (AWD)

Hard drive-based, voice-activated Navigation System featuring Sirius Traffic and Sirius Travel Link (with introductory 6-month subscription) and nearly 10 gigabytes of digital storage for pictures and music; includes HD Radio™, AM/FM stereo/single-CD/DVD, and MP3 capability (requires Rapid Spec 302A or 303A)

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

Power moonroof (n/a with Rapid Spec 300A)

## Exterior Colors

	Interior Colors	
Bordeaux Reserve Red Metallic	■	■
Kona Blue Metallic	■	■
Red Candy Metallic Tinted Clearcoat <sup>1</sup>	■	■
White Platinum Metallic Tri-coat <sup>1</sup>	■	■
Gold Leaf Metallic	■	■
Ingot Silver Metallic	■	■
Sterling Gray Metallic	■	■
Tuxedo Black Metallic	■	■

**Interiors:** ■ Light Stone Leather with perforated inserts

■ Charcoal Black Leather with perforated inserts

## INTERIOR



Light Stone Leather with Perforated Inserts  
Standard



Charcoal Black Leather with Perforated Inserts  
Standard



19-in. Chrome-Clad Aluminum Wheels  
Standard

## EXTERIOR



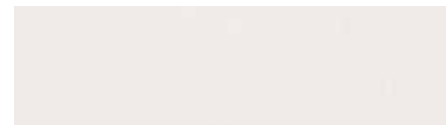
Bordeaux Reserve Red Metallic



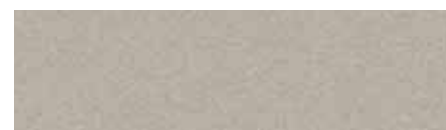
Kona Blue Metallic



Red Candy Metallic Tinted Clearcoat



White Platinum Metallic Tri-coat



Gold Leaf Metallic



Ingot Silver Metallic



Sterling Gray Metallic



Tuxedo Black Metallic

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

<sup>1</sup>Additional charge.

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Specifications

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Drive one.

# SHO



CHARCOAL BLACK LEATHER TRIM WITH UMBER MIKO® SUEDE PERFORATED INSERTS • AVAILABLE EQUIPMENT



RED CANDY METALLIC TINTED CLEARCOAT • AVAILABLE EQUIPMENT

# 2011 TAURUS+SHO

Specifications

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# SHO

## OPTIONAL FEATURES

### Available Rapid Spec

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

Rapid Spec 402A – Includes all content of Rapid Spec 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 Options & Packages

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

Adaptive cruise control and collision warning with brake support (requires Rapid Spec 401A or 402A)

Hard drive-based, voice-activated Navigation System featuring Sirius Traffic and Sirius Travel Link (with introductory 6-month subscription) and nearly 10 gigabytes of digital storage for pictures and music; includes HD Radio™, AM/FM stereo/single-CD/DVD, and MP3 capability (requires Rapid Spec 401A or 402A)

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

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

Exterior Colors	Interior Colors
Kona Blue Metallic	■
Red Candy Metallic Tinted Clearcoat <sup>1</sup>	■
White Platinum Metallic Tri-coat <sup>1</sup>	■ ■
Ingot Silver Metallic	■ ■
Sterling Gray Metallic	■ ■
Tuxedo Black Metallic	■ ■

**Interiors:** ■ Charcoal Black Leather with Charcoal Black Miko Suede perforated inserts ■ Charcoal Black Leather with Umber Miko Suede perforated inserts

### INTERIOR



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



Charcoal Black Leather with Umber Miko Suede Perforated Inserts – Standard

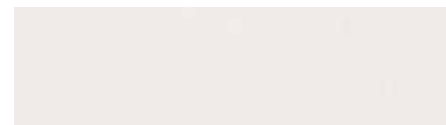
### EXTERIOR



Kona Blue Metallic



Red Candy Metallic Tinted Clearcoat



White Platinum Metallic Tri-coat



Ingot Silver Metallic



Sterling Gray Metallic



Tuxedo Black Metallic



19-in. Premium Painted Luster-Nickel Aluminum Wheels Standard



20-in. Premium Painted Aluminum Wheels Optional

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

<sup>1</sup>Additional charge.

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Specifications

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Drive one.

## DRIVER-FOCUSED FEATURES

- A. Exclusive Audio System from Sony®** – Taurus is the first 5-passenger large car in North America to offer a system with surround sound and Sony DSP processing as a factory option. Includes 12 speakers and 390 watts of continuous power.
  - B. Ambient lighting** – Choose this option, and you can select from 7 hues. Color will illuminate the front cupholders, footwells and door pulls for instant ambience.
  - C. Rear view camera** – This available system displays a color image with guidance markers on your rearview mirror or 8-in. navigation screen (if equipped).
  - D. Easy Fuel® capless fuel filler** – No messy cap to touch. You just gas up and go. Plus, it reduces evaporative emissions.
  - E. Rear-window power sunshade** – One touch and the available sunshade rises, blocking out solar rays and heat, without compromising visibility.
- New HD Radio™ technology** is included with the available Navigation System. It delivers your favorite AM and FM stations in crystal clear digital sound and gives you access to new local FM channels, on-screen information and more – all 100% subscription-free.



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Specifications

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## FORD CUSTOM ACCESSORIES

custom  
accessories 



1. Cargo Area Protector
2. 20-in. 5-Spoke Chrome Wheels<sup>1</sup>
3. Dual Head Restraint DVD by INVISION™<sup>2</sup>
4. Rear Decklid Spoiler
5. Cargo Net
6. Sport Pedals
7. Splash Guards
8. Chrome Sideview Mirror Caps

### Also available:

#### Appearance

Ford Custom Graphics by Original Wraps,™ Inc.<sup>2</sup>

#### Electronics

Forward or Reverse Bumper-Mounted  
Parking Assist System by EchoMaster®<sup>2</sup>  
GPS Tracking and Recovery by SmartAlert™<sup>2</sup>  
Portable Navigation Systems by Garmin®<sup>2</sup>  
Remote Start Systems

#### Exterior

Hood Deflector  
Side Window Deflectors  
Moonroof Deflector  
Locking Fuel Plug

#### Interior

Soft Cargo Organizers (Large and Standard Sizes)  
Soft Cargo Cooler Bag  
Hard Cargo Organizer  
All-Weather Floor Mats  
Ash Cup/Coin Holder with or without  
Lighter Element  
Interior Light Kit

#### Wheels

Wheel Locks



<sup>1</sup>Additional components required. See dealer for details.

<sup>2</sup>Ford Licensed Accessories.

INVISION is a trademark of Audiovox Corporation.  
SmartAlert is a registered trademark of Inilex, Inc.  
Garmin is a registered trademark of Garmin Ltd.

To learn more about Ford Custom Accessories and to shop online, visit [fordaccessories.com](http://fordaccessories.com).



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. Contact your local Ford Dealer for details and a copy of the limited warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. Ford Licensed Accessories 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 regarding the manufacturer's limited warranty and/or a copy of the FLA product limited warranty offered by the accessory manufacturer.

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Drive one.