Thank you for your interest in the new **2010 Ford Taurus**. Included in this brochure you’ll find information about:

**Design**: With its assertive stance and sculpted lines, the new 2010 Taurus is a balance of beauty and strength.

**Technology**: So many available intelligent features, you almost expect it to tell you where to go and what to anticipate on the way.

**Performance**: Enhance the performance of your Taurus SHO with the available all-new SHO Performance Package.

**Interior**: Taurus was designed to be a driver’s car, from those lumbar-massaging, fatigue-reducing, nerve-stimulating seats on out.

We’re sorry. There are no Ford dealers in your immediate area. If you would like to enter a new zip code and re-create your PDF, please go to the Custom Brochure page at: www.fordvehicles.com/brochures.

**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.

We challenged our team to deliver the **most driver-focused, precisely engineered automobile** we could design. A car that not only changes what people drive, but how they drive.

With unwavering commitment and **unrelenting attention to every last detail**, we're proud to have created the new 2010 Ford Taurus - a vehicle so innovative, it includes purposeful, **state-of-the-art technologies** and surprisingly brilliant features that no other car in the class offers.

To find out more, read on. To experience everything that makes the new Taurus unlike any other, drive one today.

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pause a moment to ponder a gleaming, meticulously machined wheel. Then trace the shapely shoulder back to the forward-leaning tail.

The flow seems uninterrupted and flawlessly coherent, thanks to its purity of design. To accentuate every detail, a rich paint finish with clearcoat is fastidiously applied and then scrutinized by ultrasound to ensure that Taurus appears as if it’s been dipped in a deep, liquid gloss coating.

Indeed, this physique keeps your eye constantly moving - from the chrome grille, over the confident domed hood, and down the muscular body. You may
HIGH-PROFILE DESIGN.

Inside, many pleasurable details welcome you in and invite you to stay a while. Like the sleek exterior, this interior is trim. The seats are taut and comforting. Even the door panels sport well-defined ribs. A sweeping center console flows through the vehicle, imparting a sense of sporty elegance and housing tidy storage spaces to keep clutter in its place. An environment like this deserves to be discovered – not covered.

A NEWANGLE ON INTERIORS

The 38° forward lean of the center stack pushes interior boundaries further than Ford stylists have ever gone. This carefully considered design expands the space and elevates the controls. At the same time, it visually separates the 2 front passenger compartments as it sweeps through the cabin. Formed with unbroken lines, the seamless shape bespeaks refinement and craftsmanship.

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A COMMAND CENTER OF DRAMATIC PROPORTIONS.

The stage is set. Take your seat in this driver-focused cockpit and prepare to be dazzled. Well-lit gauges bathe you in eye-easing, cool ice blue. A cabin filter helps extract airborne particulates. An ensemble of available features awaits you, including class-exclusive hands-free Ford SYNC, SIRIUS Travel Link and Sony sound, plus radar technologies that are designed to automatically adjust your speed and even alert you to traffic you can’t see.

The technical virtuoso behind the scenes in this production is the combined computing power of 30 CPUs, capable of orchestrating a staggering series of commands every second. This awesome power helps to deliver a flawless driving experience, controlling everything from available radar and cameras, to suspension modulations, engine functions and lighting. Encore.

RINGS OF RELAXATION

Simplicity and state-of-the-art technology comfortably coexist. Evidence: A subtle repeating Zen pattern on the speaker covers and within the cupholders and storage compartments provides a surprising sense of well-being.

1 Class is Standard 5-Passenger Large Car.

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Taurus offers available heated seats, as well as the cool protection of an available rear-window power sunshade. With one-touch-up/down operation, the shade rises from a hidden package shelf, blocking hot and harmful solar rays.

**Pressure Points of Differentiation**

No other vehicle in the class offers available multi-contour Active Motion™ massaging front seats. Designed to stimulate you and help reduce driver muscle fatigue, these attentive onboard masseurs include 7 lumbar and leg air cushions that lightly massage your back while actively adjusting the contour of your seat. The motion promotes blood flow so you arrive invigorated and alert.

**Masterfully Trained to Massage, Heat, Cool and Shade.**

Cancel your next massage. Taurus has taken care of it, thanks to available multi-contour Active Motion front seats. We’re the first in the industry to bring this kind of fresh, stimulating thinking to your driving experience.

After all, Taurus is all about tending to you and your guests. Up front, you can enjoy available heated and cooled leather-trimmed seats. In the rear,
POWER IN THE PALM OF YOUR HAND.

Open your fist. Look at your fingers. Before you are 5 powerful extensions of your automobile. With a simple touch, you can unlock doors. A single press of a button starts the ignition. A few programming commands help give you peace of mind to allow others to drive your car — on your conditions. Smart. (You’ve got to hand it to this kind of thoughtful engineering.)

MAGIC TOUCH

It’s mounted flush, and is unseen on the driver-door pillar until you touch it. Instantly, the standard, industry-exclusive SecuriCode™ invisible keypad glows red. Press the illuminated numbers to enter your 5-digit code, and you’re in. It’s freedom to leave your keys — and bulky pockets — behind.

INSTANT IN - AND ON

With available Intelligent Access with Push-Button Start, you merely approach the car and touch the keypad. Sensing the remote in your pocket or purse, the vehicle unlocks for you. Settle in, press the brake pedal and start button, and the engine purrs to life. No turn of the ignition required.

MINDING THEIR (ROAD) MANNERS

The industry-first, Ford-exclusive MyKey™ owner controls feature lets you assign separate keys for additional drivers, all coded to enforce your specific driving restrictions. You can limit vehicle functions, including top speed and audio volume, and add warning alerts at pre-selected speeds. When activated, MyKey also encourages smart driving behavior by muting audio until safety belts are buckled, chiming earlier for low-fuel warnings, and prohibiting the shutoff of key accident-avoidance features like AdvanceTrac® electronic stability control.
Ford SYNC® capabilities have expanded to include new functions, such as up-to-the-minute weather, traffic alerts and turn-by-turn directions, delivered right through the speaker system. Plus, 911 Assist dials for help from your phone if any airbag deploys (directly to a 911 operator, not to a call center, like other systems). For all the latest details, visit SyncMyRide.com.

*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, Directions and Information services not available with SIRIUS Travel Link or Navigation System. See your dealer for details. *The 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 turned on, connected to SYNC, and the 911 Assist feature enabled in order for 911 to be dialed.
Where do you want to go? Simply state your command (“Destination” plus the street address) to route your trip. No hunting and pecking required. Then choose from a variety of 3D graphic displays, with landmarks. Need gas along the way? Travel Link identifies stations and provides lowest fuel prices. You can also access up-to-the-minute traffic, weather, sports information and movie listings. Or select and store your personal photos and music (up to 2400 songs) on its nearly 10-gigabyte hard drive.

TRAVEL LINK TELLS YOU WHO, WHAT, WHERE AND HOW MUCH.

There are lots of navigation systems, but nothing like this. The new 2010 Taurus is the only vehicle in the class to offer an available voice-activated Navigation System with integrated SIRIUS Travel Link. It’s the supreme source of onboard information, and it’s all displayed on a huge 8” LCD touch screen.

*Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Subscription required after introductory 6 months expire. Service available in the 48 contiguous United States and the District of Columbia.
SOOTHE YOUR SENSE OF INNER HARMONY.

Ask our acoustics engineers and they’ll tell you: There’s a difference between “sound” and “noise.” Sound is part of the much-desired driver connection that provides active feedback, like the hum of the engine or gentle stir of the steering wheel. It engages and informs you. Noise, vibration and harshness, on the other hand, are distractions. Often caused by road, wind, traffic and mechanicals, these NVH annoyances have no place in a no-compromises car like the new 2010 Taurus. Thanks to numerous sound engineering features, this interior is a quiet, driver-focused space that seals out noise so you can appreciate every sweet sound within the cabin, including conversations and music.

A. Front inlet air-induction system delivers smooth, linear sound quality and enhanced performance.
B. Low chin spoiler helps reduce wind noise under the body.
C. 3-layered door seals help shut out traffic and wind noise.
D. Engineered, expandable baffles in every pillar create barriers that block and redirect sound.
E. Acoustic-laminated SoundScreen™ glass helps deflect wind and traffic noise.
F. Sash door construction increases upper door rigidity to resist vibration.
G. Sound-deadening headliner helps absorb noise.
H. Closed section rear headers stiffen the roof to inhibit squeaks, rattles and road noise.
I. Carefully aligned, precisely fitting body panels help eliminate wind turbulence.
J. Reinforced decklid enhances resistance to vibration; sound-deadening materials in the trunk, rear seat and footwells dampen suspension noise.
Whether it's the standard front-wheel-drive configuration, the available All-Wheel-Drive model, or the ultra-tight 365-hp Taurus SHO, the calibrations were modified to maintain the commitment to engineering excellence that delivers that same engaging driving dynamic. A 263-hp 3.5L Duratec® V6 engine provides smooth, efficient power to a standard 6-speed transmission. And standard AdvanceTrac® electronic stability control brings an uncompromising level of confidence to every drive.1

How did we achieve such an exhilarating feel of the road? We “dialed it in” with engineering prowess and years of experience. The refinement began with advanced computer-aided design, and ended after countless hours behind the wheel and in the engineering lab, tuning calibrations to perfect the ride and handling balance. “Each change was designed to wake you up and make you feel alive behind the wheel,” explains Ford Taurus Vehicle Dynamics Development Engineer and race car driver, Cristina Rodriguez.

THE SHIFTING PARADIGM
Available racing-style paddle shifters on the steering wheel put the driver in control of manual gear shifts. Rather than second-guessing the driver, this available 6-speed SelectShift® transmission enables “match-rev” downshifts to hold manually selected gears.

Remember 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. 2EPA-estimated 18 mpg city/28 hwy., FWD with 6-speed automatic transmission.

ENTHUSIASTICALLY AND EFFICIENTLY PERFORMS TO EXACTING STANDARDS.

Wether it’s the standard front-wheel-drive configuration, the available All-Wheel-Drive model, or the ultra-tight 365-hp Taurus SHO, the calibrations were modified to maintain the commitment to engineering excellence that delivers that same engaging driving dynamic. A 263-hp 3.5L Duratec® V6 engine provides smooth, efficient power to a standard 6-speed transmission. And standard AdvanceTrac® electronic stability control brings an uncompromising level of confidence to every drive.1
ESTABLISH YOUR OWN AIR SPACE.
Surround yourself with the power of available radar technology. No other vehicle in the class offers this kind of peace of mind and convenience. Only the new 2010 Taurus.

WAKE-UP CALL
According to the National Highway Traffic Safety Administration (NHTSA), up to a third of all crash reports involve rear-end collisions. One key reason: driver distraction. While big, fast-cooling, ventilated disc brakes in the new Taurus provide exceptional stopping power, only you can control your attention and reaction time. That’s why Taurus offers available state-of-the-art radar systems that are designed to help you avoid an accident.

SAFE DEGREES OF SEPARATION
Available class-exclusive Adaptive Cruise Control uses forward radar to monitor traffic. It’s designed to adjust your cruising speed to maintain a preset “headway” distance to the vehicle in front of you (29, 44 or 66 yards). Based on a speed of 60 mph.

RED ALERT
Early warning is key to helping prevent an accident, so Taurus offers available Collision Warning with Brake Support. This radar-based system is designed to alert you if its sensors detect a potential collision with the car in front of you by flashing a heads-up display red warning light across the windshield and sounding an alarm. That alert can provide 1.5 to 2.5 seconds for you to hit the brakes. If you don’t react in time, it pre-charges the brakes and increases brake-assist sensitivity to provide full responsiveness when you brake.

YOUR LOOKOUT
Help avoid neck wrenching and panic maneuvers with the available BLIS® (Blind Spot Information System). When driving, this vigilant watchdog uses two radar sensors located in the rear quarter panels to detect vehicles in the surrounding lanes. If a vehicle enters your blind-spot zones, the system alerts you with a warning light in the appropriate sideview mirror.

BACKUP CLEARANCE
Unlike most rear-sensing systems, the available Cross Traffic Alert system uses radar to watch for traffic behind you when slowly backing out of a parking spot. When it detects vehicles up to 45’ away (about 5 parking spaces), it sends an audible warning, a message center alert, and a visual display in the corresponding mirror. Brilliant technology to help prevent a bad day.
ENGINEERED TO EXCEL IN DRIVING TECHNOLOGY.

Enhance your drive, ease your stress, facilitate connections, entertain your passengers. Any way you look at it, the new 2010 Taurus is designed to make your drive more productive with innovative, attentive features and more meaningful technologies than ever before.

A. Exclusive Sony® Audio - Taurus is the first 5-passenger large car in North America to offer a Sony Sound System with surround sound and Sony DSP processing as a factory option. Its 390 watts of continuous power and 12 high-quality speakers are specifically tailored to the Taurus cabin for impeccable fidelity.

B. Rear View Camera - This available system displays a color image with guidance markers on your rearview mirror or 8" navigation screen (if equipped) to assist you in backing up.

C. Rear-window power sunshade - One touch and the available sunshade rises, blocking out harmful rays and heat, without compromising visibility.

D. Rain-sensing windshield wipers - This available feature uses an infrared beam and sensor to monitor precipitation, then automatically turns on the wipers and varies their speed to react to unpredictable conditions. No more fumbling with controls when you should be focusing on the road.


F. Auto High Beam headlamps - Using an available windshield-mounted camera to monitor surrounding traffic, Taurus switches to high-intensity lighting when no other headlamps or taillamps are detected.
YEAH, IT FLIES. RIGHT UNDER THE RADAR.

It lies quietly in wait. When the moment’s right, it takes off, leaving others in its wake. They’ll get a glimpse of you smiling slyly and a parting blur of its powerful shape, punctuated by a tuned exhaust note that emanates from dual chrome-tipped pipes. An aerodynamic rear spoiler and lower front chin reduce drag and enhance performance. Premium 19" aluminum wheels or available 20s add style where the rubber meets the road. From the outside, SHO might slip by undetected but for its stealthy, painted grille, crisp HID headlamps and unique LED parking lamps. Then again, the true beauty of SHO is under the surface. Read on.
At the heart of SHO’s performance is the all-new, highly advanced 3.5L EcoBoost™ V6 twin-turbocharged, direct-injection engine. From a modest 3.5 liters, it delivers a stunning 365 hp and 350 lb.-ft. of torque. The secret is the masterful partnership of twin turbochargers and direct fuel injection – the first such production engine in North America. That means you enjoy the power output of a V8, with better fuel economy and lower emissions than a naturally aspirated 8-cylinder engine. All with immediate response, at any speed. Stunningly rewarding.

Figures achieved using premium unleaded gasoline.
GET IN TIGHT WITH TAURUS SHO.
Tighter handling, tighter turns, a tighter relationship with the road. (We know you don’t seek approval, but you’ll welcome this kind of feedback.) With SHO, driving dynamics took a serious turn. We optimized chassis calibrations for precise response to driver inputs and exceptional body control in the curves. Unique, SHO-specific equipment includes sport-tuned struts and shocks, a larger front stabilizer bar, a thicker rear anti-roll bar, 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-Assisted Steering delivers crisp response and excellent on-center feel. And at the asphalt, available 20" wheels with wide performance tires generate maximum adhesion. Hold on.
INSERT DRIVING PASSION HERE.

S H O is every inch a driver’s car. Plant yourself behind the leather-wrapped steering wheel, onto the perforated Miko Suede and leather-trimmed, 10-way power driver seat, and you’ll feel your temptation build. Crisp aluminum trim wraps the console, instrument panel and gauges for a sophisticated, high-tech finish. The S H O treatment reaches all the way down to your feet, where aluminum brake and accelerator pedals wait to be pressed to the S H O-branded floor mats. No heavy metal here.
## Standard

### Mechanical
- 3.5L Duratec® V6 engine
- 4-wheel disc Anti-lock Brake System (ABS)
- Brake and Engine Actuated Traction Control
- Front-wheel drive (FWD)

### Safety & Security
- Personal Safety System™ for driver and front passenger includes dual-stage front airbags, safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
- Front-seat side airbags
- Safety Canopy® System with side-curtain airbags and rollover sensor
- 3-point safety belts for all seating positions
- AdvanceTrac® electronic stability control
- Batteriesaver
- 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 with integrated keyhead transmitter remotes (2)
- SecuriCode™ invisible keypad
- AdvanceTrac® electronic stability control
- Three-point safety belts for all seating positions
- MyKey® owner controls feature
- LATCH – Lower anchors and tether anchors for child-safety seats
- Emergency trunk release
- Illuminated entry
- LATCH - Lower anchors and tether anchors for child-safety seats
- MyKey® owner controls feature
- Remote keyless entry with integrated keyhead transmitter remotes (2)
- SecuriCode™ invisible keypad
- AdvanceTrac® electronic stability control
- Batteriesaver
- Belt-Minder® front safety belt reminder
- Child-safety rear door locks
- Emergency trunk release

### Seating
- Front bucket seats
- 6-way power driver seat with manual lumbar adjustment
- 2-way manual front-passenger seat
- 60/40 split-folding rear seatbacks

## Exterior
- Easy Fuel™ capless fuel filler
- Rear window defroster
- Solar-tinted glass
- Wiper-activated halogen headlamps with autolamp
- Dual sliding sun visors with illuminated vanity mirrors
- 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
- Power points (3)
- Power windows with one-touch-up/-down driver-window feature
- Steering wheel-mounted cruise and audio controls
- Tire/telescoping steering wheel

### Cargo Volume
- Passenger volume (cu. ft.)
- Luggage capacity (cu. ft.)
- Total interior volume (cu. ft.)
- Fuel capacity (gal.)
- WDV
- AWD

### Dimensions & Capacities

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<thead>
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<th>Exterior</th>
<th>Interior</th>
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<td>Width - Excluding mirrors</td>
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<td>Width - Including mirrors</td>
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## Specifications

### 3.5L Duratec® V6 Engine
- Horsepower 263 @ 6250 rpm
- Torque (lb.-ft.) 249 @ 4500 rpm
- 6-speed automatic 18 mpg city/25 hwy.
- Speed SelectShift Automatic® 18 mpg city/27 hwy.
- AWD 17 mpg city/25 hwy.

### 3.5L EcoBoost™ V6 Engine
- Horsepower 365 @ 5500 rpm
- Torque (lb.-ft.) 350 @ 3500 rpm
- 6-speed SelectShift Automatic® 17 mpg city/25 hwy.
TAURUS SE
Equipped with all standard features, plus:

- Rapid Spec 200A: 6-speed Select Shift Automatic transmission with paddle shifters
- P235/55R18 all-season tires
- Anti-theft perimeter alarm
- Black power sideview mirrors
- Twin chrome-tipped exhaust

Available Option Groups

- Rapid Spec 201A: Ford SYNC voice-activated communications and entertainment system + Reverse Sensing System
- Rapid Spec 202B: SYNC + Reverse Sensing System + Ambient Lighting + Intelligent Access with Push-Button Start + power-adjustable pedals + Sony Sound System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability, 12 speakers, and 390 watts + 19” premium painted sparkle silver aluminum wheels with P225/45R19 V-rated all-season tires + Rear View Camera

Available Options

- All-Wheel Drive (AWD)
- Leather-trimmed seats with heated front seats and 6-way power front-passenger seat with manual lumbar
- Multi-contour Active Motion™ massaging front seats (requires leather-trimmed seats)
- Power moonroof (requires SYNC)
- Red Candy Metallic Tinted Clearcoat paint
- White Platinum Metallic Tri-Coat paint

1. Not available with SHO Performance Package.

Microsoft is a registered trademark of Microsoft Corporation.
The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.
SIRIUS is a registered trademark of SIRIUS XM Radio Inc.
Subscriptions governed by SIRIUS Terms and Conditions at sirius.com/termseum.

Sony is a registered trademark of Sony Corporation.

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Colors shown are representative only. Not all colors are available on all models. See your dealer for actual paint/trim options.

Colors shown are representative only. Not all colors are available on all models. See your dealer for actual paint/trim options.

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**INTERIOR COLORS**

**SE**
- Cinnamon Metallic
- White Suede
- Ingot Silver Metallic
- Steel Blue Metallic
- Tuxedo Black Metallic

**SEL**
- Cinnamon Metallic
- Red Candy Metallic Tinted Clearcoat
- Gold Leaf Metallic
- White Platinum Metallic Tri-Coat
- White Suede
- Ingot Silver Metallic
- Steel Blue Metallic
- Tuxedo Black Metallic

**Limited**
- Cinnamon Metallic
- Red Candy Metallic Tinted Clearcoat
- Gold Leaf Metallic
- White Platinum Metallic Tri-Coat
- White Suede
- Ingot Silver Metallic
- Steel Blue Metallic
- Tuxedo Black Metallic

**SHO**
- Cinnamon Metallic
- Red Candy Metallic Tinted Clearcoat
- White Platinum Metallic Tri-Coat
- Ingot Silver Metallic
- Steel Blue Metallic
- Atlantis Green Metallic
- Tuxedo Black Metallic

**INTERIORS:**
- Light Stone
- Charcoal Black
- Charcoal Black with Umber inserts

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Signature: [Signature]

Date: [Date]

Ford Vehicles

fordvehicles.com
WHEELS

17" Painted Sparkle Silver Aluminum
Standard on SE

18" Painted Sparkle Silver Aluminum
Standard on SEL

19" Premium Painted Sparkle Silver Aluminum
Optional on SEL

19" Chrome-Clad Aluminum
Standard on Limited

19" Premium Painted Luster-Nickel Aluminum
Standard on SHO

20" Premium Painted Luster-Nickel Aluminum
Optional on SHO
FORD CUSTOM ACCESSORIES

Garmin® Portable Navigation Systems

20” S-Spoke Chrome Wheel

Chrome Side Mirror Skullcap

Decklid Spoiler

Interior Soft Cargo Cooler Bag

Interior Trunk Cargo Net

Interior Soft Cargo Organizers (Large and Standard Sizes)

Dual INVISIO™ DVD Headrests

Moonroof Deflector

Side Window Deflectors

Hard Trunk Organizer

Interior Cargo Area Protector

Locking Fuel Plug

Katzkin® Leather Seat Covers

Interior Lighting Kit

Vehicle Security System

SmartAlert® GPS Tracking and Recovery

Hood Deflectors

Moonroof Deflector

Side Window Deflectors

Hard Trunk Organizer

Interior Cargo Area Protector

Locking Fuel Plug

Additional components required. See dealer for details.

Ford Licensed Accessories.

Garmin is a registered trademark of Garmin Ltd.

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. 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.

To learn more about Ford Custom Accessories and to buy them online, visit fordaccessories.com.

fordvehicles.com
THE FACTS ABOUT FORD.

Drive quality.

FACT: On top of earning 8 Consumers Digest “Best Buy” awards for 2009 models, Ford Motor Company is unsurpassed by Toyota and Honda when it comes to quality.¹

Drive green.

FACT: Ford builds the most fuel-efficient midsize sedan in America (Fusion Hybrid: 41 mpg city)² and the most fuel-efficient SUV on the planet (Escape Hybrid: 34 mpg city).³

Drive safe.

FACT: No other car company offers you more vehicles that have received both 2009 IIHS “Top Safety Pick” and NHTSA 5-Star crash test ratings.⁴

Drive smart.

FACT: The voice-activated Ford SYNC® customizable media system and EcoBoost™ V6 engines are just a few of the innovative technologies you can only find in a Ford.

Visit fordvehicles.com to learn more.

¹Based on RDA Group’s QGRS cumulative survey at 3 months of service in 3 surveys of 2008 MY Ford and competitive owners conducted 9/07–5/08. ²EPA-estimated 23 mpg city/34 hwy., 27 mpg combined, Fusion S I-4 automatic; 41 mpg city/36 hwy., Fusion Hybrid. Actual mileage will vary. Midsize class per R. L. Polk. ³Based on unadjusted city fuel economy from EPA (10/08) and VCA (5/08). ²⁰⁰³ EPA-estimated 34 mpg city/31 hwy. for Escape Hybrid FWD. Excluding vehicles built for Mazda. ⁴Based on NHTSA 5-Star ratings for all 4 crash test categories. Star ratings are part of the U.S. Department of Transportation’s Safercar.gov program (www.safercar.gov).