Thank you for your interest in the 2011 Taurus. Included in this brochure you’ll find information about:

**DESIGN:** With its assertive stance and sculpted lines, the 2011 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.

**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.

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.
THE NEW 2011 TAURUS

It doesn’t get any better. Taurus is the “Highest-Ranked Large Car in Initial Quality”¹ in 2010. Crafted by an obsessive engineering and design team, it’s defined by an array of class-exclusive and “first-ever” technologies, plus surprisingly brilliant driver-focused features that’ll change the way you travel. In fact, Edmunds.com called the available Ford SYNC® system “groundbreaking” and honored the 2010 Taurus as the first car to win their “Technology Breakthrough” award. Ford Taurus. It’s a breakthrough – through and through.

¹Based on total number of first-in-class/class-exclusive features. Class is Full-Size Non-Luxury Sedans vs 2010/2011 competitors. ²The 2010 Ford Taurus received the lowest number of problems per 100 vehicles among large cars in the proprietary J.D. Power and Associates 2010 Initial Quality Study. Study based on responses from 82,095 new vehicle owners, measuring 236 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February–May 2010. Your experiences may vary. Visit jdpower.com.
A car of this caliber isn’t often associated with impressive fuel economy. Yet Taurus is where high mileage and high performance thrive. A 3.5L Duratec® V6 engine delivers a liquid-smooth and highly efficient 263 hp. It’s mated with a 6-speed automatic transmission to put you in the right gear at the right time. If you prefer to rev it up, Taurus offers an available SelectShift Automatic™ transmission for manual shifts using racing-style paddles on the steering wheel.

Road dynamics are equally impressive, thanks to extensive hands-on testing. Countless hours in the lab and on the track allowed our engineering team to fine-tune the suspension calibrations on Taurus to perfect its ride and handling balance. “Each change was designed to wake you up and make you feel alive behind the wheel,” explains Cristina Rodriguez, Vehicle Dynamics Development Engineer on Taurus. And she should know. She’s not just a dedicated Ford engineer, she’s also a race car driver.

MAGNIFICENT MILES

Beauty has its benefits, and every flowing line on this muscular physique has its purpose. Consider the crease that runs across the trunk lid of the 2011 Taurus. It’s one of the many details that designers carefully finessed to create the most aerodynamic, wind-slicing shape. The design helps contribute to enhancements in performance, interior quiet and fuel economy. Our philosophy: Every square inch counts.

1EPA-estimated 18 city/28 hwy/22 combined mpg.
FWD with 6-speed automatic transmission.
Cool Ice Blue™ Lighting welcomes you. A solid sense of quiet surrounds you. The quality of high-grade materials and high-tech features dazzle you. No question: Ford stylists have carved out a distinctly satisfying space inside Taurus. A unique forward-leaning center stack flows into a sweeping center console, enlarging the cabin, elevating controls and visually suggesting individual passenger compartments. The front seats graciously offer a unique sensory experience with the availability of industry-first massaging seats, plus the comfort of heating and cooling. For rear passengers, heated seats are also an option. And to block harmful, hot solar rays, an available rear-window power sunshade rises with the touch of a button.

EXCLUSIVE ACTIVE MOTION™
No other vehicle in the class¹ offers available multicontour Active Motion™ massaging front seats. These attentive onboard masseurs include 7 air cushions that lightly massage your back and legs while actively adjusting the contour of your seat. The motion helps promote blood flow so you arrive invigorated and alert.

¹Class is Full-Size Non-Luxury Sedans vs. 2010/2011 competitors.
SYNC. Say the word. Voice-activated Ford SYNC® is an award-winning, available system that works with your paired Bluetooth®-enabled mobile phone, your digital media player and even a USB drive. It provides hands-free calling, plays your music, delivers Vehicle Health Reports and 911 Assist™ With the simple touch of a button and voice commands, SYNC with Traffic, Directions and Information provides turn-by-turn directions, personalized traffic reports, news, sports, weather and business searches.

SyncMyRide.com has the latest details.

The available Navigation System (shown) features a vibrant 8-in. LCD touch screen. With its colorful maps, you can zoom, scroll and preview your route. This system plays DVDs while Taurus is in Park and provides nearly 10 gigs of storage space for your photos and music. It also includes an introductory 6-month subscription to Sirius Traffic™ and Sirius Travel Link™.

With available Sirius® Satellite Radio, you’ll enjoy an introductory 6-month subscription to over 130 channels including 100% commercial-free music, plus the best in sports, news, talk and entertainment, 24/7, coast-to-coast. New for 2011, you can add “The Best of XM” channels at no charge.

1Driving 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. Real-time traffic and turn-by-turn directions available in select markets. Standard text messaging and data rates apply. 2Some features unavailable while driving. Subscription required after introductory 6 months expire. Call 1-800-351-4517 for details on “The Best of XM.”
Surround yourself with the power of Taurus’s available radar systems. Adaptive cruise control and collision warning with brake support. BLIS® with cross-traffic alert. They help see what’s coming when you can’t. More driver information is always better. No other vehicle in the class offers this kind of peace of mind and convenience.

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 the big, fast-cooling, ventilated disc brakes on Taurus provide exceptional stopping power, only you can control your attention and reaction time. That’s why Taurus offers available radar systems that are designed to help you avoid an accident.

SAFE DEGREES OF SEPARATION
Available 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 2 radar sensors located in the rear quarter panels to detect vehicles in the surrounding lanes. If a vehicle enters one of 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 approaching from up to 15 yards 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.

TOP SAFETY PICK
The 2010 Taurus was recognized as a “Top Safety Pick” by the Insurance Institute for Highway Safety (IIHS).
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, Taurus unlocks for you. Settle in, press the brake pedal and start button, and the engine purrs to life. No turn of the ignition required.

STORE THE KEY WHERE YOU PLEASE
Pocket, purse, gym bag. You won’t be needing it. Your fingers are powerful extensions of your automobile. With a simple touch, you can unlock the door, start the engine and more. Smart. (You’ve got to hand it to thoughtful engineering.)

MAGIC TOUCH
It’s mounted flush, and is unseen on the driver’s 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 behind.

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 shut off of key accident-avoidance features like AdvanceTrac® electronic stability control.
It lies quietly in wait, a 365-hp, twin-turbocharged, direct-injection EcoBoost™ V6 sitting under the hood. As it launches, others catch a glimpse of its powerful shape, punctuated by the tuned exhaust note that emanates from dual chrome-tipped pipes. An aerodynamic rear spoiler and lower front chin state its intentions and enhance performance. Premium 19-in. aluminum wheels or available 20s add sophisticated shine. From the outside, it might slip by undetected but for its stealthy painted grille, crisp HID headlamps and unique LED parking lamps.

Inside, there's no question: SHO is every inch a driver's car. Plant yourself behind the leather-wrapped steering wheel, onto the perforated Miko® Suede and leather-trimmed power driver's seat. Crisp aluminum trim gleams before you, a unique high-tech finish that's part of the SHO treatment. It reaches all the way down to your feet, where aluminum pedals wait to be pressed to the “SHO” branded floor mats. Time to take off.

*Figure achieved using premium unleaded gasoline. Premium fuel is recommended for EcoBoost V6, but not required.*
UNBELIEVABLE BALANCE
Taurus features an SR1 rear suspension. Named for its one-to-one rear shock absorber ratio, this geometry provides a superior balance between cornering and handling, while offering a stable baseline for tuning. And its full, dynamic range accommodates 20-in. rims.

TRANSFER OF POWER
A high-capacity 6-speed SelectShift Automatic™ transmission delivers EcoBoost’s amazing 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 put control at your fingertips.

PEAK PERFORMER
For the ultimate enthusiast, push it over the top with the SHO Performance Package. It includes upgraded brake pads, sport-calibrated steering, a “Sport Mode” setting for the AdvanceTrac® system, a lower 3.16:1 final drive ratio (vs. 2.77:1) for faster acceleration, and 20-in. summer performance tires on premium painted-aluminum wheels for tenacious grip.

1:1
Tighter handling, tighter turns, a tighter relationship with the road. With SHO, driving dynamics take 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, 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-assisted steering delivers crisp response and excellent on-center feel.
At the heart of SHO’s performance is the 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. It gives you the thrust of a V8, with the thirst of a V6. Stuningly rewarding.

1 Figures achieved using premium unleaded gasoline.
2 EPA-estimated 17 city/25 hwy/20 combined mpg.

FAST FORWARD
No need to wait for rpm to build with the EcoBoost V6. Just enjoy the broad, linear torque band all the way from 1,500 to 5,000 rpm.

PERFECT SHOT
The direct injectors spray fuel with the carefully measured obsession of a chemist. Fuel is delivered through precision-machined microscopic openings at the injector tip, atomized by intense pressure to create fine droplets that average 15 microns in size. The high-pressure mist has a cooling effect that allows denser air into the combustion chamber for maximum power with every stroke.
### 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 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

#### Exterior
- Wheelbase: 112.9"
- Length: 202.9"
- Height: 60.7"
- Width – Excluding mirrors: 76.2"
- Width – Including mirrors: 85.7"

#### Interior
- Head room: 39.0"
- Shoulder room: 57.9"
- Hip room: 56.3"
- Leg room: 41.9"

#### Rear
- Head room: 37.8"
- Shoulder room: 56.9"
- Hip room: 55.8"
- Leg room: 38.1"

#### Cargo Volume
- Passenger volume (cu. ft.): 102.2
- Luggage capacity (cu. ft.): 20.1
- Total interior volume (cu. ft.): 122.3
- Fuel capacity (gal.): FWD 19.0
- AWD 19.0

### Safety & Security

#### 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 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

#### 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 (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.

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

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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

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
P255/55R19 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

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
SE & SEL

TAURUS SEL • LIGHT STONE LEATHER TRIM • AVAILABLE EQUIPMENT

TAURUS SEL • TUXEDO BLACK METALLIC • AVAILABLE EQUIPMENT

2011 TAURUS SHO
### SE & SEL 
#### OPTIONAL FEATURES

<table>
<thead>
<tr>
<th>SE Exterior Colors</th>
<th>Interior Color</th>
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<tbody>
<tr>
<td>White Suede</td>
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<tr>
<td>Bordeaux Reserve Red Metallic</td>
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<tr>
<td>Kona Blue Metallic</td>
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<td>Ingot Silver Metallic</td>
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<tr>
<td>Sterling Gray Metallic</td>
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<tr>
<td>Tuxedo Black Metallic</td>
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</tbody>
</table>

**Interiors:** Light Stone Cloth, Charcoal Black Cloth, Light Stone Leather, Charcoal Black Leather

### 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 support
- Multicontour front seats with Active Motion™ (requires leather-trimmed seats)
- Power moonroof (requires Rapid Spec 201A or 202A)

### SEL Exterior Colors

<table>
<thead>
<tr>
<th>White Suede</th>
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<tr>
<td>Bordeaux Reserve Red Metallic</td>
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<tr>
<td>White Platinum Metallic Tri-coat</td>
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<td>Gold Leaf Metallic</td>
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</tbody>
</table>

**Interiors:** Light Stone Cloth, Charcoal Black Cloth

1. **Additional charge.**

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

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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

Light Stone Cloth
Standard on SE

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

Light Stone Cloth
Standard on SEL

Charcoal Black Cloth
Standard on SEL

Light Stone Leather
Optional on SEL

Charcoal Black Leather
Optional on SEL
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
- 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

Interior Colors
- Light Stone Leather with perforated inserts
- Charcoal Black Leather with perforated inserts

19-in. Chrome-Clad Aluminum Wheels

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

1 Additional charge.
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
Kona Blue Metallic
Red Candy Metallic Tinted Clearcoat
White Platinum Metallic Tri-coat
Ingot Silver Metallic
Sterling Gray Metallic
Tuxedo Black Metallic

Interior Colors
Charcoal Black Leather with Charcoal Black Miko Suede Perforated Inserts – Standard
Charcoal Black Leather with Umber Miko Suede Perforated Inserts – Standard

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.

*Additional charge.
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.
1. Cargo Area Protector
2. 20-in. 5-Spoke Chrome Wheels
3. Dual Head Restraint DVD by INVISION™
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.

Electronics
Forward or Reverse Bumper-Mounted Parking Assist System by EchoMaster®
GPS Tracking and Recovery by SmartAlert™
Portable Navigation Systems by Garmin®
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

*Additional components required. See dealer for details.
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To learn more about Ford Custom Accessories and to shop online, visit 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.