Thank you for your interest in the new 2013 Taurus. Included in this brochure you’ll find information about:

**DESIGN:** The new Taurus appears more assertive than ever. Sharp, clean lines accentuate the new hood design, drawing your eye to the bold new grille. You can sense immediately from the design of this great car what you’re about to experience at the wheel.

**PERFORMANCE:** Advanced Ford powertrain technology now comes in three Taurus engine choices. The new 2.0L EcoBoost® option. The standard 3.5L V6 with twin-independent variable camshaft (Ti-VCT) technology. And the Taurus SHO with 3.5L EcoBoost.

**TECHNOLOGY:** Ford designers create features that do more than just make sense. They use technology to make them smart. SYNC® with MyFord Touch®, Adaptive Cruise Control, BLIS® with Cross-Traffic Alert. These and other smart technologies are available.

**INTERIOR:** What does it take to create an interior with outstanding craftsmanship? It takes an obsessive attention to the quality of materials used as well as to exacting standards of fit and finish. It’s going the extra mile to exceed your expectations.

### 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.

<table>
<thead>
<tr>
<th>Dealer</th>
<th>Address</th>
<th>Phone</th>
</tr>
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<tbody>
<tr>
<td>Butler County Ford</td>
<td>400 South Main Street</td>
<td>(724) 287-2766</td>
</tr>
<tr>
<td></td>
<td>Butler, PA 16001</td>
<td></td>
</tr>
<tr>
<td>Baierl Ford</td>
<td>540 South Main Street</td>
<td>(724) 452-7530</td>
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<tr>
<td></td>
<td>Zelienople, PA 16063</td>
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<tr>
<td>Cochran Ford</td>
<td>110 Route 908</td>
<td>(724) 294-2000</td>
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<tr>
<td></td>
<td>Natrona Heights, PA 15065</td>
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<tr>
<td>Shults Ford Wexford</td>
<td>10401 Perry Highway</td>
<td>(724) 934-2388</td>
</tr>
<tr>
<td></td>
<td>Wexford, PA 15090</td>
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</tr>
</tbody>
</table>

**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.
Precise technology. Inspiring innovation. More attitude.

This much is certain: Ford Taurus never stops innovating. For 2013, aggressive new front and rear styling signals even higher levels of precision, inside and out. Standard new systems help keep Taurus planted in the corners and offer sharp turn assistance. Inside, the experience is equally engaging. Stay connected to your calls, music and more with both hands on the wheel. Enjoy the comfort of massaging front seats, plus a new heated steering wheel. Utilize systems that can adapt to rush-hour traffic and even help you parallel park. And choose from 3 remarkable engines: a standard new 3.5L Ti-VCT V6, a new 2.0L EcoBoost® I-4 or the exhilarating 3.5L EcoBoost® V6 in SHO. The 2013 Taurus. Ahead of its time. Again.
Enthusiastically tuned for Super High Output.

On the street, through corners, and even at the pump, the 2013 SHO is engineered to outperform. Far-reaching HID headlamps flank its racing-inspired black mesh grille. Beneath the chiseled hood, the remarkable 365-hp 3.5L EcoBoost® V6 engine combines twin turbochargers with direct-injection technology to deliver consistent stick-to-your-seat acceleration. Plus 25 mpg hwy. Together with all-wheel drive (AWD) and large vented discs all around, SHO delivers true enthusiast performance. To up the ante, the SHO Performance Package adds unique shocks and springs, performance friction brake pads, a 3.16 final drive ratio for enhanced acceleration, as well as 20” machined and painted aluminum wheels. Finally, a true “off” mode for AdvanceTrac® electronic stability control lets you do a little fine tuning of your own. No one will know but you.
Power and efficiency redefined. Again. And again. And again.

New 3.5L Ti-VCT V6
Twin independent variable camshaft timing (Ti-VCT) allows intake and exhaust valves to advance independently, providing precise valve timing control. By adding it to the 3.5L V6 engine on Taurus SE, SEL and Limited, engineers increased standard horsepower by almost 10% (to 288), the first of many benefits. Ti-VCT also helps reduce induction and exhaust compromises, allowing the engine to deliver peak horsepower and robust low-end torque while helping contribute to fuel efficiency.

3.5L EcoBoost® V6
365 hp! 350 lb.-ft. of torque! 25 mpg hwy.1 Precision engineering helps the SHO V6 achieve this remarkable level of power and efficiency. Twin turbochargers (one for each bank of cylinders) boost the air going in, increasing power for tremendous low-end torque and acceleration. High-pressure fuel injectors adjust fuel delivery during intake (up to 300 times a second), optimizing combustion in each cylinder. The numbers speak for themselves. So will your experience behind the wheel.

New 2.0L EcoBoost I-4
If fuel efficiency tops your priorities, Taurus is the first Ford sedan to offer the new 2.0L EcoBoost I-4 engine—giving you up to a projected 32 mpg hwy.2 A 6-speed SelectShift Automatic® transmission helps this state-of-the-art, turbocharged, direct-injection powerhouse deliver plenty of torque for acceleration and passing. With outstanding fuel economy while cruising, you can travel over a projected 575 highway miles without having to stop for gasoline.3 Make the most of every mile with EcoBoost.

1 Figures achieved using premium unleaded gasoline. Premium fuel is recommended for 3.5L EcoBoost V6, but not required. EPA-estimated 17 city/25 hwy/20 combined mpg. 3.5L EcoBoost V6 engine and AWD. Available feature. Projected 22 city/31 hwy/25 combined mpg. 2.0L EcoBoost I-4 engine and FWD. 2013 preliminary test data. Pending EPA certification. 3 19-gallon tank.
Engineered for maximum adhesion.

Take its already engaging driving experience and make it even better. Taurus engineers heeded this call, adding some notable handling innovations for 2013. To help more torque reach the road to keep Taurus firmly planted, new Torque Vectoring Control applies slight braking force to the inside front wheel to allow confident acceleration through a corner. For enhanced grip through sharp turns, there’s Curve Control, which helps slow the vehicle by as much as 10 mph in about a second if it senses you’re taking a curve too quickly! Both systems are standard. Along with AdvanceTrac® electronic stability control® and vented brake rotors at each wheel, Taurus brings an uncompromising level of confidence to each drive.


1 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.
Pleases at every touch.
Especially the new heated steering wheel.

With new soft-touch surfaces throughout, Taurus is crafted to soothe your senses. For starters, leather-trimmed, 10-way power front seats in Limited do more than simply caress. When equipped with 7 air cushions1 inside, they can massage your back and legs and actively adjust your seat contour – helping to keep you alert on long journeys. Add the comfort of heating and cooling1 plus a new heated steering wheel1 and you may never want to stop. Rear passengers, not to be outdone, can enjoy heated outboard seats1 as well. Crafted to world-class standards for fit and finish, and filled with the latest technological advancements, this accommodating space is designed to please everyone – whether you’re behind the wheel or gazing up through the power moonroof1.
Thoughtfully designed to keep you connected.

The best technologies make life more convenient. So you’ll love how easily Taurus connects to your phone and music through voice-activated Ford SYNC.¹ There’s no need to search for your phone. No device on your ear. Once paired, the system recognizes your phone and downloads your contacts to support voice calling. It also plays music from your phone, MP3, USB or iPod. In fact, any device with Bluetooth capability can stream audio from sources like iHeartRadio, Pandora® internet radio and many more. Simply touch a button on the leather-wrapped steering wheel and say things like “Call: home,” or “Play playlist: Favorites.” SYNC also offers 911 Assist,¹ and with a SYNC Services account you get business searches, turn-by-turn driving directions, local movie times and more. Activate and personalize yours at ford.com/sync. SYNC. Say the word.

¹Limited. Dune leather trim. SYNC with MyFord Touch® Available equipment.

¹Available feature. 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. SYNC Services is available on most vehicles and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Not all features are compatible with all phones.
Voice activated. Amazingly capable.

Simple graphics. Fast touch-screen response. Easy-to-use controls. We’ve made the latest version of our voice-activated SYNC®1 with MyFord Touch® more amazing than ever. With it, you’ll have ultimate control over your phone, entertainment, navigation and climate. SYNC with MyFord Touch includes SYNC Services, an 8" LCD touch screen, a media hub, 2 LCD screens in the instrument cluster and familiar 5-way controls on each spoke of the steering wheel. The system recognizes over 10,000 voice commands — everything from “destination tourist attraction” to “my team’s schedule.” Display your favorite photos. Watch your just-filmed video on the 8" color screen when parked. There’s almost no limit to what you can do, all with both hands on the wheel and your eyes on the road.

See who wants to connect.
MyFord Touch makes it easy to stay in touch. The system can display personal photos from your phone contact list and display them on its full-color screen when you place a call or receive a call, or browse your directory. To check local movie times, the day’s horoscope, stock quotes and more, just call our exclusive SYNC Services, anytime, day or night.

Split screens for easier navigation.
With the voice-activated Navigation System, turn-by-turn directions are offered in your choice of Fastest, Shortest or Eco Route. You can even split the screen to see the route from a distance and up close. Also included with this system, a 6-month trial subscription to SiriusXM Satellite Radio, Traffic and Travel Link gives you over 130 channels of premium entertainment, plus live infotainment services including local fuel prices, local and national weather, live sports scores and more.

Allow passengers to update their status.
Create a Wi-Fi® hotspot for passengers by plugging your smartphone or USB mobile broadband modem into one of the MyFord Touch USB ports. They can browse the Internet while you drive in peace. When in Park, you can also use the MyFord Touch media hub to view vacation videos or let your kids connect their favorite game console.

Tag songs for purchase later.
Access your music from a USB drive, SD card, portable hard drive or almost any device you plug into the MyFord Touch media hub. With HD Radio® Technology you can “Tag” songs for purchase later at the iTunes® Store. Plus, SiriusXM lets you set an “Alert” to be notified when a song or artist you like is going to be played again.

Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. SYNC Services is available on most vehicles and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Not all features are compatible with all phones. 1 Available feature.
So advanced, it can know what's ahead, behind and beside you.

Maintains your chosen gap.1

By maintaining a preset gap from the vehicle in front of you, adaptive cruise control and collision warning with brake support2 help alleviate concerns about rush-hour traffic. And, if a potential collision is detected, the system flashes a warning across your windshield, sounds an alarm, pre-charges the brakes and increases brake-assist sensitivity for full responsiveness when you do brake.

Steers itself into parking spots. Drives stress away.

Talk about stress reduction. First, simply press a button and active park assist2 alerts you when it has located an appropriate parallel parking spot. Then, take your hands off the wheel and your Taurus literally steers itself into place. All you have to do is follow system prompts to shift gears and control the brake and accelerator pedals. In practically no time at all, you’ll be parked and ready for action.

Alerts you to vehicles you may not see.

Change lanes and back up confidently with BLIS® (Blind Spot Information System) with cross-traffic alert.2 When traffic is detected in your blind spots, it is designed to alert you with a light in your sideview mirror.3 If a vehicle is detected approaching from either side as you’re slowly backing out, it is designed to alert you with a sound, a message center warning and the light – giving you time to stop.


1Distances shown based on a speed of 60 mph.2 Available feature.3BLIS replaces standard integrated blind spot mirrors.
Masters the elements.

Of safety, of course. Underneath its aggressively styled shape, a masterful combination of high-strength and ultra-high-strength boron steel forms an intricate safety cage around the passenger compartment of the 2013 Taurus. Its Trinity front-crash structure and SPACE (Side Protection And Cabin Enhancement) Architecture join innovations like AdvanceTrac electronic stability control, as well as enhanced airbags with tethering and venting to tailor deployment force to occupant size, position and safety belt status. Auto high beams activate themselves to help improve visibility when no automotive headlamps or taillamps are detected in front of Taurus. If lights are sensed, the system returns to the low-beam setting to help reduce glare for vehicles in front of you. No wonder Taurus has earned “Top Safety Pick” – the highest possible rating from the Insurance Institute for Highway Safety (IIHS) – 5 years in a row (2008–2012).
So many advancements. Your turn to choose.

In addition to smart standards that make your life easier, a long list of available features allows you to create a Taurus that fits your specific needs. Warm things up with heated front seats and a new heated steering wheel, or cool it down with cooled front seats and a rear-window power sunshade. Make sure you know what’s behind you when backing up with the help of a rear view camera. Pump up your audio with an amazing sound system, and brighten your environment with a power moonroof. Whatever you choose, you’ll be creating the Taurus you want, just the way you want it.

- Heated and cooled front seats
- Heated steering wheel
- Rear-window power sunshade
- Rear view camera
- Audio System from Sony® with 12 speakers and 390 watts of continuous power
- Power moonroof

*Available feature.*
Create a more meaningful driving experience: Connect with Ford Custom Accessories for authentic personalization possibilities. The cost of select accessories – ordered and purchased at the time you buy or lease your Taurus – can be rolled into your monthly payment. And coverage for Genuine Ford Accessories falls under the New Vehicle Limited Warranty that way too. See your dealer for details.

SEL in Ingot Silver Metallic customized with smoked moonroof and side window deflectors, molded splash guards, chrome mirror caps, rear decklid spoiler and chrome-plated wheel lock kit.

Dual head restraint DVD by INVISION™
All-weather floor mats
Remote start systems
Rear spoiler

Ford Licensed Accessory.
Taurus Standard Features

**Mechanical**
- 4-wheel disc Anti-Lock Brake System (ABS)
- Battery Management System
- Brake and engine-assisted traction control
- Electric power-assisted steering (EPAS)
- Suspension - Front: independent MacPherson strut
- Suspension - Rear: independent multi-link
- Torque vectoring control

**Seating**
- Front bucket seats
- 60/40 split-fold rear seat back with fold-down center armrest

**Interior**
- 12-volt powerpoints (2)
- Accessory delay for power features
- Automatic temperature control
- Adjustable rear vents
- Auxiliary audio input jack
- Brake- and engine-actuated traction control
- Cruise control
- Day/night rearview mirror
- Driver and front-passenger seat back map pockets
- Electric power-assisted steering (EPAS)
- Front bucket seats
- 6-way power driver and front-passenger seats with manual lumbar adjustment
- Front floor console with cupholders
- Front overhead console with dome and map lights
- Power door locks
- Power door locks
- Power rearview mirrors
- Power rearview mirrors
- Power sideview mirrors
- Power windows with one-touch-up/-down driver's side window feature
- Rear-seat reading lights
- Remote Keyless Entry System with integrated keyhead transmitters (2)
- SEC® Power sideview mirrors with Integrated Blind-spot Mirrors
- Side-intrusion door beams
- Single-zone manual air conditioning
- Tire Pressure Monitoring System (excludes spare)

**Exterior**
- 17” Sparkle Silver-painted aluminum wheels with P235/60R17 all-season tires
- Front fog lamps
- Headlamp beam leveler
- Quasi-dual exhaust with chrome tips
- Remote Keyless Entry System with integrated keyhead transmitters (2)
- SEC® Power sideview mirrors with integrated blind-spot mirrors
- Solar-tinted glass

**Safety & Security**
- AdvanceTrac® electronic stability control and Curve Control
- Battery saver
- Belt-Minder® front safety belt reminder
- Child-safety rear door locks
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**Horsepower, Torque & EPA-Estimated Fuel Economy**

<table>
<thead>
<tr>
<th>Engine Type</th>
<th>Horsepower</th>
<th>Torque (lb-ft)</th>
<th>EPA-Estimated Fuel Economy</th>
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</thead>
<tbody>
<tr>
<td>3.5L Ti-VCT V6 Engine</td>
<td>288 @ 6,500 rpm</td>
<td>254 @ 4,000 rpm</td>
<td>19 city/29 hwy/23 combined mpg</td>
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<tr>
<td>3.5L EcoBoost V6 Engine</td>
<td>365 @ 5,500 rpm</td>
<td>350 @ 1,500–5,000 rpm</td>
<td>17 city/25 hwy/20 combined mpg</td>
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<tr>
<td>2.0L EcoBoost® I-4 Engine</td>
<td>240 @ 5,500 rpm</td>
<td>270 @ 1,675–4,800 rpm</td>
<td>22 city/32 hwy/25 combined mpg (projected)</td>
</tr>
</tbody>
</table>

1Always wear your safety belt and secure children in the rear seat. 2Figures achieved using premium unleaded fuel. 3Ford preliminary test data. Pending EPA certification. Comparisons based on 2012 competitive models (class is Full Size Sedans), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicle 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 FPC, 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 notification obligations.
## SEL Equipment Group 200A
Includes select SEL features, plus:

### Seating
Unique cloth seats

### Interior
Auto-dimming rearview mirror
Front SYNC® voice-activated, in-vehicle connectivity system
Leather-wrapped shift knob with chrome trim
Leather-wrapped steering wheel
Message center with compass
Outside temperature display
Remote Start System
SiriusXM Satellite Radio with 6-month trial subscription

### Exterior
18" Sparkle Silver-painted aluminum wheels with P235/55R18 all-season tires
Anti-theft perimeter alarm
Body-color, power, heated sideview mirrors with security approach lamps and integrated blind spot mirrors
Dual supplemental side air bags

## Limited Equipment Group 300A
Includes select SEL features, plus:

### Seating
10-way power driver and front passenger seats with driver's side memory feature
Leather trimmed seats with perforated leather inserts

### Interior
Additional center speaker
Ambient lighting
Bright front door sill plates
Carpets
Ford SYNC® voice-activated, in-vehicle connectivity system with SYNC Services for Traffic, Directions and Information
Leather-wrapped steering wheel with wood accent
MyFord Touch® with 2 configurable 4.2" color LCD displays in instrument cluster, 6" LCD touch screen in center stack, and media hub with 2 USB ports, SD card reader and audio/video input jacks
Power windows with global open and one-touch up/down for driver and front passenger
Universal Garage Door Opener

### Exterior
19" premium Luster Nickel-painted aluminum wheels with P255/45R19 LR all-season tires
Dual exhaust with chrome tips
High-intensity discharge (HID) headlamps
LED supplemental park lamps with piano black bezels
Piano black mesh grille
Piano black power, heated sideview mirrors with memory, security approach lamps, and integrated blind spot mirrors
Rear spoiler
Top grain leather-wrapped steering wheel

## SHO Equipment Group 400A
Includes select Limited features, plus:

### Mechanical
3.5L EcoBoost® V6 engine
6-speed SelectShift Automatic transmission with paddle shifters
All-wheel drive (AWD)
Electric power assisted steering with drift control
Power brake booster with DRB III
Sport-tuned suspension

### Seating
Leather-trimmed seats with “SHO” graphics embroidered on front seat backs
Adjustable brake and accelerator pedals with memory
Aluminum pedal covers
Intelligent Access with push-button start (2 key fob transmitters)
Ford SYNC® voice-activated, in-vehicle connectivity system with SYNC Services for Traffic, Directions and Information
Leather-wrapped steering wheel with wood accent

### Exterior
19" premium Luster Nickel-painted aluminum wheels with P255/45R19 LR all-season tires
Dual exhaust with chrome tips
High-intensity discharge (HID) headlamps
LED supplemental park lamps with piano black bezels
Piano black mesh grille
Piano black power, heated sideview mirrors with memory, security approach lamps, auto-dimming driver's side and integrated blind spot mirrors
Rear spoiler
Top grain leather-wrapped steering wheel

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### Exterior Dimensions
- **Wheelbase**: 112.9"
- **Length**: 202.9"
- **Height**: 60.7"
- **Width – Excluding Mirrors**: 75.2"
- **Width – Including Mirrors**: 85.7"

### Interior Dimensions
- **Front/Rear**
- **Head room**: 36.0"/33.8"
- **Shoulder room**: 59.5"/56.4"
- **Hip room**: 57.0"/55.8"
- **Leg room**: 41.9"/38.1"

### Capacities
- **Passenger volume**: 102.2
- **Luggage capacity**: 20.3
- **Total interior volume**: 122.3
- **Fuel Tank**: 19.0

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Dimensions may vary by trim level. Ford and Sync are registered trademarks of Ford Motor Company. Apple, iPod, and iTunes are registered trademarks of Apple Inc. Microsoft is a registered trademark of Microsoft Corporation. Pandora, the Pandora logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc. Used with permission. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. The term Wi-Fi® is a proprietary trademark of the Wi-Fi Alliance®. Pandora is a registered trademark of the Pandora Media Corporation. INVISION is a trademark of Audizio Corporation. Miko is a registered trademark of Miko s.r.l. Alcantara is a registered trademark of Alcantara S.p.A., Italy.
SE+SEL

SE+SEL

Exteriors | Interiors
---|---
SE |  
B Oxford White | 1  
C Ingot Silver Metallic |  
D Sterling Gray Metallic |  
E Ruby Red Metallic Tinted Clearcoat |  
G Kodiak Brown Metallic |  
I Tuxedo Black Metallic | 1  
F Dune Cloth |  
SEL |  
A White Platinum Metallic Tri-coat | 2 3 4 5  
B Oxford White | 2 4  
C Ingot Silver Metallic | 2 3 4 5  
D Sterling Gray Metallic | 2 3 4 5  
E Ginger Ale Metallic | 2 3 4 5  
F Ruby Red Metallic Tinted Clearcoat | 2 3 4 5  
G Kodiak Brown Metallic | 2 3 4 5  
H Swap Impact Blue Metallic | 2 3 4 5  
I Tuxedo Black Metallic | 2 3 4 5  
J Dune Cloth – Standard |  
K Charcoal Black Cloth – Standard |  
L Dune Leather – Optional |  
M Charcoal Black Leather – Optional |  

Available Options
- 2.0L EcoBoost® I-4 engine with 6-speed SelectShift® Automatic transmission with Sport Mode and shifter button activation  
- All-weather floor mats**  
- Ash cup/coin holder with lighter element**  
- Rear spoiler**

Available Equipment Groups
- Equipment Group 201A – SYNC® with MyFord Touch® voice-activated, in-vehicle connectivity system, which includes SYNC Services; 2 configurable 4.2” color LCD displays in instrument cluster; 8” LCD touch screen in center stack, media hub with 2 USB ports, SD card reader and audio/video input jacks + additional center channel speaker + Reverse Sensing System
- Equipment Group 202A – Includes all content of 201A + 19” Sparkle Silver-painted aluminum wheels with P255/45R19 LR all-season tires + ambient lighting + Intelligent Access with push-button start + power-adjustable pedals + rear view camera

Available Options
- 2.0L EcoBoost I-4 engine with 6-speed SelectShift® Automatic transmission with Sport Mode and shifter button activation (n/a with AWD)  
- All-wheel drive (AWD)  
- Ash cup/coin holder with lighter element**  
- Charcoal Leather**  
- Leather Trimmed Seats with Heated Front Seats  
- Power Moonroof (requires 201A or 202A)  
- Rear Spoiler  
- Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription (requires 201A or 202A)

Available Ford Custom Accessories
- Visit accessories.ford.com to shop the complete collection

*Additional charge * Factory-installed accessory.  
Colors are representative only. See your dealer for actual paint/trim options.
Limited

Dune leather trim. Available equipment: \textit{BLIS}® (Blind Spot Information System) with cross-traffic alert, \textit{Multicontour} front seats with Active Motion®, adaptive cruise control and collision warning with brake support, \textit{“LIMITED”} front floor mats.

\textit{Available feature.}
Available Equipment Groups

- Equipment Group 301A – Power-adjustable pedals with memory + auto-dimming driver’s side view mirror + BLIS® (Blind Spot Information System) with cross-traffic alert + Intelligent access with push-button start + power foldable telescoping steering column + heated and cooled front seats + HD Radio™ Technology + Audio System from Sony® with 12 speakers.

- Equipment Group 302A – Includes all content of 301A + active park assist + auto high beams with rain-sensing wipers + heated steering wheel + Heated/Leather-outboard seats + rear window power sunshade + “LIMITED” front floor mats.

Available Options

- 2.0L EcoBoost® I-4 engine with 6-speed SelectShift Automatic® transmission with Sport Mode and shifter button activation (n/a with AWD)
- 20” polished aluminum wheels (requires 301A or 302A)
- Adaptive cruise control and collision warning with brake support (requires 301A or 302A)
- All-weather floor mats
- Ash cup/coin holder with lighter element
- Cargo organizer
- Multicontour front seats with Active Motion® (requires 301A or 302A)
- Power moonroof (requires 301A or 302A)
- Rear spoiler
- Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription.

Available Ford Custom Accessories

Visit accessories.ford.com to shop the complete collection.

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

1 Additional charge. Factory-installed Accessory.
Charcoal Black leather trim with Mayan Gray Miko® Suede perforated inserts. Available equipment: Charcoal Black leather trim with perforated inserts, "SHO" engine cover, EcoBoost® direct fuel injector, Rear spoiler.
SHO

Exteriors

A. White Platinum Metallic Tri-coat
B. Ingot Silver Metallic
C. Sterling Gray Metallic
D. Ruby Red Metallic Tinted Clearcoat
E. Deep Impact Blue Metallic
F. Green Gem Metallic
G. Tuxedo Black Metallic

Interiors


Available Equipment Group

Equipment Group 402A – Heated and cooled front seats • active park assist • auto high beams with rain-sensing wipers • BLIS® (Blind Spot Information System) with cross-traffic alert • heated steering wheel • heated rear outboard seats • rear window power sunshade • HD Radio™ Technology • Audio System from “Sony® with 12 speakers.

Available Package

SHO Performance Package includes performance friction brake pads, sport-calibrated steering, Akozonofya electronic stability control™ “Sport Mode” setting, 3.16:1 final drive ratio, Alcantara® suede-trimmed steering wheel, 20” machined and painted aluminum wheels with P245/45R20 Performance Summer Tire Compound and tire-sealant/metal kit (t/a with adaptive cruise control)

Available Options

20” machined and painted aluminum wheels with P245/45R20 all-season tires (requires 402A)
Adaptive cruise control and collision warning with brake support (requires 402A, t/a with SHO Performance Package)
All-weather floor mat
Ash cup/coin holder with lighter element
Cargo organizer
Multicontour front seats with Active Motion® (requires 402A)
Power moonroof (requires 402A)
Voice-activated Navigation System with SD Card for Map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription

Available Ford Custom Accessories
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Colors are representative only. See your dealer for actual paint/trim options.
New Vehicle Limited Warranty. We want your Ford Taurus ownership experience to be the best it can be. 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/60,000-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 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), an affiliated agency and subsidiary of Ford Motor Company. 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. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. FLA 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 and for a copy of all limited warranties.