2.0L EcoBoost®
240 horsepower
270 lb.-ft. of torque
EPA-estimated rating:
20 city 29 hwy
23 combined mpg
6-speed SelectShift® automatic transmission

3.5L Ti-VCT V6
288 horsepower
254 lb.-ft. of torque
EPA-estimated rating:
FWD 18 city 27 hwy
21 combined mpg
6-speed SelectShift automatic transmission

MASTER YOUR ELEMENT.

Whether you’re pushing it hard on that stretch of open road or taking corners with ease, Ford Taurus is the full-size sedan experience you’re looking for. With a choice of engines, you’ve got as much power as you care to possess. Stay poised through the corners, even when accelerating, with Torque Vectoring Control. The system applies slight braking force to the inside front wheel as needed to help more torque reach the road and keep Taurus firmly planted.

Keep on track through sharp turns with Curve Control. When it senses you’re taking a curve too quickly, the system can slow Taurus by as much as 10 mph in about a second to help maintain control. All-wheel drive (AWD) balances torque between the front and rear wheels to enhance handling and traction. Also equipped with vented front rotors (all rotors vented for SHO), Taurus is designed for maximum agility.

2017 Ford Taurus | ford.com
Limited in Shadow Black with available equipment. *Available feature. *Horsepower and torque ratings achieved with 93-octane fuel. *Actual mileage will vary. *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.
SOOTHE YOUR SENSES. Rest your hand on soft-touch surfaces in this meticulously assembled interior with finely stitched seats and eye-catching accents. Heated and cooled power front seats, power-adjustable pedals and power sideview mirrors are standard on Limited and SHO. All feature memory 1 to make life even more convenient.

Bring tranquility to your day with a grip of the heated steering wheel 2 or from a gentle breeze through the power moonroof. 2 Change your mood by choosing from one of the 7 colors of ambient lighting. 2 For your listening pleasure, enjoy the sound from a new Audio System from Sony® with Clear Phase™ and Live Acoustics™ technology. Experience this – and more – on every drive in a 2017 Ford Taurus.

SiriusXM Radio

Listen to everything you love with SiriusXM®. Get over 150 channels including all genres of commercial-free music, plus every major sport and the best talk, news, comedy and entertainment. And you’ll hear it all with a 6-month trial subscription to the All Access package, included with your new Taurus. So you can rock your ride, plus listen anywhere online and on the SiriusXM app.
SYNC 3

In addition to all the voice-activated benefits of SYNC² – placing and answering calls, and controlling music from your devices – you’ll love the easy-to-use interface of SYNC 3.³ An 8” color LCD screen displays phone, audio and navigation² features. Enhanced voice recognition lets you give simple commands. A capacitive touchscreen includes a convenient swipe feature, as well as pinch-to-zoom functionality within navigation². SYNC 3 also brings you the options of Apple CarPlay™³ and Android Auto™⁴.

Voice-Activated Navigation System²

Includes a 5-year complimentary trial subscription to SiriusXM® Traffic and Travel Link® services.² Global Positioning System (GPS) technology is combined with available 3-D mapping and provides voice-guided turn-by-turn directions. You’ll get detailed traffic information, plus current and forecasted weather and fuel station locations and prices.

SYNC AppLink

Use your voice to control some of your favorite compatible mobile apps (like Pandora® and iHeartAuto), thanks to standard SYNC AppLink.⁶

Siri Seamless Integration

Bring the power of Siri® into Taurus with Siri Eyes Free, your paired iPhone® and a long press of the voice-recognition button on the steering wheel.

Automatic Updates Over Wi-Fi

Keep SYNC 3 current with the latest software as new updates become available.⁶ All you need is a Wi-Fi® connection.

²Don’t drive while distracted. Use voice-operated systems when possible; don’t use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. Message and data rates may apply.
³Available feature.
⁴Requires phone with compatible version of Apple iOS and active data service. SYNC does not control Apple CarPlay while in use. Apple is solely responsible for their functionality. Message and data rates may apply.
⁵Requires phone with compatible version of Android Auto and active data service. SYNC does not control Android Auto while in use. Google and other third parties are responsible for their respective functionality. Message and data rates may apply. SiriusXM audio and data services each require a subscription sold separately, or as a package, by SiriusXM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI. *SYNC AppLink is available on select models and compatible with select smartphone platforms and requires any compatible apps to be installed and running on a capable smartphone while connected to SYNC. Commands may vary by phone and AppLink software. Message and data rates may apply. ⁶Requires SYNC 3. Optional Navigation System map updates cannot be received via Wi-Fi and require a separate update.
Go from 0-60 mph in 5.5 seconds. Hit the quarter mile in 14.4 seconds. “The Super High Output version of the venerable Taurus is the order of the day,” says insidehook.com. “It’s got ample room for five with the ability to frighten all of them thanks to 365 horses from the twin-turbocharged V6 EcoBoost engine.” Together with standard all-wheel drive (AWD) and vented disc brakes, Taurus SHO excels at true enthusiast performance. Plus an EPA-estimated rating of 24 hwy mpg.

Add additional capability with the SHO Performance Package, which includes: a 3.16:1 final drive ratio, an enhanced sport-tuned suspension, high-performance front brake pads, sport-calibrated steering, and performance summer tires. A “Sport Mode” setting on the AdvanceTrac electronic stability control system even lets you do some fine-tuning of your own.
HELPs KEEP THINGS STABLE. Standard AdvanceTrac® electronic stability control helps keep all 4 wheels firmly planted, particularly in inclement weather. Constantly monitoring road conditions and driver responses, the system can automatically adjust engine power and apply individual brakes for an added measure of driving confidence.

SENses what you can’t see. BLIS® (Blind Spot Information System) alerts you with a light in either sideview mirror if its radar sensors detect a vehicle in the corresponding blind spot. Cross-traffic alert, part of the system, notifies you with a beep and a warning light in your sideview mirror if it detects a vehicle approaching either side as you slowly back Taurus out of a parking space.Either way, BLIS with cross-traffic alert helps keep you aware of things that may be just out of your line of view.

Helps you stay centered. Our Lane-Keeping System can detect lane markings and apply torque to the steering wheel if it senses your vehicle drifting unintentionally out of its lane. If needed, the Lane-Keeping System can also send gentle vibration pulses to the wheel to prompt you to steer back toward center. A Driver Alert System also monitors your driving behavior — including the crossing of lane markings and other factors — and warns you in the message center if you could use a break from driving.

Allows you to set your pace. Get a heads-up from adaptive cruise control & forward collision warning with brake support. This system helps maintain your choice of 4 preset gaps from the vehicle in front of you and can alert you to a potential collision. If a hazard is detected, it flashes a warning on the windshield, sounds an alarm, and preps the braking system to help.

2017 Ford Taurus | ford.com
SHO in White Platinum Metallic Tri-coat, Limited in Shadow Black. Both with available equipment. 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. Available feature. Driver-assist features are supplemental and do not replace the driver’s attention, judgment and need to control the vehicle. BLIS replaces standard integrated blind spot mirrors. Lane-Keeping System does not control steering.
SHOW YOUR STREET CRED.

After just one use of its active park assist, you'll never go back to parking Taurus the "old-fashioned" way. Whether you're backing into a perpendicular spot or slowing down to parallel park, ultrasonic sensors can identify a parking space that is the right size, then the system steers the vehicle into it. All you do is follow on-screen prompts, and operate the accelerator, brake and gear shifter as needed. No second guessing. Much less stress.
Always wear your safety belt and secure children in the rear seat. Actual mileage will vary. Horsepower and torque ratings achieved with 93-octane fuel.

MODELS | WHEELS | STANDARD FEATURES | ENGINES/EPA-ESTIMATED RATINGS
--- | --- | --- | ---
SE | 18” Sparkle Silver-Painted Aluminum Standard: SE and SEL | Mechanical<br>Brake- and engine-actuated traction control<br>Brakes – 4-wheel disc Anti-Lock Brake System (ABS)<br>Compact spare wheel and tire<br>Steering – Electric power-assisted<br>Suspension – Front: independent MacPherson strut; rear: independent multi-link<br>Torque Vectoring Control<br>Driver-Assist Technology<br>Automatic headlamps with wiper activation | 3.5L Ti-VCT V6<br>288 hp @ 6,500 rpm<br>254 lb.-ft. of torque @ 4,000 rpm<br>6-speed SelectShift® automatic<br>FWD 18 city/27 hwy/21 combined mpg<br>AWD 17 city/24 hwy/19 combined mpg

SEL | 19” Premium Luster Nickel-Painted Aluminum Standard: Limited | **Wheel**<br>Front – 4-way adjustable head restraints<br>Front – Bucket seats<br>Rear – 60/40 split fold-down seat with fold-down center armrest | **Engine**<br>2.0L EcoBoost® I-4<br>240 hp @ 5,500 rpm<br>270 lb.-ft. of torque @ 3,000 rpm³<br>6-speed SelectShift automatic<br>FWD 20 city/29 hwy/23 combined mpg

LIMITED | 20” Polished Aluminum Optional: Limited | **Safety & Security**<br>Airbags – Personal Safety System™ for driver and front passenger includes stage-one 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<br>Airbags – Front-seat side¹<br>Airbags – Safety Canopy® System with side-curtain airbags¹ and rollover sensor<br>3-point safety belts for all seating positions<br>AdvanceTrac® electronic stability control and Curve Control<br>Battery saver<br>Belt-Minder® front safety belt reminder<br>Child-safety rear door locks<br>Emergency trunk release<br>Illuminated Entry System<br>LATCH – Lower Anchors and Tether Anchors for Children<br>MyKey®<br>Rear view camera<br>SecuriCode™ invisible keypad<br>SecuriLock® Passive Anti-Theft System<br>SOS Post-Crash Alert System™<br>Tire Pressure Monitoring System (excludes spare)<br> | **DIMENSIONS**<br>**Exterior**<br>Wheelbase 112.9”<br-Length 202.9”<br>Height 60.7”<br>Width – Including mirrors 85.7”<br>Width – Mirrors folded 77.3”

SHO | 20” Machined and Painted Aluminum Standard: SHO | **Interior**<br>12-volt powerpoints (3)<br>Accessory delay for power features<br>Console – Front overhead with dome/map lights<br>Cruise control<br>Display – Message center<br>Driver and front-passenger seat back map pockets<br>Flooring – Front and rear carpeted floor mats<br>Rear-seat reading lights<br>Steering wheel-mounted cruise, audio and 5-way controls<br>Visors – Driver and front-passenger sliding sun with illuminated vanity mirrors<br>Easy Fuel® capless fuel filler<br>Rear-window defroster<br>Solar-tinted glass<br>Taillamps – LED<br> | **Engine**<br>3.5L EcoBoost V6<br>365 hp @ 5,550 rpm³<br>350 lb.-ft. of torque @ 1,500–5,000 rpm³<br>6-speed SelectShift automatic<br>AWD 16 city/24 hwy/19 combined mpg

³Horsepower and torque ratings achieved with 93-octane fuel.
<table>
<thead>
<tr>
<th>SE</th>
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### Mechanical
- **SE S S** 3.5L Ti-VCT V6 engine with 6-speed SelectShift automatic transmission with Sport Mode and Shifter Activation Button
- **S** 3.5L EcoBoost V6 engine with 6-speed SelectShift automatic transmission with Sport Mode and paddle shifters
- **O O O** 2.0L EcoBoost I-4 engine with 6-speed SelectShift automatic transmission with Shifter Activation Button
- **S** 2.77 final drive
- **S S S** Front-wheel drive (FWD)
- **O O S** All-wheel drive (AWD)
- **S** Suspension – Sport-tuned
- **P P** Driver-Assist Technology
- **P P** Adaptive cruise control & forward collision warning with brake support
- **S S** BLIS® (Blind Spot Information System) with cross-traffic alert
- **P P** SYNC 3 with 4.2" color LCD screen in center stack, 911 Assist®, AppLink®, and 1 smart-charging USB port
- **S S S** Reverse Sensing System
- **S S** SYNC 3 Voice Recognition Communications and Entertainment System with 8" color LCD capacitive touchscreen in center stack, 911 Assist®, AppLink®, and 1 smart-charging USB port
- **P P** Lane-Keeping System
- **S S** Windshield wipers – Rain-sensing
- **S S** Seating
- Front – 6-way power driver and front-passenger seats with manual lumbar adjustments
- Front – 10-way power driver and front-passenger seats with driver’s seat memory feature
- Front – Heated (requires leather)
- Front – Heated and cooled
- Rear – Heated outboard
- **S S** “SHO” graphics embroidered on front seats

### Interior
- **S S** AM/FM stereo/single-CD player with MP3 capability and 6 speakers
- **S S** Audio System from Sony® with Clear Phase™ and Live Acoustics™ technology and HD Radio™ Technology
- **S S S** SiriusXM® Radio with 6-month trial subscription
- **O O O** Voice-activated Navigation System1 with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription
- **S S S** Additional center channel speaker
- **S S** Center console – Front center floor with armrest and cupholders
- **S S S** Climate controls – Dual-zone electronic automatic temperature control
- **S S S** Climate controls – Single-zone manual air conditioning
- **S S** Display – Compass and outside temperature
- **S S S** Door-sill scuff plates – Bright front
- **S S S** Flooring – “LIMITED” branded front floor mats
- **P S S** Flooring – “SHO” branded front floor mats
- **P S S** Ignition – Intelligent Access with push-button start
- **S S S** Ignition – Remote Start System
- **S S S** Mirror – Auto-dimming rearview
- **S S** Mirror – Day/night rearview
- **P S S** Power-adjustable pedals
- **S S S** Power-adjustable pedals with memory
- **S S S** Remote Keyless Entry System with integrated keyhead transmitter remotes
- **S S S** Steering column – Manual-tilt/telescoping
- **S S S** Steering column – Power-tilt/telescoping
- **S S S** Steering wheel – Heated
- **S S S** Steering wheel – Leather-wrapped
- **S S S** Steering wheel – Leather-wrapped with wood accent
- **S S S** Steering wheel – Top-grain leather-wrapped
- **S S S** Trunk cargo net
- **O O O O** Trunk cargo organizer
- **S S** Universal garage door opener
- **S S** Windows – Power with one-touch-up/-down driver’s side window feature
- **S S S** Windows – Power windows with global open and one-touch-up/-down for driver and front passenger

### Exterior
- **S S** Exhaust – Dual with chrome tips
- **S S S** Exhaust – Quasi-dual with chrome tips
- **S S** Grille – Chrome-painted bars
- **S S S** Grille – Body-color bars with chrome inserts
- **S S S** Grille – Piano Black mesh
- **S S S** Headlights – Automatic high beam
- **S S S** Headlights – Halogen projector-beam
- **S S S** Headlights – HID
- **S S S** LED supplemental park lamps
- **S S S** LED supplemental park lamps with Piano Black bezels
- **S S S** Mirrors – Black power sideview
- **S S S** Mirrors – Body-color, power, heated sideview with security approach lamps
- **S S S** Mirrors – Chrome-accented, power, heated sideview with memory, security approach lamps and auto-dimming driver’s side
- **S S S** Mirrors – Piano Black, power, heated sideview with memory, security approach lamps and auto-dimming driver’s side
- **S S S S** Smoker’s Package
- **S S S S** Spoiler – Rear decklid
- **S S S S** Safety & Security
- **S S S S** Perimeter alarm
- **S S S S** Equipment Groups & Packages

#### Equipment Group 201A – SYNC 3 which includes 8" color LCD capacitive touchscreen in center stack with swiping capability, 911 Assist, AppLink, 2 smart-charging USB ports + additional center channel speaker + power-adjustable pedals + Intelligent Access with push-button start
- **O O O O** Driver Assist Package1 includes adaptive cruise control & forward collision warning with brake support, Lane-Keeping System, and active park assist
- **O O** SHO Performance Package1 includes an enhanced sport-tuned suspension, high-performance front brake pads, sport-calibrated steering, AdvanceTrac electronic stability control with “Sport Mode” setting, 3.16 final drive, Alcantara®-trimmed steering wheel, P245/45R20 Performance Summer Tire Compound2 and tire inflator and sealant/kit

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1Restrictions may apply. See your dealer for details. Ford does not recommend using summer tires when temperatures drop to approximately 45°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires.
<table>
<thead>
<tr>
<th>Exterior Options</th>
<th>SE</th>
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<td>White Platinum Metallic Tri-coat</td>
<td>2</td>
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<td>Oxford White</td>
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<td>Ingot Silver</td>
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<tr>
<td>White Gold</td>
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<tr>
<td>Ruby Red Metallic Tinted Clearcoat</td>
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<td>Smoked Quartz Metallic Tinted Clearcoat</td>
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<tr>
<td>Blue Jeans</td>
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<td>Magnetic</td>
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<td>Shadow Black</td>
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</tbody>
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4:5: Optional on SEL

Colors are representative only. See your dealer for actual paint/trim options. Additional charge. Metallic.
SEL in Ingot Silver accessorized with smoked moonroof deflector, side window deflectors by EGR, molded splash guards, chrome mirror caps and chrome-plated wheel lock kit.

**Exterior**
- Chrome mirror caps
- Full vehicle cover
- Hood protector
- Locking fuel plug
- Moonroof deflector
- Rear decklid spoiler
- Rear pedestal spoiler (A)
- Side window deflectors
- Splash guards
- Wheel lock kit

**Interior**
- All-weather floor mats (B)
- Ash cup/coin holders
- Cargo organizers and protectors
- Carpeted floor mats
- First aid and roadside assistance kits
- Interior light kit
- Sport pedals (C)
- Tablet cradle

**Electronics**
- Bumper-mounted warning sensor systems
- Remote Access (D)
- Remote start systems
- Vehicle Security System

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**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 Protect Extended Service Plans.** Whether you purchase or lease your Ford vehicle, insist on genuine Ford Protect extended service plans. Ford Protect has a variety of plans to give you peace-of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Ford and honored at all Ford dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Ford Protect extended service plans.

**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.

**Ford Original Accessories.** They’re warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, 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 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/or a copy of all limited warranties.

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