SOPHISTICATION
IN MOTION.

With its wide stance and on-point design cues, the 2018 Taurus makes a powerful statement. It is designed to respect your comfort and respond to your needs.

The standard 3.5L engine provides plenty of power and torque for this 5-passenger full-size sedan. To help you stay poised through the corners, even when accelerating, there’s standard 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 standard 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. Plus, all-wheel drive (AWD) balances torque between the front and rear wheels to enhance handling and traction. The 2018 Ford Taurus is designed for maximum agility.
Ready for any season, Taurus offers a heated, leather-wrapped steering wheel for those cooler days. Use the 5-way control pads on either side to adjust certain vehicle settings while keeping both hands on the wheel.

From finely stitched seats to eye-catching accents, each meticulously assembled Taurus interior is filled with elements designed for your enjoyment. Heated and cooled power front seats, power-adjustable pedals and power sideview mirrors are standard on Limited and SHO. All feature memory to make life even more convenient. You can choose from 7 colors of ambient lighting according to your mood, while the Audio System from Sony® with Clear Phase® and Live Acoustics™ technology can enhance your listening pleasure on every drive.

2018 Taurus | ford.com
Limited. Leather-trimmed interior in Charcoal Black with perforated inserts. Available equipment. 1 Memory feature not available on front-passenger seat. 2 Available feature.
Ready. Set. SHO. 0-60 mph in 5.5 seconds and a quarter mile in 14.4 seconds. Taurus SHO excels at true enthusiast performance. Under the hood, a 3.5L EcoBoost® V6 provides instant straight-line acceleration from the twin turbos and direct injection. Standard all-wheel drive (AWD) is paired with a sport-tuned suspension and vented disc brakes for optimal driving performance.

The SHO Performance Package takes your experience to the next level with a 3.16:1 final drive ratio, sport-calibrated steering, high-performance front brake pads, performance summer tires, and an enhanced sport-tuned suspension featuring unique shocks and springs. Plus, the “Sport Mode” setting on the AdvanceTrac® electronic stability control lets you do some fine-tuning of your own.
SYNC 3

Imagine controlling calls, music and more with just a touch and your voice. SYNC® 3® lets you keep your hands on the wheel while it quickly responds to your spoken requests. Or use the responsive touchscreen in the center of your instrument panel to access its many helpful features. Bring the power of Siri® into Taurus with Siri Eyes Free and your paired iPhone®. The system also features 2 smart-charging USB ports to help keep your devices powered up and ready to go.

**SYNC APPLINK®**
Voice control for your favorite compatible mobile apps
- Spotify®
- Pandora®
- and more

**APPLE CARPLAY™ COMPATIBILITY**
Use Siri to interact with your iPhone
Access your favorite songs and playlists in Apple Music®
Utilize Apple Maps for voice-guided navigation and estimated travel time

**ANDROID AUTO™ COMPATIBILITY**
Talk to Google™ to interact with your Android™ smartphone
Access your favorite music through your apps
Utilize Waze™ or Google Maps™ for voice-guided navigation and estimated travel time

**FORDPASS™ SMARTPHONE APP**
Your personal journey assistant
- Find fuel and compare prices
- Find, reserve and pay for parking in select locations
- Get help from our trained team of Ford Guides – available 24/7

**VOICE-ACTIVATED NAVIGATION**
- Turn-by-turn directions
- Vivid 3-D maps
- Pinch-to-zoom touchscreen capability

**SIRIUSXM® TRAFFIC & TRAVEL LINK®**
Complimentary for 5 years
- Real-time traffic updates
- Fuel station locations and prices
- Current and forecasted weather
- Movie locations and showtimes
- Sports scores

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Your personal journey assistant
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- Find, reserve and pay for parking in select locations
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**SYNC 3**
STAY CONNECTED ON THE MOVE.
READY TO ASSIST.

IN TRAFFIC
Adaptive cruise control & forward collision warning with brake support can adjust the speed of Taurus to maintain a preset gap from the vehicle in front of you. If a potential collision is detected, the system can visually and audibly alert you, and pre-charge the braking system to help provide full responsiveness when you brake.

BETWEEN THE LINES
Drifting out of your lane? The Lane-Keeping System can help. By applying steering wheel torque, and even alerting you with steering wheel vibration, it helps direct you to return to your lane.

CHANGING LANES
BLIS® (Blind Spot Information System) with cross-traffic alert warns you if it detects a vehicle in either of your blind spots while driving forward, or approaching from the sides while in Reverse.

WHEN PARALLEL PARKING
Active park assist is a beauty to behold. It not only assists you in finding a spot, it steers you into it while you control the accelerator, brake and gear shifter as needed.

KEEPING THINGS STABLE
Standard on every Taurus, AdvanceTrac electronic stability control helps reduce skidding and fishtailing, which is beneficial in various kinds of inclement weather.

*Available feature. Driver-assist features are supplemental and do not replace the driver’s attention, judgment and need to control the vehicle. †Lane-Keeping System does not control steering. ‡BLIS replaces standard integrated blind spot mirrors. ††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.
STANDARD FEATURES

Mechanical
- 4-wheel disc brakes with Anti-Lock Brake System (ABS)
- Electric power-assisted steering
- Suspension – Front: independent MacPherson strut; rear: independent multilink
- Torque Vectoring Control
- Driver-Assist Technology
- Autolamp automatic on/off headlamps with wiper activation

Seating
- Front bucket seats
- 4-way adjustable front head restraints
- 60/40 split fold-down rear seat with fold-down center armrest
- Driver and front-passenger seat back map pockets

Interior
- 12V powerpoints (3)
- Accessory delay for power features
- Cruise control
- Driver and front-passenger sliding sun visors with illuminated vanity mirrors
- Front and rear carpeted floor mats
- Front overhead console with dome/map lights
- Message center
- Rear-seat reading lights
- Steering wheel-mounted cruise, audio and 5-way controls

Exterior
- Easy Fuel® capless fuel filler
- LED taillamps
- Rear-window defroster
- Solar-tinted glass
- Speed-sensitive windshield wipers

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’s seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
- Front-seat side airbags
- Safety Canopy® side-curtain airbags and rollover sensor
- 3-point safety belts for all seating positions
- AdvanceTrac® electronic stability control and Curve Control
- Battery saver
- Belt-Minder® front safety belt reminder
- Child-safety rear door locks
- Emergency in-trunk release handle
- Illuminated Entry System
- LATCH – Lower Anchors and Tether Anchors for Children
- MyKey® technology to help parents encourage responsible driving
- Rear view camera
- SecuriCode™ invisible keypad
- SecuriLock® Passive Anti-Theft System
- SOS Post-Crash Alert System™
- Tire Pressure Monitoring System (excludes spare)

POWERTRAINS/EPA-ESTIMATED RATINGS

<table>
<thead>
<tr>
<th>Engine</th>
<th>Horsepower</th>
<th>Torque (lb-ft)</th>
<th>RPM</th>
<th>Transmission</th>
<th>MPG (City/Hwy/Combined)</th>
</tr>
</thead>
</table>
| 3.5L Ti-VCT V6  | 288 hp     | 254 lb-ft      | 6,500 rpm | 6-speed SelectShift® automatic with Sport Mode and Shifter Activation Button | FWD 18 city/27 hwy/21 combined mpg
|                 |            |                |     |              | AWD 17 city/24 hwy/19 combined mpg |
| 3.5L EcoBoost® V6 | 365 hp    | 350 lb-ft      | 5,550 rpm | 6-speed SelectShift automatic with Sport Mode and paddle shifters | AWD 16 city/24 hwy/19 combined mpg

DIMENSIONS

<table>
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<tr>
<th>Exterior</th>
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<tbody>
<tr>
<td>Length</td>
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</tr>
<tr>
<td>Height</td>
<td>60.7&quot;</td>
</tr>
<tr>
<td>Width – Including mirrors</td>
<td>85.7&quot;</td>
</tr>
<tr>
<td>Width – Mirrors folded</td>
<td>77.3&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interior</th>
<th>Front/Rear</th>
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</thead>
<tbody>
<tr>
<td>Head room</td>
<td>39.0&quot;/37.8&quot;</td>
</tr>
<tr>
<td>Leg room</td>
<td>44.2&quot; (max.)/38.1&quot;</td>
</tr>
<tr>
<td>Hip room</td>
<td>56.3&quot;/55.8&quot;</td>
</tr>
<tr>
<td>Shoulder room</td>
<td>57.9&quot;/56.9&quot;</td>
</tr>
</tbody>
</table>

Capacities (cu. ft.):
- Passenger volume: 102.2
- Luggage capacity: 20.1
- Total interior volume: 122.3
- Fuel Tank (gal.): 19.0

Wheels:
- 1 18” Sparkle Silver-Painted Aluminum S SE/SEL
- 2 19” Premium Luster Nickel-Painted Aluminum S Limited
- 3 20” Polished Aluminum O Limited
- 4 20” Ebony Black-Painted Machined Aluminum with Painted Pockets S SHO
- 5 20” 15-Spoke Low-Gloss Ebony Black-Painted Machined Aluminum A SEL O SHO

1 Always wear your safety belt and secure children in the rear seat. 2 Actual mileage will vary. 3 Horsepower and torque ratings achieved with 93-octane fuel.
### Build Your Taurus

#### SE
- **Mechanical**
  - Front-wheel drive (FWD)
  - All-wheel drive (AWD)
- **Suspension**
  - Sport-tuned
- **Driver-Assist Technology**
  - Adaptive cruise control & forward collision warning with brake support
- **BLIS®** (Blind Spot Information System) with cross-traffic alert
- **Lan-Keeping System**
- **Reverse Sensing System**
- **SYNC® Voice Recognition Communications and Entertainment System with 4.2" color LCD screen in center stack, 911 Assist, AppLink, and 1 smart-charging USB port**
- **SYNC 3 with 8" color LCD capacitive touchscreen in center stack, 911 Assist, AppLink, Apple CarPlay™ compatibility, Android Auto™ compatibility, and 2 smart-charging USB ports**
- **Seating**
  - 6-way power driver and front-passenger seats with manual lumbar adjustments
  - 10-way power driver and front-passenger seats with driver's seat memory feature
  - Heated front seats (requires leather trim)
  - Heated and cooled front seats
  - Heated rear outboard seats
  - "SHO" graphics embroidered on front seats
- **Interior**
  - AM/FM stereo/single-CD player with MP3 capability and 6 speakers
  - Audio System from Sony® with Clear Phase® and Live Acoustics™ technology, and HD Radio™ Technology
  - SiriusXM® Radio with 6-month trial subscription
  - Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription
  - Additional center channel speaker
- **Climate**
  - All-weather floor mats
  - Aluminum accelerator and brake pedal covers
  - Bright front door-sill scuff plates
  - Center console – Front center floor with armrest and cupholders
  - Rear-window power sunshade
  - Remote Keyless Entry System with integrated keyhead transmitter relays
  - Universal garage door opener
  - Windows – Power with one-touch-up/down driver's side window feature
  - Windows – Power with one-touch-up/down for driver and front passenger
  - Exhaust – Quasi-dual with chrome tips
  - Exhaust – Dual with chrome tips
  - Grille – Chrome-painted bars
  - Grille – Body-color bars with chrome inserts
- **Safety & Security**
  - Intelligent Access with push-button start
  - Perimeter alarm
  - AdvanceTrac® electronic stability control
  - Front brake pads, sport-calibrated steering, 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-only tires, and tire inflator and sealant kit

#### SEL
- **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.**

#### LIMITED
- **Mechanical**
  - Front-wheel drive (FWD)
  - All-wheel drive (AWD)
- **Suspension**
  - Sport-tuned
- **Driver-Assist Technology**
  - Adaptive cruise control & forward collision warning with brake support
- **BLIS®** (Blind Spot Information System) with cross-traffic alert
- **Lane-Keeping System**
- **Reverse Sensing System**
- **SYNC® Voice Recognition Communications and Entertainment System with 4.2" color LCD screen in center stack, 911 Assist, AppLink, and 1 smart-charging USB port**
- **SYNC 3 with 8" color LCD capacitive touchscreen in center stack, 911 Assist, AppLink, Apple CarPlay™ compatibility, Android Auto™ compatibility, and 2 smart-charging USB ports**
- **Seating**
  - 6-way power driver and front-passenger seats with manual lumbar adjustments
  - 10-way power driver and front-passenger seats with driver's seat memory feature
  - Heated front seats (requires leather trim)
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  - Heated rear outboard seats
  - "SHO" graphics embroidered on front seats
- **Interior**
  - AM/FM stereo/single-CD player with MP3 capability and 6 speakers
  - Audio System from Sony® with Clear Phase® and Live Acoustics™ technology, and HD Radio™ Technology
  - SiriusXM® Radio with 6-month trial subscription
  - Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription
  - Additional center channel speaker
- **Climate**
  - All-weather floor mats
  - Aluminum accelerator and brake pedal covers
  - Bright front door-sill scuff plates
  - Center console – Front center floor with armrest and cupholders
  - Rear-window power sunshade
  - Remote Keyless Entry System with integrated keyhead transmitter relays
  - Universal garage door opener
  - Windows – Power with one-touch-up/down driver's side window feature
  - Windows – Power with one-touch-up/down for driver and front passenger
  - Exhaust – Quasi-dual with chrome tips
  - Exhaust – Dual with chrome tips
  - Grille – Chrome-painted bars
  - Grille – Body-color bars with chrome inserts
- **Safety & Security**
  - Intelligent Access with push-button start
  - Perimeter alarm
  - AdvanceTrac® electronic stability control
  - Front brake pads, sport-calibrated steering, 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-only tires, and tire inflator and sealant kit

#### SHO
- **Mechanical**
  - Front-wheel drive (FWD)
  - All-wheel drive (AWD)
- **Suspension**
  - Sport-tuned
- **Driver-Assist Technology**
  - Adaptive cruise control & forward collision warning with brake support
- **BLIS®** (Blind Spot Information System) with cross-traffic alert
- **Lane-Keeping System**
- **Reverse Sensing System**
- **SYNC® Voice Recognition Communications and Entertainment System with 4.2" color LCD screen in center stack, 911 Assist, AppLink, and 1 smart-charging USB port**
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*Restrictions may apply. See your dealer for details. *After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. 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. See your Ford 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.*
Colors are representative only. See your dealer for actual paint/trim options. Additional charge. Metallic.

**2018 Taurus**

<table>
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<th>Color</th>
<th>SE</th>
<th>SEL</th>
<th>LIMITED</th>
<th>SHO</th>
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<td>2  3  4  5</td>
<td>6  7</td>
<td>8  9</td>
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<tr>
<td>Oxford White</td>
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<tr>
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<tr>
<td>White Gold&lt;sup&gt;2&lt;/sup&gt;</td>
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<td>2</td>
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<tr>
<td>Burgundy Velvet Metallic Tinted Clearcoat&lt;sup&gt;1&lt;/sup&gt;</td>
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<td>Blue&lt;sup&gt;2&lt;/sup&gt;</td>
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<tr>
<td>Shadow Black</td>
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<td>2</td>
<td>3  4  5</td>
<td>6  7</td>
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</tbody>
</table>

4,5: Optional on SEL
Ford Licensed Accessory. 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’s engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

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.


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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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.

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