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.

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

2018 Taurus | ford.com
Limited. Burgundy Velvet Metallic Tinted Clearcoat. Available equipment. 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. Available feature.
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.
Ready. Set. SHO. 0-60 mph in 5.5 seconds\(^1\) and a quarter mile in 14.4 seconds.\(^3\) 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,\(^4\) 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.
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 3**
STAY CONNECTED ON THE MOVE.

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**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

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

**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

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

**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

**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

**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

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*Don'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. *Available feature. *Available via download and compatible with select smartphone platforms. Learn more at fordpass.com. Message and data rates may apply. *Requires phone with active data service and compatible software. SYNC does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality. *Commands may vary by phone and Applink software. *Certain restrictions, 3rd-party terms, or message and data rates may apply. See footnote 2 in “Build Your Taurus” section of Specifications and your Ford Dealer for details.
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)
Compact spare wheel and tire
Electric power-assisted steering
Suspension – Front: independent MacPherson strut; rear: independent multilink
Torque Vectoring Control
Traction 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

3.5L Ti-VCT V6
288 hp @ 6,500 rpm 254 lb.-ft. of torque @ 4,000 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
Standard: S/SEL/Limited

3.5L EcoBoost® V6
365 hp @ 5,550 rpm 350 lb.-ft. of torque @ 1,500–5,000 rpm
6-speed SelectShift automatic with Sport Mode and paddle shifters
AWD 16 city/24 hwy/19 combined mpg
Standard: SHO

DIMENSIONS

Exterior
Wheelbase 112.9"
Length 202.9"
Height 60.7"
Width – Including mirrors 85.7"
Width – Mirrors folded 77.3"

Interior
Front/Rear Head room 39.0”/37.8”
Leg room 44.2” (max.)/38.1”
Hip room 56.3”/55.8”
Shoulder room 57.9”/56.9”

Capacities (cu. ft.)
Passenger volume 102.2
Luggage capacity 20.1
Total interior volume 122.3
Fuel Tank (gal.)
FWD/AWD 19.0

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**S**: STANDARD  **O**: OPTIONAL  **A**: AVAILABLE

<table>
<thead>
<tr>
<th>Wheels</th>
<th>Finish</th>
<th>Model</th>
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<tbody>
<tr>
<td>1</td>
<td>18&quot; Sparkle Silver-Painted Aluminum</td>
<td>S/SEL</td>
</tr>
<tr>
<td>2</td>
<td>19&quot; Premium Luster Nickel-Painted Aluminum</td>
<td>S/Limited</td>
</tr>
<tr>
<td>3</td>
<td>20&quot; Polished Aluminum</td>
<td>0/Limited</td>
</tr>
<tr>
<td>4</td>
<td>20&quot; Ebony Black-Painted Machined Aluminum with Painted Pockets</td>
<td>S/SHO</td>
</tr>
<tr>
<td>5</td>
<td>20” 15-Spoke Low-Gloss Ebony Black-Painted Machined Aluminum</td>
<td>A/SEL/0 SHO</td>
</tr>
</tbody>
</table>

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
  - Lane-Keeping System
- **Seating**
  - 6-way power driver and front-passenger seats
  - 10-way power driver and front-passenger seats
  - Heatable 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

**SEL**

- **Mechanical**
  - Front-wheel drive (FWD)
  - All-wheel drive (AWD)
- **Suspension**
  - Sport-tuned
- **Driver-Assist Technology**
  - Adaptive cruise control & forward collision warning
  - Lane-Keeping System
- **Seating**
  - 6-way power driver and front-passenger seats
  - 10-way power driver and front-passenger seats
  - Heatable 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

**LIMITED**

- **Mechanical**
  - Front-wheel drive (FWD)
  - All-wheel drive (AWD)
- **Suspension**
  - Sport-tuned
- **Driver-Assist Technology**
  - Adaptive cruise control & forward collision warning
  - Lane-Keeping System
- **Seating**
  - 6-way power driver and front-passenger seats
  - 10-way power driver and front-passenger seats
  - Heatable 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

**SHO**

- **Mechanical**
  - Front-wheel drive (FWD)
  - All-wheel drive (AWD)
- **Suspension**
  - Sport-tuned
- **Driver-Assist Technology**
  - Adaptive cruise control & forward collision warning
  - Lane-Keeping System
- **Seating**
  - 6-way power driver and front-passenger seats
  - 10-way power driver and front-passenger seats
  - Heatable 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

### Equipment Group & Packages

- **SE**
  - 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
  - Daytime running lamps (DRL)
  - Remote Keyless Entry System with integrated keyhead transmitter remotes
  - Universal garage door opener

- **SEL**
  - SYNC 3 with 8” color LCD capacitive touchscreen
  - Rain-sensing windshield wipers
  - Reverse Sensing System
  - Intelligent Access with push-button start

- **LIMITED**
  - SYNC 3
  - Active park assist
  - Travel Link® with 5-year subscription

- **SHO**
  - SHO Performance Package: enhanced sport-tuned suspension, high-performance front brake pads, sport-calibrated steering, AdvancedTrac® 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

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1 Restrictions may apply. See your dealer for details. 2 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. 3 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. 1Additional charge. 2Metallic.

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<th>SEL</th>
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<tr>
<td>Shadow Black</td>
<td>1</td>
<td>2 3 4 5</td>
<td>6 7</td>
<td>8 9</td>
</tr>
</tbody>
</table>

4,5: Optional on SEL
## Exterior
- Chrome mirror caps
- Full vehicle cover\(^1\)
- Hood protector\(^1\)
- Locking fuel plug
- Moonroof deflectors
- Rear spoilers (A)
- Side window deflectors\(^a\)
- 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\(^1\)
- Interior light kit
- Sport pedals (C)
- Tablet cradle\(^a\)

## Electronics
- Bullfrog\(^b\) portable Bluetooth\(^b\) speakers
- Bumper-mounted warning sensor systems\(^1\)
- Rear seat entertainment\(^1\)
- Remote Access (D)
- Remote start systems
- Vehicle Security System

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\(^{a}\)Ford Licensed Accessory.

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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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**Electronics**

- Bullfrog\(^b\) portable Bluetooth\(^b\) speakers
- Bumper-mounted warning sensor systems\(^1\)
- Rear seat entertainment\(^1\)
- Remote Access (D)
- Remote start systems
- Vehicle Security System

**Accessories/ford.com**

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\(^{1}\)Ford Licensed Accessory.