

# 14TAURUS+SHO



Go Further



**Awe-inspiring power AND  
class-leading highway mpg.<sup>1</sup>**

*Limited. Tuxedo Black Metallic. Available equipment.*

<sup>1</sup>EPA-estimated rating: 22 city/32 hwy/26 combined mpg, 2.0L EcoBoost® I-4, FWD. Actual mileage will vary. Class is Full-Size Sedans, Non-Hybrid vs. 2013/2014 competitors.

**14TAURUS**  
ford.com







## Power player.

There's power in a name. Especially this one: Super High Output. 365 horsepower<sup>1</sup> erupts from its 3.5L EcoBoost<sup>®</sup> V6 engine, where twin turbochargers and direct-injection supply instant straight-line acceleration. Together with all-wheel drive and vented disc brakes all around, Taurus SHO delivers true enthusiast performance. Plus an EPA-estimated rating of 25 mpg hwy.<sup>2</sup> The SHO Performance Package adds unique shocks and springs, performance friction brake pads, a 3.16:1 final drive ratio, and 20" machined and premium painted aluminum wheels. "It is one mean track machine," says *Motor Trend*. A true "off" mode for the AdvanceTrac<sup>®</sup> electronic stability control even lets you do a little fine tuning of your own. No one else has to know.

350 LB.-FT.<sup>1</sup>

365 HP<sup>1</sup>

0-60



5.5 SEC.<sup>3</sup>

1/4

MILE

14.4 SEC.<sup>3</sup>

SHO. Ruby Red Metallic Tinted Clearcoat.  
Available equipment.

<sup>1</sup>Figures achieved using 93-octane premium fuel. <sup>2</sup>EPA-estimated rating: 17 city/25 hwy/20 combined mpg, 3.5L EcoBoost V6, AWD. Actual mileage will vary. <sup>3</sup>Based on Ford testing.



## Efficiency expert.

When equipped with the 2.0L EcoBoost® I-4 engine,<sup>1</sup> Taurus has a best-in-class EPA-estimated rating of 32 mpg hwy.<sup>2</sup> This turbocharged, direct-injection powerplant delivers ample torque for off-the-line acceleration, while a 6-speed SelectShift® automatic transmission helps provide outstanding highway fuel economy (travel an EPA-estimated range of 445 miles without having to fill up).<sup>3</sup> The 3.5L Ti-VCT V6 engine features twin independent variable camshaft timing, allowing for a robust 288 horsepower while contributing to efficiency.

**CLASS-BEST**  
EPA-ESTIMATED RATING



**32 MPG HWY<sup>2</sup>**

**TURBO**



**CHARGED<sup>1</sup>**

**RAIN-SENSING**



**WIPERS<sup>1</sup>**

*Limited. Ingot Silver Metallic.  
Available equipment.*

<sup>1</sup>Available feature. <sup>2</sup>EPA-estimated rating: 22 city/32 hwy/26 combined mpg, 2.0L EcoBoost I-4, FWD. Actual mileage will vary. <sup>3</sup>EPA-estimated rating: 22 city/32 hwy/26 combined mpg, 19-gallon tank; 2.0L EcoBoost I-4. Range calculation based on [www.fueleconomy.gov](http://www.fueleconomy.gov). Actual mileage will vary.





## Luxury enthusiast.

Take your seat in Taurus and prepare to be pampered. You'll find space to stretch out. Plus, amenities that help you relax. Even revive. Leather-trimmed, 10-way power front seats<sup>1</sup> when equipped with Active Motion<sup>®1</sup> can massage your lower back, upper leg area and change the contour of your seat – helping you stay alert on long trips. Add the comfort of heated and cooled front seats<sup>1</sup> and you may not want to leave. In the rear, passengers can enjoy heated outboard seats<sup>1</sup> as well. With luxury sedan fit and finish, as well as the latest technological advancements, Taurus will bring tranquility to your day – whether you're gripping the heated steering wheel<sup>1</sup> or gazing up through the power moonroof.<sup>1</sup>

HEATED



STEERING<sup>1</sup>

HEATED/COOLED



SEATS<sup>1</sup>

ACTIVE MOTION



SEATS<sup>1</sup>

*Limited. Dune leather trim with perforated inserts. Available equipment.*

<sup>1</sup>Available feature.

14TAURUS  
ford.com



## Personal assistant.

Speak your mind. Then marvel as voice-activated Ford SYNC®<sup>1</sup> with 911 Assist® delivers hands-free calls, Bluetooth® streaming music and more with simple voice commands. Once paired, it can download your contacts and play music from your smartphone, MP3, USB or iPod®. Just touch a button on the steering wheel and say things like “Call: Broker” or “Play playlist: Jazz.” SYNC AppLink™<sup>2</sup> lets you control Pandora®, iHeartAuto™, MLB.com At Bat® and select other apps by voice too. Taking command of your drive is easy in Taurus. SYNC. Say the word.

**SYNC**  
POWERED BY **Microsoft**

*Limited. Dune leather trim. SYNC with MyFord Touch. Available equipment.*



<sup>1</sup>Available 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. Not all features are compatible with all phones. <sup>2</sup>SYNC AppLink is available on select models and compatible with select smartphone platforms. SYNC AppLink is not compatible with MyFord Touch®. Commands may vary by phone and AppLink software.

14TAURUS  
ford.com







## Information specialist.

Everything at your fingertip. Press "accept" on the 8" color LCD touch screen of SYNC<sup>®1</sup> with MyFord Touch<sup>®1</sup> to answer a call from your paired phone. With HD Radio<sup>™</sup> Technology,<sup>2</sup> simply touch the shopping cart icon while a new favorite is playing and purchase it later with iTunes<sup>®</sup> tagging. SiriusXM Satellite Radio includes a 6-month trial subscription that brings you over 130 channels including commercial-free music, plus sports, news, talk, comedy and entertainment. Pair it with the voice-activated Navigation System,<sup>2</sup> which includes SiriusXM Traffic and Travel Link as part of the trial, and you'll have the ability to look up fuel prices, check local and national weather, and get detailed information on traffic speed, accidents, construction and road closings. It's all just a touch away.



<sup>1</sup>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. Not all features are compatible with all phones. <sup>2</sup>Available feature.



## Dynamic driver.

With AdvanceTrac<sup>®</sup> electronic stability control<sup>1</sup> and traction control, Taurus brings an uncompromising level of confidence to each drive. To help Taurus stay firmly planted, Torque Vectoring Control allows more torque to reach the road by applying slight braking force to the inside front wheel for confident acceleration through a corner. Curve Control enhances grip through sharp turns, helping to slow the vehicle by as much as 10 mph in about a second if it senses you're taking a curve too quickly.<sup>1</sup> All are standard.

*Limited. Tuxedo Black Metallic. Available equipment.*

<sup>1</sup>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.





## Trusted advisor.

With its advanced technologies, Taurus can help you parallel park, avoid collisions and more. Active park assist<sup>1</sup> finds a spot, then steers the vehicle into place as you shift gears and control the brake and accelerator pedals. A new Lane-Keeping System<sup>1</sup> is designed to alert you if it detects your Taurus drifting toward a lane marker. If you continue to drift, Taurus shudders the steering wheel, alerting you to steer back toward center. BLIS<sup>®</sup> (Blind Spot Information System) with cross-traffic alert<sup>1</sup> uses lights embedded in the sideview mirrors<sup>2</sup> to warn of traffic detected in blind spots as you're driving forward or traffic nearing either side of the vehicle as you're slowly backing up. Adaptive cruise control and collision warning with brake support<sup>1</sup> helps alleviate concerns about traffic by maintaining a preset gap from the vehicle in front of you and warning you if a potential front-end collision is detected. Wherever you drive, you can be confident that Taurus is your ally on the road.

<sup>1</sup>Available feature. <sup>2</sup>BLIS replaces standard integrated blind spot mirrors. Lane-Keeping System does not control steering. Driver-assist features are supplemental and do not replace the driver's judgment.





## Honored protector.

Should the unthinkable happen, Ford Taurus is engineered to help protect. In certain collisions, enhanced airbags with tethering and venting adjust their deployment force to occupant size, position and safety belt status. When an airbag deploys, Ford SYNC® with 911 Assist<sup>®1</sup> can place a call to a 911 operator, even if you can't, while the SOS Post-Crash Alert System<sup>™2</sup> assists rescue workers in locating the vehicle. A masterful combination of high-strength and ultra-high-strength boron steel forms an intricate safety cage around the passenger compartment, while AdvanceTrac<sup>®</sup> electronic stability control<sup>3</sup> helps keep things stable, particularly in inclement weather. No wonder Taurus has earned a "Top Safety Pick" from the Insurance Institute for Highway Safety (IIHS) – 6 years in a row (2008–2013).<sup>4</sup>

2013 IIHS



TOP SAFETY PICK



6 AIRBAGS



911 ASSIST<sup>1</sup>

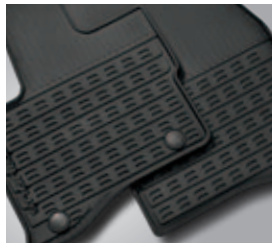
SHO. Ruby Red Metallic Tinted Clearcoat. Available equipment.

<sup>1</sup>Available feature. The vehicle's electrical system (including the battery), the wireless service provider's signal and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed. When the feature is ON, 911 Assist uses your paired and connected mobile phone to assist occupants to contact emergency services by dialing 911 if your airbag deploys or, on certain vehicles, if the emergency fuel pump shut-off is activated. <sup>2</sup>SOS hardware may become damaged and the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner. <sup>3</sup>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. <sup>4</sup>2014 models not yet tested.

14TAURUS  
ford.com







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

*Sport pedals*

*All-weather floor mats*

*Remote Access*

*Rear spoiler*

#### Exterior

Full vehicle covers<sup>1</sup>  
Hood protector<sup>1</sup>  
Locking fuel plug  
Rear decklid spoiler

#### Interior

Ash cup/coin holders  
Auto-dimming rearview mirror  
Cargo organizers and protectors  
Carpeted floor mats  
Interior light kit

#### Electronics

Bumper-mounted warning sensor systems<sup>1</sup>  
Portable DVD rear-seat entertainment systems<sup>1</sup>  
Remote start systems  
Vehicle Security System

# Taurus Specifications

## Standard Features

### Mechanical

4-wheel disc Anti-Lock Brake System (ABS)  
Battery Management System  
Brake- and engine-actuated traction control  
Electric power-assisted steering (EPAS)  
Suspension – Front: independent MacPherson strut  
Suspension – Rear: independent multilink  
Torque Vectoring Control

### Seating

4-way adjustable front head restraints  
Front bucket seats  
60/40 split-fold rear seat back with fold-down center armrest

### Interior

12-volt powerpoints (3)  
Accessory delay for power features  
Adjustable rear vents  
Driver and front-passenger seat back map pockets  
Front and rear carpeted floor mats  
Front center floor console with armrest and storage  
Front overhead console with dome and map lights  
Power door locks  
Rear-seat reading lights  
Sliding sun visors with illuminated vanity mirrors  
Steering wheel-mounted cruise, audio and 5-way MyFord<sup>®</sup> controls (2)  
Tilt/telescoping steering column

### Exterior

Easy Fuel<sup>®</sup> capless fuel filler  
Light-emitting diode (LED) taillamps  
Power sideview mirrors with integrated blind spot mirrors  
Rear-window defroster  
Solar-tinted glass

### Safety & Security

Personal Safety System<sup>™</sup> for driver and front passenger includes dual-stage front airbags<sup>2</sup>; 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  
3-point safety belts for all seating positions  
AdvanceTrac<sup>®</sup> electronic stability control and Curve Control  
Battery saver  
Belt-Minder<sup>®</sup> front safety belt reminder  
Child-safety rear door locks  
Emergency trunk release  
Front-seat side airbags<sup>2</sup>  
Illuminated Entry System  
LATCH (Lower Anchors and Tether Anchors for Children)

### MyKey<sup>®</sup>

Safety Canopy<sup>®</sup> System with side-curtain airbags<sup>2</sup> and rollover sensor  
SecuriCode<sup>™</sup> invisible keypad  
SecuriLock<sup>®</sup> Passive Anti-Theft System  
SOS Post-Crash Alert System<sup>™</sup>  
Tire Pressure Monitoring System (excludes spare)

## Engines/EPA-Estimated Ratings & Dimensions

### 3.5L Ti-VCT V6

288 hp @ 6,500 rpm  
254 lb.-ft. of torque @ 4,000 rpm  
6-speed SelectShift<sup>®</sup> automatic  
FWD 19 city/29 hwy/23 combined mpg  
AWD 18 city/26 hwy/21 combined mpg

### 2.0L EcoBoost<sup>®</sup> I-4

240 hp @ 5,500 rpm<sup>3</sup>  
270 lb.-ft. of torque @ 1,675–4,800 rpm<sup>3</sup>  
6-speed SelectShift automatic  
FWD 22 city/32 hwy/26 combined mpg

### 3.5L EcoBoost<sup>®</sup> V6

365 hp @ 5,500 rpm<sup>3</sup>  
350 lb.-ft. of torque @ 3,000 rpm<sup>3</sup>  
6-speed SelectShift automatic  
AWD 17 city/25 hwy/20 combined mpg

### Exterior

Wheelbase	112.9"
Length	202.9"
Height	60.7"
Width – Excluding mirrors	76.2"
Width – Including mirrors	85.7"

### Interior

	Front/Rear
Head room	39.0"/37.8"
Shoulder room	57.9"/56.9"
Hip room	56.3"/55.8"
Leg room	41.9"/38.1"

### Capacities (cu. ft.)

Passenger volume	102.2
Luggage capacity	20.1
Total interior volume	122.3

### Fuel Tank (gal.)

FWD/AWD	19.0
---------	------



SE. Deep Impact Blue Metallic. SEL. Ingot Silver Metallic. Available equipment.

MyFord 4.2" instrument panel LCD display.

SEL. Rear view camera.<sup>1</sup>

20.1 cu. ft. of trunk space.

## SE

**Equipment Group 100A**  
Includes all standard features, plus:

### Mechanical

3.5L Ti-VCT V6 engine  
6-speed SelectShift<sup>®</sup> automatic transmission with Sport Mode and shifter button activation  
Front-wheel drive (FWD)

### Seating

6-way power driver and front-passenger seats with manual lumbar adjustment  
Cloth seats

### Interior

AM/FM stereo/single-CD player with MP3 capability and 6 speakers  
Auxiliary audio input jack  
Cruise control  
Day/night rearview mirror  
Message center  
MyFord<sup>®</sup> with 4.2" LCD displays in instrument cluster and center stack  
Power windows with one-touch-up/-down driver's side window feature  
Single-zone manual air conditioning

### Exterior

17" Sparkle Silver-painted aluminum wheels with P235/60R17 all-season tires  
Black, power sideview mirrors  
Quasi-dual exhaust with chrome tips  
Remote Keyless Entry System with integrated keyhead transmitter remotes (2)  
Wiper-activated halogen headlamps with autolamp

### Available Options

2.0L EcoBoost<sup>®</sup> 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  
Cargo organizer

## SEL

**Equipment Group 200A**  
Includes select SE features, plus:

### Seating

Unique cloth seats

### Interior

Auto-dimming rearview mirror  
Covered front-row cupholders and storage  
Dual-zone electronic automatic temperature control  
Ford SYNC<sup>®</sup> 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  
LED supplemental park lamps

### Available Equipment Group

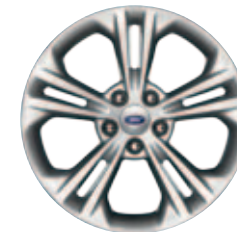
**Equipment Group 201A** – SYNC with MyFord Touch<sup>®</sup> voice-activated, in-vehicle connectivity system, which includes SYNC Services<sup>2</sup>; 2 configurable 4.2" color LCD displays in instrument cluster; 8" LCD color touch screen in center stack; media hub with 2 USB ports, SD card reader and audio/video input jacks + additional center channel speaker + power-adjustable pedals + Reverse Sensing System + 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)  
20" 10-spoke machined and low-gloss ebony-painted aluminum wheels with P245/45R20 all-season tires (requires 201A)  
All-weather floor mats  
All-wheel drive (AWD)  
Ash cup/coin holder with lighter element  
Cargo organizer  
Leather-trimmed seats with heated front seats  
Power moonroof (requires 201A)  
Rear decklid spoiler  
Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link with 6-month trial subscription (requires 201A)



17" Sparkle Silver-Painted Aluminum  
Standard: **SE**



18" Sparkle Silver-Painted Aluminum  
Standard: **SEL**



20" 10-Spoke Machined and Low Gloss Ebony-Painted Aluminum  
Available: **SEL**

<sup>1</sup>Available feature. <sup>2</sup>SYNC Services varies by trim level and model year and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Ford Motor Company reserves the right to change or discontinue this product service at any time without prior notification or incurring any future obligation.



# Limited

## Equipment Group 300A

Includes select SEL features, plus:

### Seating

10-way power driver and front-passenger seats with driver's side memory feature

Heated and cooled front seats

Leather-trimmed seats with perforated leather inserts

### Interior

Additional center speaker

Ambient lighting

Bright front door-sill scuff plates

Cargo net

Intelligent Access with push-button start (2 key fob transmitters)

Leather-wrapped steering wheel with wood accent

Power-tilt/-telescoping steering column

Power windows with global open and one-touch-up/-down for driver and front passenger

Rear view camera

SYNC® with MyFord Touch® voice-activated, in-vehicle connectivity system which includes SYNC Services<sup>1</sup>; 2 configurable 4.2" color LCD displays in instrument cluster; 8" LCD touch screen in center stack; and media hub with 2 USB ports, SD card reader and audio/video input jacks

Universal garage door opener

### Exterior

19" premium Luster Nickel-painted aluminum wheels with P255/45R19 LRR all-season tires

Chrome-accented painted grille

Chrome-accented, power, heated sideview mirrors with memory and security approach lamps

Reverse Sensing System

### Available Equipment Group

**Equipment Group 301A** – Auto high beams with rain-sensing wipers + auto-dimming driver's sideview mirror + BLIS® (Blind Spot Information System) with cross-traffic alert + power-adjustable pedals with memory + heated steering wheel + heated rear outboard seats + rear-window power sunshade + "LIMITED" branded front floor mats + Audio System from Sony® with 12 speakers and HD Radio™ Technology

### Available Options & Package

2.0L EcoBoost® I-4 engine with 6-speed SelectShift® automatic transmission with Sport Mode and shifter button activation (n/a with AWD)

20" 10-spoke machined and low-gloss ebony-painted aluminum wheels with P245/45R20 all-season tires (requires 301A)

20" polished aluminum wheels with P245/45R20 all-season tires (requires 301A)

All-weather floor mats

All-wheel drive (AWD)

Ash cup/coin holder with lighter element

Cargo organizer

**Driver Assist Package** includes adaptive cruise control and collision warning with brake support, Lane-Keeping System, and active park assist (requires 301A)

Multicontour front seats with Active Motion® (requires 301A)

Power moonroof (requires 301A)

Rear decklid spoiler

Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link with 6-month trial subscription



*Tuxedo Black Metallic. Available equipment.*

*Intelligent Access with push-button start.*

*Rear-window power sunshade.<sup>2</sup>*

*"LIMITED" branded front floor mats.<sup>2</sup>*



19" Premium Luster Nickel-Painted Aluminum Standard



20" Polished Aluminum Available



20" 10-Spoke Machined and Low Gloss Ebony-Painted Aluminum Available

<sup>1</sup>SYNC Services varies by trim level and model year and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Ford Motor Company reserves the right to change or discontinue this product service at any time without prior notification or incurring any future obligation. <sup>2</sup>Available feature.

# SHO

## Equipment Group 400A

Includes select LIMITED features, plus:

### Mechanical

- 3.5L EcoBoost® V6 engine
- 2.77:1 final drive ratio
- 6-speed SelectShift® automatic transmission with Sport Mode and paddle shifters
- 13.85" vented front rotors
- All-wheel drive (AWD)
- Sport-tuned suspension

### Seating

- Leather-trimmed seats with perforated inserts
- "SHO" graphics embroidered on front seats

### Interior

- Aluminum pedal covers
- Power-adjustable brake and accelerator pedals with memory
- "SHO" branded front floor mats
- Top grain leather-wrapped steering wheel

### Exterior

- 19" premium Luster Nickel-painted aluminum wheels with P255/45R19 LRR 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 auto-dimming driver's side
- Rear spoiler
- "SHO" branded side fender vents

## Available Equipment Group

**Equipment Group 401A** – 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 + Audio System from Sony® with 12 speakers and HD Radio™ Technology

## Available Options & Packages

20" 10-spoke machined and low-gloss ebony-painted aluminum wheels with P245/45R20 all-season tires (requires 401A)

20" machined and premium painted aluminum wheels with P245/45R20 all-season tires (requires 401A)

**Driver Assist Package** includes adaptive cruise control and collision warning with brake support, Lane-Keeping System, and active park assist (requires 401A; n/a with SHO Performance Package)

All-weather floor mats

Ash cup/coin holder with lighter element

Cargo organizer

Multicontour front seats with Active Motion® (requires 401A)

Power moonroof (requires 401A)

**SHO Performance Package** includes an enhanced sport-tuned suspension, performance friction brake pads, sport-calibrated steering, AdvanceTrac® electronic stability control "Sport Mode" setting, 3.16:1 final drive ratio, Alcantara®-trimmed steering wheel, 20" machined and premium painted aluminum wheels with P245/45R20 Performance Summer Tire Compound<sup>1</sup> and tire sealant/inflation kit (n/a with Driver Assist Package)

Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link with 6-month trial subscription



Charcoal Black leather-trimmed seats with embroidered "SHO" graphic.

Larger vented front rotors.

"SHO" 3.5L EcoBoost V6 engine cover.

Rear spoiler.



19" Premium Luster Nickel-Painted Aluminum Standard



20" Machined and Premium Painted Aluminum Available



20" 10-Spoke Machined and Low Gloss Ebony-Painted Aluminum Available

<sup>1</sup>Ford does not recommend using summer tires when temperatures drop to approximately 40°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 winter snow tires.



## Exteriors



White Platinum Metallic Tri-coat



Oxford White



Ingot Silver Metallic



Sterling Gray Metallic



Ruby Red Metallic Tinted Clearcoat



Sunset Metallic



Kodiak Brown Metallic



Deep Impact Blue Metallic



Dark Side Metallic



Tuxedo Black Metallic

## Interiors



1 Dune Cloth



2 Dune Cloth



3 Charcoal Black Cloth



4 Dune Leather



5 Charcoal Black Leather



6 Dune Leather with Perforated Inserts



7 Charcoal Black Leather with Perforated Inserts



8 Charcoal Black Leather with Charcoal Black Perforated Inserts and front-seat embroidered "SHO" graphics

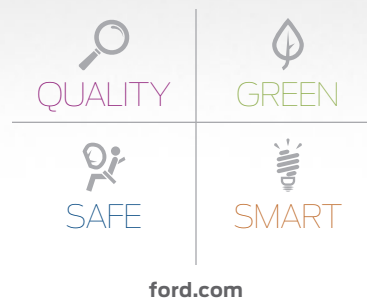


9 Charcoal Black Leather with Mayan Gray Miko® Suede Perforated Inserts and front-seat embroidered "SHO" graphics

Exteriors	Interiors								
	SE	SEL				Limited		SHO	
White Platinum Metallic Tri-coat <sup>1</sup>		2	3	4	5	6	7	8	9
Oxford White	1	2							
Ingot Silver Metallic	1	2	3	4	5	6	7	8	9
Sterling Gray Metallic	1	2	3	4	5	6	7	8	9
Ruby Red Metallic Tinted Clearcoat <sup>1</sup>		2	3	4	5	6	7	8	9
Sunset Metallic	1	2	3	4	5	6	7		
Kodiak Brown Metallic	1	2	3	4	5	6	7		
Deep Impact Blue Metallic	1	2	3	4	5	6	7	8	9
Dark Side Metallic	1	2	3	4	5	6	7	8	9
Tuxedo Black Metallic	1	2	3	4	5	6	7	8	9

4, 5 Optional on SEL

<sup>1</sup>Additional charge. 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](http://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](http://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. □ **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/or a copy of all limited warranties.

Comparisons based on 2013/2014 competitive models (class is Full-Size Sedans, Non-Hybrid), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following release of the PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations. □ Alcantara is a registered trademark of Alcantara S.p.A., Italy. □ HD Radio is a proprietary trademark of iBiquity Digital Corp. □ iHeartAuto is a trademark owned by Clear Channel Broadcasting, Inc. All third party uses are authorized under license. □ iPod and iTunes are trademarks of Apple Inc., registered in the U.S. and other countries. □ Major League Baseball trademarks and copyrights are used with permission of MLB Advanced Media, L.P. All rights reserved. □ Microsoft is a registered trademark of Microsoft Corporation. □ Miko is a registered trademark of Miko s.r.l. □ PANDORA, the PANDORA logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc. Used with permission. □ SiriusXM Satellite Radio, SiriusXM Traffic and Travel Link subscriptions sold separately or as a package after trial period. See SiriusXM Customer Agreement for complete terms at [siriusxm.com](http://siriusxm.com). Fees and programming subject to change. Sirius satellite service is available only to those at least 18 years of age in the 48 contiguous USA, DC, and Puerto Rico (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. □ Sony is a registered trademark of the Sony Corporation. □ The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.

Follow Ford:



[facebook.com/fordtaurus](http://facebook.com/fordtaurus)



[twitter.com/FordTaurus](http://twitter.com/FordTaurus)



[youtube.com/fordtaurus](http://youtube.com/fordtaurus)



[gplus.to/FordMotorCompany](http://gplus.to/FordMotorCompany)