This much is certain: Ford Taurus never stops innovating. For 2013, aggressive new front and rear styling signals even higher levels of precision, inside and out. Standard new systems help keep Taurus planted in the corners and offer sharp turn assistance. Inside, the experience is equally engaging. Stay connected to your calls, music and more with both hands on the wheel. Enjoy the comfort of massaging front seats, plus a new heated steering wheel. Utilize systems that can adapt to rush-hour traffic and even help you parallel park. And choose from 3 remarkable engines: a standard new 3.5L Ti-VCT V6, a new 2.0L EcoBoost® I-4 or the exhilarating 3.5L EcoBoost V6 in SHO. The 2013 Taurus. Ahead of its time. Again.
On the street, through corners, and even at the pump, the 2013 SHO is engineered to outperform. Far-reaching HID headlamps flank its racing-inspired black mesh grille. Beneath the chiseled hood, the remarkable 365-hp 3.5L EcoBoost® V6 engine combines twin turbochargers with direct-injection technology to deliver consistent stick-to-your-seat acceleration. Plus 25 mpg hwy. Together with all-wheel drive (AWD) and large vented discs all around, SHO delivers true enthusiast performance.

To up the ante, the SHO Performance Package adds unique shocks and springs, performance friction brake pads, a 3.16 final drive ratio for enhanced acceleration, as well as 20" machined and painted aluminum wheels. Finally, a true “off” mode for AdvanceTrac® electronic stability control lets you do a little fine tuning of your own. No one will know but you.
Power and efficiency redefined. Again. And again. And again.

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

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

New 2.0L EcoBoost I-4
If fuel efficiency tops your priorities, Taurus is the first Ford sedan to offer the new 2.0L EcoBoost I-4 engine³ – giving you up to a projected 32 mpg hwy.⁴ A 6-speed SelectShift Automatic® transmission helps this state-of-the-art, turbocharged, direct-injection powerhouse deliver plenty of torque for acceleration and passing. With outstanding fuel economy while cruising, you can travel over a projected 575 highway miles without having to stop for gasoline.⁵ Make the most of every mile with EcoBoost.

¹ Figures achieved using premium unleaded gasoline. Premium fuel is recommended for 3.5L EcoBoost V6, but not required. Ê EPA-estimated 17 city/25 hwy/20 combined mpg. 2.0L EcoBoost engine and AWD. ¹ Available feature. ² Projected 22 city/32 hwy/25 combined mpg, 2.0L EcoBoost I-4 engine and FWD. ³ Fastest preliminary test data. Pending EPA certification. ⁴ 19-gallon tank. ⁵ 32 MPG HWY.
Engineered for maximum adhesion.

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

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


Available feature.
Thoughtfully designed to keep you connected.

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

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

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

Simple graphics. Fast touch-screen response. Easy-to-use controls. We’ve made the latest version of our voice-activated SYNC1 with MyFord Touch® even more amazing than ever. With it, you’ll have ultimate control over your phone, entertainment, navigation and climate. SYNC with MyFord Touch includes SYNC Services, an 8" LCD touch screen, a media hub, 2 LCD screens in the instrument cluster and familiar 5-way controls on each spoke of the steering wheel. The system recognizes over 10,000 voice commands — everything from “destination tourist attraction” to “my team’s schedule.” Display your favorite photos. Watch your just-filmed video on the 8" color screen when parked. There’s almost no limit to what you can do, all with both hands on the wheel and your eyes on the road.

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

Split screens for easier navigation. With the voice-activated Navigation System2 turn-by-turn directions are offered in your choice of Fastest, Shortest or Eco Route. You can even split the screen to see the route from a distance and up close. Also included with this system, a 6-month trial subscription to SiriusXM Satellite Radio. Traffic and Travel Link gives you over 130 channels of premium entertainment, plus live infotainment services including local fuel prices, local and national weather, live sports scores and more.

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

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

Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch1 with voice commands, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. SYNC Services is available on most vehicles and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Not all features are compatible with all phones.2 Available feature.
Maintains your chosen gap.\(^1\) By maintaining a preset gap from the vehicle in front of you, adaptive cruise control and collision warning with brake support\(^2\) help alleviate concerns about rush-hour traffic. And, if a potential collision is detected, the system flashes a warning across your windshield, sounds an alarm, pre-charges the brakes and increases brake-assist sensitivity for full responsiveness when you do brake.

Alerts you to vehicles you may not see. Change lanes and back up confidently with BLIS\(^2\) (Blind Spot Information System) with cross-traffic alert.\(^3\) When traffic is detected in your blind spots, it is designed to alert you with a light in your sideview mirror. If a vehicle is detected approaching from either side as you’re slowly backing out, it is designed to alert you with a sound, a message center warning and the light – giving you time to stop.

Steers itself into parking spots. Drives stress away. Talk about stress reduction. First, simply press a button and active park assist\(^2\) alerts you when it has located an appropriate parallel parking spot. Then, take your hands off the wheel and your Taurus literally steers itself into place. All you have to do is follow system prompts to shift gears and control the brake and accelerator pedals. In practically no time at all, you’ll be parked and ready for action.

So advanced, it can know what’s ahead, behind and beside you.

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

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

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

Heated and cooled front seats\(^1\)

Heated steering wheel\(^1\)

Rear-window power sunshade\(^1\)

Rear view camera\(^1\)

Audio System from Sony\(^2\) with 12 speakers and 390 watts of continuous power\(^1\)

Power moonroof\(^1\)

\(^1\)Available feature.
Create a more meaningful driving experience: Connect with Ford Custom Accessories for authentic personalization possibilities. The cost of select accessories – ordered and purchased at the time you buy or lease your Taurus – can be rolled into your monthly payment. And coverage for Genuine Ford Accessories falls under the New Vehicle Limited Warranty that way too. See your dealer for details.

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

Dual head restraint DVD by INVISION™

All-weather floor mats
Remote start systems
Rear spoiler

1Ford Licensed Accessory.
**Mechanical**
- 4-wheel 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**
- Front bucket seats
- 60/40 split-fold rear seat back with fold-down center armrest

**Interior**
- 12-volt powerpoints (2)
- Audio/voice controls for power features
- Adjustable rear vents
- Auxiliary audio input jack
- Driver and front passenger seat back map pockets
- Front and rear carpeted floor mats
- Front overhead console with dome and map lights
- Power door locks
- Rear-seat reading lights
- Right-side in-reach storage (privacy) mirrors
- Steering-wheel-mounted cruise, audio and 5-way MyFord® controls
- Tilt/telescoping steering column

**Exterior**
- EasyFuel® capless fuel filler
- Fog light (A 17" Sparkle Silver-painted aluminum wheels with P235/60R17 all-season tires
- Black, power sideview mirrors with integrated blind spot mirrors
- Quasi-dual exhaust with chrome tips
- Remote Keyless Entry System with integrated keyhead transmitter remotes (2)
- Rearview camera

**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® System with 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
- Illuminated Entry System
- Kit (Low Anchor and Tether Anchors for Children)
- MyKey®
- SecuriLock® passive anti-theft system
- Side-intrusion door beams
- Tire Pressure Monitoring System (tirespecs, spare)

**SE Equipment Group 5DA**

**Mechanical**
- 3.5L Ti-VCT V6 engine
- 6-speed SelectShift® Automatic transmission with Sport Mode and shifter button activation
- Front-wheel drive (FWD)

**Seating**
- 4-way adjustable head restraints
- 6-way power driver and front passenger seats with manual lumbar adjustment

**Interior**
- AM/FM stereo/rear triangle CD player with MP3 capability and 6 speakers
- Cruise control
- Driver information center

**Exterior**
- 17" Sparkle Silver-painted aluminum wheels with P235/60R17 all-season tires
- Black, power sideview mirrors with integrated blind spot mirrors
- Quasi-dual exhaust with chrome tips
- Remote Keyless Entry System with integrated keyhead transmitter remotes (2)
- Rearview camera

**Horsepower, Torque & EPA-Estimated Fuel Economy**

<table>
<thead>
<tr>
<th>Engine Type</th>
<th>Power &amp; Torque</th>
<th>FWD/AWD</th>
<th>City/Highway/Combined MPG</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5L Ti-VCT V6 Engine</td>
<td>Horsepower: 288 @ 6,500 rpm, Torque: 254 @ 4,000 rpm</td>
<td>19/26/23 combined mpg</td>
<td>18 city/26 highway/21 combined mpg</td>
</tr>
<tr>
<td>EcoBoost® 4-cylinder Engine</td>
<td>Horsepower: 240 @ 5,500 rpm, Torque: 270 @ 1,500–4,800 rpm</td>
<td>22 city/31 highway/25 combined mpg (projected)</td>
<td></td>
</tr>
<tr>
<td>EcoBoost® 3.5L V6 Engine</td>
<td>Horsepower: 365 @ 5,500 rpm, Torque: 350 @ 1,500–5,600 rpm</td>
<td>17 city/24 highway/20 combined mpg</td>
<td>17 city/24 highway/20 combined mpg</td>
</tr>
</tbody>
</table>

1. Always wear your safety belt and secure children in the rear seat. 2. Figures achieved using premium unleaded fuel. 3. Ford preliminary test data. Pending EPA certification. Comparisons based on 2012 competitive models. Class is Full Size Sedans. Publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicle shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following release of the EPA certification, changes in standard equipment, options and the like, as well as 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 prior obligations.
# Taurus Standard Features

## SEL Equipment Group 200A
- **Seating**
  - Unique cloth seats
- **Interior**
  - Auto-dimming rearview mirror
  - Covered floor mats and storage
  - Dual-zone electronic automatic temperature control
  - Ford SYNC voice-activated, in-vehicle connectivity system
  - Leather-wrapped shift knob with chrome trim
  - Leather-wrapped steering wheel
  - Message center with compass
  - Outside temperature display
  - Remote Start System
  - SiriusXM Satellite Radio with 6-month trial subscription
- **Exterior**
  - 18" Sparkle Silver-painted aluminum wheels with P235/55R18 all-season tires
  - Anti-theft perimeter alarm
  - Body-color, power, heated sideview mirrors with security approach lamps and integrated blind spot mirrors
  - Hill supplemental park lamps

## Limited Equipment Group 300A
- **Seating**
  - 10-way power driver and front passenger seats with driver's side memory feature
  - Leather-trimmed seats with perforated leather inserts
- **Interior**
  - Additional center speaker
  - Ambient lighting
  - Bright front door sill plates
  - Ford SYNC voice-activated, in-vehicle connectivity system with SYNC Services for Traffic, Directions and Information
  - Leather-wrapped steering wheel with wood accent
  - MyFord Touch with 2 configurable 4.2" color LCD displays in instrument cluster
  - 8" LCD touch screen in center stack, and media hub with 2 USB ports, SD card reader and audio/video input jacks
  - Power windows with global open and one-touch up/down for driver and front passenger
  - Power-tilt/-telescoping steering column
  - Rear view camera
  - Reverse Sensing System
- **Exterior**
  - 19" premium Luster Nickel-painted aluminum wheels with P255/45R19 LRR all-season tires
  - Chrome-accented, power, heated sideview mirrors with memory, security approach lamps and integrated blind spot mirrors

## SHO Equipment Group 400A
- **Mechanical**
  - 3.5L EcoBoost V6 engine
- **Seating**
  - Adjustable brake and accelerator pedals with memory
  - Aluminum pedal covers
  - Intelligent Access with push-button start (2 key fob transmitters)
  - Power tilt/telescoping steering column
  - Power-telescoping steering column
  - Rear spoiler
  - 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
  - High-output LED supplemental park lamps with piano black bezels
  - Piano black grille
  - Piano black, power, heated sideview mirrors with memory, security approach lamps, auto-dimming driver's side and integrated blind spot mirrors
  - Roof spoiler
  - Top grain leather-wrapped steering wheel
  - Top grain leather-wrapped steering wheel

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### Exterior Dimensions
- **Wheelbase**: 112.5"
- **Length**: 202.9"
- **Height**: 60.7"
- **Width – Excluding Mirrors**: 79.2"
- **Width – Including Mirrors**: 85.7"

### Interior Dimensions
- **Front/Rear**
  - **Headroom**: 36.0/37.6"
  - **Shoulder room**: 59.3/59.6"
  - **Hip room**: 56.0/55.5"
  - **Leg room**: 41.0/37.6"

### Capacities (cu. ft.)
- **Passenger volume**: 102.2
- **Luggage capacity**: 20.1
- **Total interior volume**: 122.3

### Fuel Tank (gal.)
- **Filler size**: 18.0

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Dimensions may vary by trim level. Microsoft is a registered trademark of Microsoft Corporation. iPod and iTunes are trademarks of Apple Inc. All rights reserved. The Bluetooth word mark is a trademark owned by Bluetooth SIG, Inc. Android is a registered trademark of Google Inc. Pandora, the Pandora logo, and the Pandora trade dress are trademarks of Pandora Media, Inc. Used with permission. SiriusXM Satellite Radio and Travel Link subscriptions sold separately or as a package after trial expires. SiriusXM and all related marks and logos are trademarks of SiriusXM Radio Inc. The term Wi-Fi is a registered trademark of the Wi-Fi Alliance. HD Radio is a proprietary trademark of iBiquity Digital Corp. Sony is a registered trademark of Sony Corporation. INVISION is a trademark of Audiovox Corporation. Miko is a registered trademark of Miko s.r.l. Alcantara is a registered trademark of Alcantara S.p.A., Italy.
SE+SEL

Dune leather trim. Available equipment:

- MyFord Touch® with voice-activated Navigation System
- Intelligent Access with push-button start
- QuaLi-dual exhaust with chrome tips
- SEL: Leather-wrapped shift knob with chrome trim

*Available feature.
**SE+SEL**

**Exteriors**

| A | Oxford White |
| B | Oxford White |
| C | Ingot Silver Metallic |
| D | Sterling Gray Metallic |
| E | Ruby Red Metallic Tinted Clearcoat |
| F | Kodiak Brown Metallic |
| G | Deep Impact Blue Metallic |
| H | Tuxedo Black Metallic |

**Interiors**

| 1 | Dune Cloth |
| 2 | Charcoal Black Cloth – Standard |
| 3 | Charcoal Black Leather – Optional |
| 4 | Dune Leather – Optional |
| 5 | Charcoal Black Leather – Optional |

**SE Available Options**

- 2.0L EcoBoost® I-4 engine with 6-speed SelectShift Automatic® transmission with Sport Mode and shifter button activation
- All-weather floor mats
- Ash cup/coin holder with lighter element
- Tuxedo Black Metallic

**SEL Available Options**

- 2.0L EcoBoost® I-4 engine with 6-speed SelectShift Automatic® transmission with Sport Mode and shifter button activation
- All-wheel drive (AWD)
- Ash cup/coin holder with lighter element
- Dune Leather
- Leather-trimmed seats with heated front seats
- Power moonroof (requires 201A or 202A)

**SE Available Equipment Groups**

- Equipment Group 201A – SYNC® with MyFord Touch® voice-activated, in-vehicle connectivity system, which includes SYNC Services; 2 configurable 4.2" color LCD displays in instrument cluster; 8" LCD touch screen in center stack; media hub with 2 USB ports, SD card reader and audio/video input jacks; additional center channel speaker; Reverse Sensing System

**SEL Available Equipment Groups**

- Equipment Group 202A – Includes all content of 201A
- 19" Sparkle Silver-painted aluminum wheels with P255/45R19 LLR all-season tires
- Ambient lighting
- Intelligent Access with push-button start
- Power-adjustable pedals
- Rear view camera

**Available Options**

- 2.0L EcoBoost® I-4 engine with 6-speed SelectShift Automatic® transmission with Sport Mode and shifter button activation
- All-weather floor mats
- Leather-trimmed seats with heated front seats
- Power moonroof (requires 201A or 202A)
- Rear spoiler
- Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription (requires 201A or 202A)

**Available Ford Custom Accessories**

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

Dune leather trim, available equipment:

- BLIS® (Blind Spot Information System) with cross-traffic alert
- Multicontour front seats with Active Motion®
- Adaptive cruise control and collision warning with brake support
- "LIMITED" front floor mats

Available feature.
Limited

Exteriors | Interiors
--- | ---
A. White Platinum Metallic Tri-coat† | 1 | 2
B. Ingot Silver Metallic | 1 | 2
C. Sterling Gray Metallic | 1 | 2
D. Ginger Ale Metallic | 1 | 2
E. Ruby Red Metallic Tinted Clearcoat† | 1 | 2
F. Kodiak Brown Metallic | 1 | 2
G. Deep Impact Blue Metallic | 1 | 2
H. Tuxedo Black Metallic | 1 | 2
1. Dune Leather with Perforated Inserts – Standard
2. Charcoal Black Leather with Perforated Inserts – Standard

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

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

Charcoal Black leather trim with Mayan Gray Miko® Suede perforated inserts. Available equipment.

Charcoal Black leather trim with perforated inserts.

“SHO” engine cover.

EcoBoost® direct fuel injector.

Rear spoiler.
Available Equipment Group

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

Available Package

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

Available Options

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

Available Ford Custom Accessories

Visit accessories.ford.com to shop the complete collection

Available Colors

SHO

- Ruby Red Metallic Tinted Clearcoat
- Available equipment.

Additional Charge: Factory-Installed Accessory. Colors are representative only. See your dealer for actual paint/trim options.
Quality, Green, Safe and Smart.

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/50,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion (perforation) coverage — all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

Roadside Assistance. Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need towing. Your Ford Dealer can provide complete details on all of these advantages.

Ford Credit. Get the ride you want. Whether you plan to lease or finance, you’ll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com.

Ford Extended Service Plan. For a purchase or lease, the Ford Extended Service Plan (ESP) gives you “Peace-of-Mind” protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP; the only service contract backed exclusively by Ford and honored at all Ford Lincoln dealerships.

Insurance Services. Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), 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 for a copy of all limited warranties.