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WHAT'S NEW

This page is about:

- Key Messages
- Model/Package Changes
- Functional and Option Changes
- Interior and Exterior Changes
- 2009 Taurus Is Rated America's Safest Full-size Car
- Key Competitors

2009 Taurus

What's New

Overview

Key Messages

Taurus



- 2009 Taurus is rated America's safest full-size sedan⁽¹⁾
- Taurus reinforces the Ford brand message of package and affordability
- Added to the Taurus sedan lineup is the Taurus SE model, accommodating varying customer needs
- Seven new exterior colors

Model/Package Changes

- Taurus SE has been added to the model lineup to better accommodate customer needs
- Safety & Security Package, Interior Convenience Package and Convenience Package are no longer available; they have been incorporated throughout the SE, SEL and Limited. Refer to Model Lineup for additional details

Functional Changes

- AdvanceTrac[®] standard on all models
- SOS Post Crash Alert System is standard on all models and activates the horn and emergency flashers in the event the airbags are deployed⁽²⁾

Option Changes

- Family Entertainment System no longer offered
- Navigation System no longer offered on SEL

Interior Changes

- Electrochromic rearview mirror with integrated compass
- SIRIUS[®] Satellite Radio standard on SEL and Limited series
- Universal garage door opener standard on Limited series

Exterior Changes

- Colors added:
 - Brilliant Silver Clearcoat Metallic (UI)
 - Cinnamon Clearcoat Metallic (HT)
 - Sangria Red Clearcoat Metallic (JV)
 - Smokestone Clearcoat Metallic (HG)
 - Tuxedo Black Clearcoat Metallic (UH)
 - White Sand Clearcoat Metallic Tri-coat (PV)
 - White Suede Clearcoat (WS)
- Colors deleted:
 - Alloy Clearcoat Metallic
 - Black Clearcoat
 - Dune Pearl Clearcoat Metallic
 - Light Sage Clearcoat Metallic
 - Merlot Clearcoat Metallic
 - Oxford White Clearcoat
 - Silver Birch Clearcoat Metallic
 - Titanium Green Clearcoat Metallic



2009 Taurus Is Rated America's Safest Full-size Car⁽¹⁾

Standard safety features like the Safety Canopy[®] System and Personal Safety System[®] enable Taurus to be the only full-size sedan to achieve 5-star crash test ratings in all four impact categories of testing performed by the National Highway Traffic Safety Administration (NHTSA). The Insurance Institute for Highway Safety (IIHS) also awarded Taurus a "Top Safety Pick" — making Taurus the **safest full-size car in America**.

Key Competitors

- **Toyota Camry** was all-new in 2007 with a slightly more sporty look and an available hybrid model
- **Chevrolet Impala** boasts powerful engines including a 303-horsepower V8
- **Toyota Avalon** is positioned as a more luxurious offering with advanced technologies and understated elegance
- **Chrysler 300** is positioned as classic American sedan redefined (RWD) with focus on the HEMI[®]-powered 300C

(1) Based on both 2008 NHTSA (National Highway Traffic Safety Administration) five-star crash test ratings and, with optional electronic stability control, IIHS (Insurance Institute for Highway Safety) "Top Safety Pick." Star ratings are part of U.S. Department of Transportation's safecar.gov program — www.safecar.gov.

(2) SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag.

NOTE: See the latest Dealer Ordering Guide for feature availability.

2009 Taurus

What's Important

WHAT'S IMPORTANT

This page is about:

Product Highlights
Best-in-Class Claims

Product Highlights

KEY TAURUS FEATURES

Available All-Wheel Drive
(pgs. 11, 14, 15, 16)

Rated America's safest full-size car⁽¹⁾
(pgs. 2, 15)

Duratec 35 - 3.5L V6 engine with 263 horsepower and 6-speed automatic transmission
(pgs. 11, 12)

The largest trunk of any sedan in America — 21.2 cu. ft.
(pgs. 6, 7)

18-inch aluminum wheels
(pgs. 10, 24)



AdvanceTrac[®]
(pgs. 15, 17)

Command Seating[™] with a high seating position
(pgs. 6, 8)

Comfort/Convenience

- Command Seating[™] with a high seating position
- 60/40 split-folding rear seatbacks
- Fold-flat front passenger seatback
- Voice-activated Navigation System
- Ford SYNC[®]
- Dual-zone Electronic Automatic Temperature Control
- Steering-wheel-mounted cruise and secondary audio controls
- The largest trunk of any sedan in America — 21.2 cu. ft.
- Manual rear window sunshade

Design/Styling

- Large car interior in a midsize package
- Elegant and luxurious interior
- Exterior distinction between SE, SEL and Limited models
- Signature tri-bar chrome grille
- 17- or 18-inch aluminum wheels

Performance/Handling

- Duratec 35 - 3.5L V6 delivers 263 horsepower and 249 lb.-ft. of torque
- 6-speed automatic transmission
- Available All-Wheel Drive (AWD)
- Four-wheel fully independent suspension
- Large four-wheel disc brakes
- Electronic Brake Force Distribution (EBD)

(1) Based on both 2008 NHTSA (National Highway Traffic Safety Administration) five-star crash test ratings and, with electronic stability control, IIHS (Insurance Institute for Highway Safety) "Top Safety Pick." Star ratings are part of U.S. Department of Transportation's safercar.gov program — www.safercar.gov.

(2) SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag.

(3) Class is standard 5-passenger large cars.

(4) 2006 Global Quality Research System (at 3 months in service).

NOTE: See the latest Dealer Ordering Guide for feature availability.

Safety/Security

- Rated America's safest full-size car⁽¹⁾
- All-Wheel Drive (AWD)
- AdvanceTrac[®]
- All-Speed Traction Control
- Anti-lock Braking System (ABS)
- Personal Safety System[®]
- Safety Canopy[®] System with rollover sensor
- Front-seat side airbags
- SPACE (Side Protection And Cabin Enhancement) Architecture[™]
- Collapsible driveshaft (AWD)
- SOS Post Crash Alert System⁽²⁾
- LATCH (Lower Anchors and Tethers for CHildren) System
- Child safety locks — rear door
- Tire Pressure Monitoring System (TPMS)
- Energy-absorbing crash structure
- Comprehensive Restraint and Safety Structure System
- Reverse Sensing System

Quality/Reliability/Durability

- Long-life service intervals
- Duratec engine with quiet, smooth operation
- Total Vehicle Geometry (TVG)
- New Vehicle Limited Warranty

Best-in-Class⁽³⁾ Claims

- | | |
|----------------------------|--|
| • Total interior volume | • Luggage capacity |
| • Rear passenger volume | • Largest trunk |
| • Rear passenger head room | • Rated highest in class for seat comfort ⁽⁴⁾ |

MODEL LINEUP

This page is about:

— SE

2009 Taurus

Model Lineup

Model Lineup Pages

The Model Lineup pages are based on the Dealer Ordering Guide and are designed to show key features/equipment on that model. As you move through the model lineup, each model adds to or upgrades the equipment of the preceding model, except where additions/exemptions are noted. The Taurus is available in 3 models:

- SE (standard model)
- SEL
- Limited

SE — Standard model



Comfort/Convenience

- Accessory delay
- Armrest (rear) with 2 cup holders
- Audio — AM/FM stereo/clock/single CD/MP3 capability
- Climate control — manual single-zone air conditioning
- Coat hooks (2)
- Console (floor) — vinyl-wrapped center armrest with stitching
 - A/C duct (flow-through for rear passengers)
 - Cup holders (2)
 - Power point (1)
 - Storage bin
- Console (overhead)
 - Sunglass holder
 - Storage bin
- Cup/bottle holders (8 total)
- Dome lamp
- Floor mats (4) — front and rear, carpeted
- Glove box — locking, dampened
- Grab handle (3)
- Horn — dual-tone electric
- Instrument panel storage bin
- Keyless Entry Keypad, SecuriCode™
- Locks — power
- Map pockets — front seatback
- Message center with trip computer and compass
- Mirrors (exterior) — power fold, body color
- Mirror (interior, rearview) — electrochromic auto-dimming
- MP3 audio input jack
- Power points — 12V (3; 2 front, 1 rear)
- Premium sound package (NVH isolation)

- Rear-seat reading lamps
- Rear window defroster
- Remote Keyless Entry with integrated keyhead transmitters (2)
- Seats
 - 5-passenger seating
 - Driver — 6-way power, manual lumbar/recline
 - Passenger — 2-way power, fold-flat
 - Rear seat — 60/40 split, fold-flat, fixed head restraints
- Shift knob — urethane
- Spare tire — mini
- Steering column — tilt adjustable, manual
- Steering wheel — leather wrapped
 - Audio controls, secondary
 - Cruise controls
- Sun visors — sliding with illuminated vanity mirrors
- Windows — power, driver one-touch up/down and front/rear disable
- Windshield wipers — fixed interval

Safety/Security

- AdvanceTrac®
- Autolock
- Battery Saver
- Belt-Minder® System (front row)
- Brake Assist
- Child safety locks — rear door
- Front Passenger Sensing System
- Illuminated entry
- LATCH (Lower Anchors and Tethers for Children) System
- Personal Safety System®
- Safety Canopy® System with rollover sensor
- SecuriLock® passive anti-theft system
- Side airbags — front seats
- SOS Post Crash Alert System
- SPACE (Side Protection And Cabin Enhancement) Architecture™
- Tire Pressure Monitoring System (TPMS)

Performance/Handling

- Brakes — 4-wheel disc Anti-lock Braking System (ABS)
- Engine — 3.5L DOHC V6 Duratec 35
- Suspension (front) — independent MacPherson strut suspension
- Suspension (rear) — independent multi-link suspension
- Power steering — rack-and-pinion
- Tires — P215/60R17 BSW
- Transmission — 6-speed automatic

Design/Styling

- Antenna — roof mounted
- Door handles (exterior) — body color
- Exhaust — dual tips, chrome
- Fog lamps
- Glass — solar-tinted
- Grille — tri-bar, chrome
- Headlamps — halogen
- SE badge
- Trim (exterior) — fascias (front/rear), grille surround and side windows, chrome
- Trim (interior) — woodgrain appearance on instrument panel, center stack and center console
- Wheels — 17" 8-spoke bright machined aluminum with silver-painted pockets

NOTE: The above information is an excerpt from page 3 of the 3/19/08 Taurus Dealer Ordering Guide. For the latest Dealer Ordering Guide go to fmcdealer.com

2009 Taurus

Model Lineup

MODEL LINEUP

This page is about:

- SEL —
- Limited —
- Optional Equipment —

SEL — Includes all SE content, plus:



Comfort/Convenience

- Audio — AM/FM stereo/clock/6-disc in-dash/MP3 capability
- Autolamps — including wiper/headlamp activation
- Climate Control — Dual-zone Electronic Automatic Temperature Control
- Mirrors (exterior) — power fold, heated with security approach lamps, body color
- Mirror (interior, rearview) — electrochromic auto-dimming with integrated compass

- Outside temperature display
- Seats
 - 5-passenger seating
 - Driver — 8-way power, power recline, manual lumbar
 - Passenger — 2-way power, fold-flat
 - Rear seat — 60/40 split, fold-flat, fixed head restraints
- Shift knob — leather-wrapped
- SIRIUS® Satellite Radio

Safety/Security

- Perimeter anti-theft system
- Perimeter lighting

Design/Styling

- SEL badge
- Woodgrain appearance on door trim/switch plate
- Wheels — 17" 8-spoke bright machined with dark-painted pockets

Limited — Includes all SEL content, plus:



Comfort/Convenience

- Adjustable pedals with memory
- Armrest (rear) with 2 cup holders and storage bin
- Audio — Premium AM/FM stereo/clock/6-disc in-dash CD/MP3 capability with subwoofer
- Analog clock in instrument panel
- Cargo net (trunk)
- Console (floor) — clamshell
 - A/C duct (flow-through for rear passengers)
 - Cup holders (2)
 - Power point (1)
 - Storage bin

- Ford SYNC®, includes electrochromic auto-dimming mirror with compass and microphone
- Mirrors (exterior) — power fold with memory, heated with security approach lamps, chrome accent
- Reverse Sensing System
- Seats — leather-trimmed
 - 5-passenger seating
 - Driver — 8-way power with memory, heated, power recline, manual lumbar
 - Passenger — 4-way power, power recline, heated manual lumbar
 - Rear seat — 60/40 split, fold-flat, adjustable head restraints
- Universal garage door opener

Design/Styling

- Door handles (exterior) — chrome accent
- License plate molding — chrome accent
- LIMITED badge
- Tires — P225/55R18 BSW
- Wheels — 18" chrome-clad 7-spoke aluminum

Ordering Made Easy

Ford has developed Fast Turn Orders (FTOs) based upon extensive analysis of dealer sales performance and the fastest turning vehicle configurations. Suggested FTOs are available within the Taurus Ordering Guide.

Optional Equipment

	SE	SEL	Limited
Comfort/Convenience			
Power adjustable pedals (without memory) brake and accelerator	F	O	S ⁽¹⁾
Ford SYNC®, includes electrochromic auto-dimming mirror with compass and microphone	F	O	S
Moonroof — power	—	O	O
Navigation System	—	—	O
Reverse Sensing System	F	O	S
Seats — Front bucket and rear 60/40 split fold-flat seatbacks, leather-trimmed	—	O	S
SIRIUS Satellite Radio	O	S	S
Sunshade (rear window)	—	O	O
Performance/Handling			
All-Wheel Drive (AWD)	F	O	O
Front-Wheel Drive (FWD)	O	O	O
Design/Styling			
Limited Wood Package	—	—	O

S = Standard O = Option F = Fleet — = Not Available
 (1) Includes memory feature.

NOTE: The above information is an excerpt from page 2 of the 3/19/08 Taurus Dealer Ordering Guide.

For the latest Dealer Ordering Guide go to fmcdealer.com

2009 Taurus

Comfort/Convenience

This page is about:

- Command Seating™
- Ample Storage
- Ford SYNC®
- Dual-zone Electronic Automatic Temperature Control
- Voice-activated Navigation System
- Automatic Headlamps with Wiper Activation

Overview

Key Messages

Taurus


- Ford SYNC® connects audio and phone technology to the vehicle sound system
- Command Seating™ provides the driver and passenger more comfortable and confident positioning within the vehicle
- Offers an incomparable 108.0 cubic feet of interior room, providing best-in-class⁽¹⁾ passenger and cargo volume
- Ample storage room with largest trunk of any sedan
- Automatic headlamps with wiper activation

Key Features

Seating

Command Seating™ provides a better view down the road by allowing both the driver and the passenger to raise the front-row seats for a higher, more confident feel.



Interior

Ample storage with map and door pockets, a large floor console and an overhead console.

Largest trunk of any sedan in America with over 21 cu. ft. of room – enough space for eight full-size golf bags.

SYNC is a fully integrated voice-activated⁽²⁾ in-car communications and entertainment system for Bluetooth^{®(3)} wireless technology enabled mobile phones and most digital music players.



Dual-zone Electronic Automatic Temperature Control is a set-and-forget feature allowing the driver and passenger independent and automatic control of temperature settings.

Voice-activated Navigation System includes an LCD touch screen and step-by-step route guidance that's easy to understand and use.



Exterior

Automatic headlamps with wiper activation offer wiper controls that automatically activate the headlamps if the wipers are being used.



(1) Class is standard 5-passenger large cars.

(2) 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.

(3) The Bluetooth word mark and logos are trademarks of the Bluetooth, SIG, Inc.

2009 Taurus

Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

- Ample Storage
- Manual Rear Window Sunshade
- Power Adjustable Brake and Accelerator Pedals
- Power Moonroof
- Remote Keyless Entry System with Integrated Keyhead Transmitter
- Universal Garage Door Opener

Interior Features

Ample storage

- Floor console with storage for coins and CDs
- Door pockets on each door large enough to hold a collapsible umbrella or maps
- Map pockets on the backs of the front seats for extra storage and convenience
- Locking glove box with a dampened door for smooth operation
- Overhead console with storage for garage door opener and sunglasses
- Trunk is the largest of any sedan in America — 21.2 cubic feet

Luxury specifics

- Perforated inserts on leather seats
- Leather-wrapped steering wheel and shift knob
- Woodgrain appliques are used along the instrument panel and dash
- Special materials processes create soft-touch, luxury surfaces on the instrument panel and doors

Manual rear window sunshade

- Prevents direct sunlight and ultraviolet rays from entering the interior
- Helps reduce heat and glare

Power adjustable brake and accelerator pedals

- Can be moved from the standard position to approximately 3 inches closer to the driver
- Memory feature — standard on Limited

Power moonroof

- Can be tilted up or fully retracted with a one-touch button

Remote Keyless Entry System with integrated keyhead transmitter

- Replaces the standard key and separate Remote Keyless Entry fob combination with a single integrated keyhead transmitter
- System operates all door locks and trunk and includes a panic button

Universal garage door opener

- Operates up to three functions such as opening a security gate or garage door or turning on house lights
- Located on the driver's sun visor

ENGINEERING INSIGHT

Integrated Keyhead Transmitter

The integrated keyhead transmitter is designed so customers won't accidentally open the trunk or activate the panic alarm while inserting or removing the key from the ignition or their pocket. To avoid any confusion or unnecessary repair visits, review these features with your customers:

- Lock/unlock functions work the same as traditional Ford key fobs
- To activate the panic alarm, press and hold the button for 1.5 seconds or longer
- To use the "car finder" feature, push the Lock button twice in 3 seconds
- Horn will chirp and the vehicle turn signals will flash once

For more details on the recommended handling of the integrated keyhead transmitter, refer to the vehicle Owner's Guide.



COMFORT/CONVENIENCE**This page is about:**

- Command Seating™
- Fold-flat Seatbacks
- Best-in-class⁽¹⁾
- Reverse Sensing System
- SecuriCode™ Keyless Entry Keypad
- Power Adjustable Mirrors

2009 Taurus

Comfort/Convenience

Seating

Command Seating™

- Front seat can be adjusted to sit up to 4 inches higher than typical midsize sedans
- Gives driver and front passengers a better view of the road and a more confident driving position
- Eases entry and exit
- Helps provide ample leg room
- Increases rear-seat foot room

Fold-flat seatbacks

- Adds additional cargo-carrying flexibility
- Allows items as long as 9 feet to be carried inside the vehicle when utilized with 60/40 split-folding rear seatbacks and trunk pass-through



Best-in-class⁽¹⁾

- Best-in-class⁽¹⁾ rear seat head and leg room
- Rated highest in class for seat comfort⁽²⁾
- Best-in-class⁽¹⁾ head room for front and rear occupants
- Interior volume
- Rear passenger volume
- Passenger volume

ENGINEERING INSIGHT

Digital Occupant

Ford engineers used a virtual reality tool called the Digital Occupant to develop Taurus's interior and verify that control placement and gauges would be comfortable for most drivers. Wearing a video headset allows the engineer to "sit" in any seat in a virtual car and experience the virtual switches, pedals and environment. The software can scale the user to any size, for example, a 6-foot-1-inch male or a 5-foot-1-inch female. Digital Occupant helped engineers ensure customers' comfort and convenience.

Exterior Features

Reverse Sensing System

- Automatically alerts the driver with an audible tone to certain objects up to 6 feet behind the vehicle
- Audible tone increases in frequency as vehicle nears an object until it becomes a continuous tone when the vehicle is less than 10 inches from the object
- Very helpful when parallel parking, slowly backing up or hitching a trailer

SecuriCode™ Keyless Entry Keypad

- Unlock the doors and open the trunk by simply using the numbered keypad on the driver's door and a programmable 5-digit code
- Pressing the 7/8, 9/0 buttons at the same time locks the vehicle

Power adjustable mirrors

- Heated with security approach lamps
- Two user memory settings

Automatic headlamps with wiper activation

- Automatically activate the headlamps within 3 seconds (must be in AUTO position) if the wipers are being used (except mist/wash)
- Automatically deactivate within 30 seconds of wiper deactivation



(1) Class is standard 5-passenger large cars.

(2) 2006 Global Quality Research System (at 3 months in service).

2009 Taurus

Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

- Audio Systems
- SIRIUS® Satellite Radio
- Ford SYNC®
- Voice-activated Navigation System

Audio/Navigation/Entertainment

Audio Systems

- AM/FM stereo with single-disc CD
- AM/FM stereo with 6-disc in-dash CD/MP3 capability
- Premium AM/FM stereo with 6-disc in-dash CD/MP3 capability with subwoofer (Limited only)
- See page 22 for more information

SIRIUS® Satellite Radio

- Over 130 channels of music, talk, news, sports and information
- Commercial-free music
- Digital sound quality
- Seamless coverage anywhere in the contiguous U.S.
- 6-month complimentary subscription subject to location and availability
- See page 22 for more information

Ford SYNC®⁽¹⁾

Ford and Microsoft® have teamed up to develop SYNC. This Ford-exclusive technology will change the way customers use their digital media and Bluetooth®⁽²⁾ wireless technology enabled mobile phones. SYNC allows drivers to stay connected to the information, entertainment and people they care about while on the road. SYNC features:

- Voice-activated hands-free calling
 - Uninterrupted connections that allow going directly from a Bluetooth enabled mobile phone to the vehicle's hands-free phone during the call
 - Audible text messages
 - Advanced calling features like caller ID, call waiting, conference calling and more
 - Voice-activated music
 - Instant voice recognition
 - Ringtone support
 - Automatic phone book transfer
 - Multilingual intelligence (English, French and Spanish)
- For more information, go to SyncMyRide.com.

Voice-activated⁽¹⁾ Navigation System

- LCD touch-screen display
- Fast route calculations, zooming, scrolling and route previews
- Audible step-by-step route guidance feature that announces upcoming maneuver with specific street names
- Single DVD for contiguous U.S. and Canada
- See page 23 for more information

(1) 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.

(2) The Bluetooth word mark and logos are trademarks of the Bluetooth, SIG, Inc.

DESIGN/STYLING

This page is about:

- Signature Tri-bar Chrome Grille
- Pronounced Wheel Arches
- 18-inch Chrome-clad Aluminum Wheels
- Exterior Accents/Colors
- Interior Accents/Colors
- Limited Distinctions

2009 Taurus

Design/Styling

Overview

Key Messages

Taurus



- Clean lines, elegant proportions, authoritative presence
- All models have many attractive features, offering exceptional value while catering to individual customer needs
- Exceptional room, clever technology and a commanding road presence
- Limited Wood Package

Key Features

Exterior

Signature tri-bar chrome grille adds a look of bold strength and elegant sophistication.

Pronounced wheel arches add to the competent stance.

18-inch chrome-clad aluminum wheels add to the elegant exterior and further enhance the tri-bar chrome grille.

Exterior accents add an upscale look at a midsize price:

- Six-window side glass, increasing sideward visibility, is surrounded by chrome
- Fog lamps with chrome bezels
- Chrome-accented mirrors
- Chrome accents on exterior door handles
- Chrome exhaust tips
- Chrome fender vents
- Chrome license plate molding

Exterior colors:

- Brilliant Silver Clearcoat Metallic (UI)
- Cinnamon Clearcoat Metallic (HT)
- Dark Ink Blue Clearcoat Metallic (DI)
- Light Ice Blue Clearcoat Metallic (LS)
- Sangria Red Clearcoat Metallic (JV)
- Smokestone Clearcoat Metallic (HG)
- Tuxedo Black Clearcoat Metallic (UH)
- White Sand Clearcoat Metallic Tri-coat (PV)
- White Suede Clearcoat (WS)

Interior

Interior accents enhance the elegant and luxurious riding experience:

- Seats of quality materials sewn with contrasting color thread stitching and quality material
- Color-coordinated leather-wrapped steering wheel
- Urethane shift knob
- Woodgrain accents on instrument panel and floor center console
- Woodgrain accents on door trim panel (switch plate)
- Chrome accents throughout instrument panel controls and vents

Interior colors:

- Camel
- Medium Light Stone
- Black (Limited only)

Limited distinctions:

- 18-inch 7-spoke chrome-clad aluminum wheels with P225/55R18 BSW tires
- Chrome exterior door-handle accents
- Chrome-accented license plate molding
- Chrome-accented power heated mirrors with memory and security approach lamps
- Leather-trimmed seating with heated front row
- LIMITED badge

Limited Wood Package (85W)

- Woodgrain steering wheel
- Woodgrain gearshift knob
- Optional on Limited



2009 Taurus

Performance/Handling

PERFORMANCE/HANDLING

This page is about:

- Duratec 35 - 3.5L DOHC V6 Engine
- Engine-mounting System
- Available All-Wheel Drive (AWD)
- 6-speed Automatic Transmission
- Four-wheel Fully Independent Suspension

Overview

Key Messages

Taurus



- Duratec 35 - 3.5L DOHC V6 engine is smooth with low emissions
- Standard 6-speed automatic transmission provides smooth, quiet shifting
- Front- or All-Wheel Drive (AWD)
- 4-wheel fully independent front and rear suspension
- A large interior with the maneuverability of a smaller car

Key Features

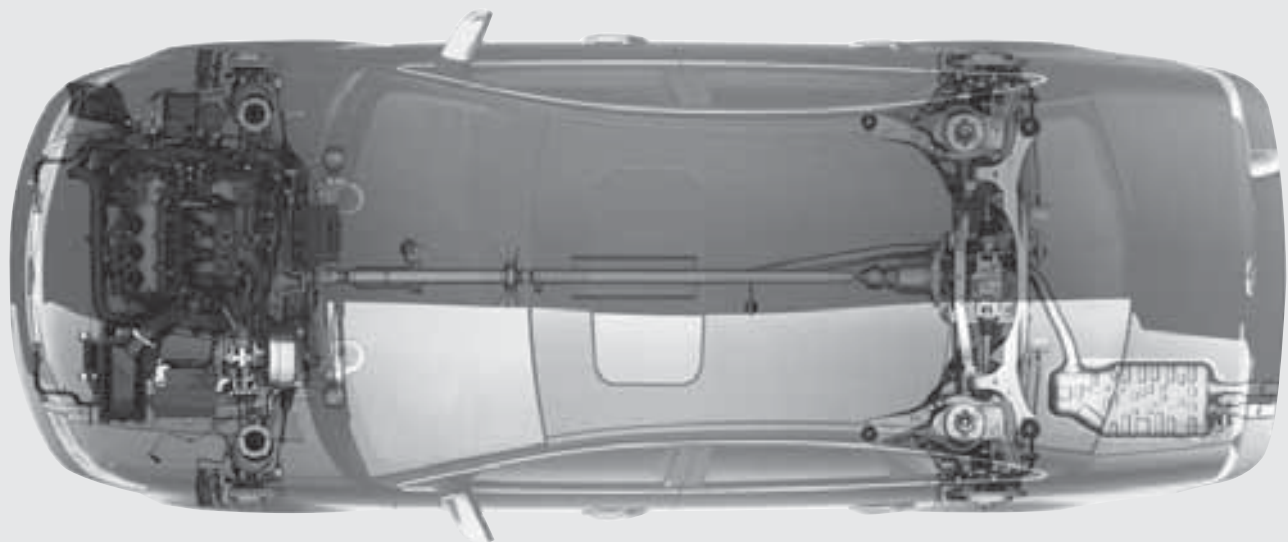
Powertrain

Duratec 35 - 3.5L DOHC V6 engine combines durability and efficiency to deliver 263 horsepower and 249 lb.-ft. of torque.

Engine-mounting system features the engine and transmission secured to the body with hydraulic mounts to reduce vibration.

Available All-Wheel Drive (AWD) uses an electromagnetic activation of an internal clutch pack to provide all-weather traction and is a feature not found on some competitors.

6-speed automatic transmission provides smooth, quiet operation with impressive launch and acceleration.



Suspension and Chassis

Four-wheel fully independent suspension design is similar to the suspensions used on the Volvo XC90, S60 and S80. The Taurus suspension has specifically tuned spring rates, struts and shocks to provide excellent ride and handling characteristics and consistent shock absorption, even on the roughest roads.

Four-wheel disc brake system includes large brake rotors, twin-piston front calipers and low-metallic high-friction brake pads for precise, powerful braking performance.

Rack-and-pinion steering provides responsive and linear steering response.

PERFORMANCE/HANDLING**This page is about:**

- Duratec 35 - 3.5L DOHC V6 Engine
- intake Variable Cam Timing (i-VCT)
- Powertrain Performance Benefits
- Fuel Economy
- 6-speed Automatic Transmission

2009 Taurus

Performance/Handling

Duratec 35 - 3.5L DOHC V6 Engine

Features

- 263 horsepower @ 6250 rpm and 249 lb.-ft. of torque @ 4500 rpm
- Requires only 87-octane regular grade fuel that helps keep operating costs low
- Strong, lightweight die-cast aluminum block
- Lightweight aluminum cylinder heads have 4 valves per cylinder to help improve performance
- 10.3:1 compression ratio
- Intake was designed as a system, all the way from air inlet to the intake valves, to create optimum flow for peak power and to broaden the torque curve
- Forged steel, fully counterweighted crankshaft
- High-temperature alloy, cast aluminum pistons with low-friction coating
- Low-maintenance spark plugs are rated for 90,000 miles of use under normal driving conditions

Electronic Throttle Control

- Electronic throttle body uses an accelerator pedal sensor to read and interpret the driver's intentions
- Electronic throttle control (ETC) is also known as "drive by wire." ETC translates accelerator motions and other inputs into control of engine power. The accelerator pedal controls the throttle with a computer-controlled stepping motor vs. a conventional linkage from pedal to throttle. ETC enhances control, driveability and performance

intake Variable Cam Timing (i-VCT)

- Allows the camshafts to operate the intake valves at different times in the combustion cycle, based on speed and load
- Adjusts cam timing to provide optimum performance and fuel economy
- Outstanding efficiency under low load conditions like idling or highway cruising
- Remarkable power when accelerating

Powertrain Performance Benefits

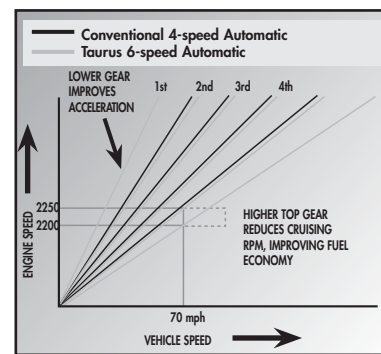
- Mating the Duratec 35 - 3.5L V6 engine to a 6-speed automatic transmission helps optimize performance
- Closely spaced gears of the 6-speed transmission allow the engine to always find its "sweet spot" — the gear that maximizes engine power
- Quick, responsive acceleration
- Close-coupled catalysts and i-VCT helps Taurus achieve:
 - Federal Tier 2 Bin 5 tailpipe emissions standards and Ultra Low Emissions Vehicle (ULEV II) evaporative California emissions standards
 - For more emissions information, refer to the Powertrain section of the Source Book Appendices

Fuel Economy

Vehicle	Fuel Economy (city/highway)
Taurus FWD	18/28
Taurus AWD	17/24

6-Speed Automatic Transmission

- Every part of this transmission was designed for smooth, quiet operation
- A wide ratio span provides power on demand for quick acceleration in low-gear situations
- Tall overdrive gear benefits highway fuel economy
- Overdrive cancel with grade assist feature uses smart gear selection to automatically maintain vehicle speed over hilly terrain
- In "low" range, the transmission controller enables engine braking to help with hill descents
- Engine braking is the engine's ability to slow the car when the transmission is in a low gear
- When the accelerator is released, decreasing the flow of fuel to the engine, the engine's speed slows. Logically, the vehicle slows along with it, but the amount and rate of deceleration depends on the gear selected. The lower the gear, the greater the engine braking
- The most common situation in which drivers employ engine braking is when descending a steep hill. Riding the brakes during a steep descent can cause overheating and fade
- Low maintenance, with "filled-for-life" transmission fluid that also helps contribute to reduced cost of ownership



6-speed transmission offers improvement over a traditional 4-speed automatic.

2009 Taurus

Performance/Handling

PERFORMANCE/HANDLING

This page is about:

- Platform Derived from Volvo
- Suspension Technology
- Independent MacPherson Strut Front Suspension
- Independent Multi-link Rear Suspension
- Body Structure

Driving Dynamics

Platform Derived from Volvo

- Same platform used on the Volvo XC90, S60 and S80
- Front and rear suspensions are also derived from these models
- Features a stiff unibody construction and robust boxed rear subframe
- Rigid chassis, boxed subframe and mounting points let engineers address ride and handling by tuning the suspension for a smooth, controlled ride

Suspension Technology

- Shock towers are designed to provide optimum front suspension travel for smooth ride and control on all road surfaces
- Tuned rear suspension, coupled with advanced design dampers and springs front and rear, helps provide excellent responsiveness and handling
- Hydraulic mounts attach the engine and transmission to the body; isolating the powertrain from the subframe-mounted suspension reduces vibration and provides a smooth ride

Independent MacPherson Strut Front Suspension

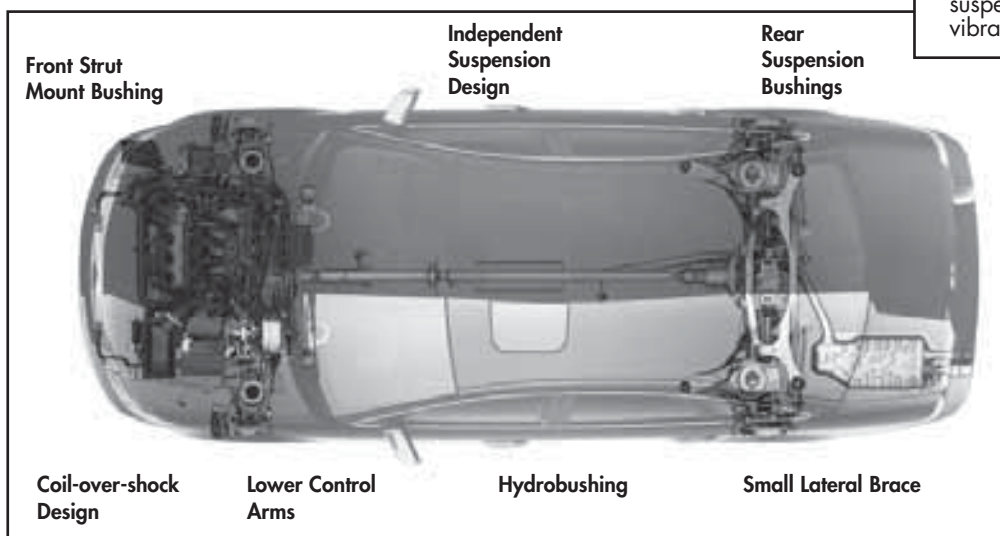
- MacPherson strut design with a rearward-facing L-arm gives the maximum amount of room in front of the suspension to help improve crash performance
- Suspension bushings are tuned independently for responsive steering and a smooth ride
- Use of hydrobushings in critical locations helps isolate the body from the suspension
- A large bushing at the top of the MacPherson strut mount helps resist vertical movements that occur on uneven road surfaces. It also resists side deflection to keep a crisp steering feel
- Coil-over-shock design puts the shock right in the center of the coil spring. The reduced offset limits twisting or lateral forces that could bind the shock and cause a harsher ride
- A hydrobushing at the rear of the lower control arm uses oil-filled internal chambers to dampen road forces before they reach the passenger compartment

Independent Multi-link Rear Suspension

- Multi-link design is built on a stout boxed subframe which lets the shock absorbers, springs and bushings do their jobs better
- There are 30 different bushings on AWD models and 24 bushings on FWD models, each designed for its specific task — to precisely tune ride and handling
- Front and rear suspensions are tuned for consistent shock absorption front to rear, creating a smooth ride and precise handling
- Independent suspension design lets each wheel react to road irregularities with no effect on the opposite wheel
- Joining the two sides of the subframe is a small lateral brace that adds stiffness and strength for the extra load of a rear differential in AWD-equipped models
- During heavy braking, the suspension causes slight toe-in — which is how much the front part of two opposite wheels point toward the center of the vehicle. This helps enhance steering stability

Body Structure

- Torsionally stiff unibody construction and rigid mounting points are a solid foundation on which to attach the suspension components
- Boxed rear subframe helps isolate the suspension from the body for less noise, vibration and harshness (NVH)



PERFORMANCE/HANDLING**This page is about:**

- Available All-Wheel Drive (AWD)
- Rack-and-pinion Steering
- Four-wheel Disc Brakes
- Electronic Brake Force Distribution (EBD)
- Flat Tow/Neutral Tow
- Hydrobushings

2009 Taurus

Performance/Handling

Driving Dynamics cont'd

Available All-Wheel Drive (AWD)

- A feature not found on many competitors in the class⁽¹⁾
- AWD is seamless to the driver and provides performance and safety benefits for SEL and Limited
- Continuously monitors vehicle speed, throttle input, steering angle and wheel slip to seamlessly deliver torque to the appropriate wheel(s)
- Helps eliminate torque steer and helps balance the vehicle when cornering
- In a curve, the front wheels steer the vehicle to maintain direction as well as propel the vehicle forward
- AWD system sends power to the rear wheels, allowing the rear wheels to help propel the vehicle
- AWD helps improve overall handling by allowing the front tires to apply more available traction to steer the vehicle
- AWD works together with traction control to distribute up to 100 percent of the available torque to the wheel(s) with the most traction
- System operates as front-wheel drive during normal driving to help reduce fuel consumption

A CLOSER LOOK: The Performance of AWD

- All-Wheel Drive uses electromagnetic activation of an internal clutch pack
- It engages when sensors detect wheel slip in the front wheels, and often acts preemptively to prevent slip from happening in the first place
- When activated, the system uses force from an electromagnet to push clutch plates together
- Driveshaft torque is transmitted through the unit to the rear wheels, taking power from the front wheels and sending it to the rear wheels
- System can react within milliseconds to distribute up to 100 percent of the available torque to the rear wheels

Rack-and-pinion Steering

- Rack-and-pinion steering maintains linear steering effort as the driver turns the wheel. The result is responsive steering that naturally follows a straight line as the wheel is turned
- 41-foot (curb-to-curb) turning diameter
- Quick steering ratio of 16:1 means drivers don't have to turn the wheel very far to go around a tight corner

Four-wheel Disc Brakes

- Large brake rotors (12.4-inch front and 13.0-inch rear) for a large swept area and powerful braking. Front rotors are vented for better heat dissipation to help reduce brake fade
- Twin-piston front calipers provide a precise and powerful braking performance
- Low-metallic, high-friction brake pad material for durability and dust control. The results are potentially lower maintenance costs and cleaner wheels

Electronic Brake Force Distribution (EBD)

- EBD sends the optimum amount of braking pressure to the rear brakes at all times under a variety of loads
- Whether there's one person or five people and their gear, EBD ensures the driver can apply the brakes with confidence in all conditions
- EBD means fewer occurrences of ABS activation and improved braking under heavy loads, and it allows all four wheels to give optimum braking

Flat Tow/Neutral Tow

Also known as four-wheel-down towing, it refers to towing a vehicle with all four of its wheels on the ground — for example, when towing a vehicle behind a motorhome. All Taurus models can be flat towed. See the Owner's Guide for complete details.

PRESENTATION TIP: Hydrobushings

To explain hydrobushing or hydromount vs. solid bushing or mount, use the concept of a water balloon vs. a hockey puck. The hockey puck represents a traditional solid bushing or engine mount.

Have your customer imagine hitting the puck with a solid object like a coffee mug.

- Point out that the puck wouldn't absorb the force from being struck very well
- Solid bushings or mounts, like the solid puck, don't do a very good job of absorbing engine or road vibrations

Next, have them imagine a water balloon as a hydrobushing or hydromount, and doing the same thing.

- The water balloon (hydrobushing or hydromount) absorbs the forces much better than the hockey puck
- So does the liquid-filled bushing or engine mount better absorb road and engine vibrations to keep them from reaching the passenger compartment?

The point will be clear.

(1) Class is standard 5-passenger large cars.

2009 Taurus

Safety/Security

SAFETY/SECURITY

This page is about:

Accident Avoidance

Occupant Protection

Child Safety

Personal Security

Taurus Is Rated America's Safest Full-Size Car

Overview

Key Messages

Taurus



- Taurus is rated America's safest full-size car⁽¹⁾
- Combines active and passive safety systems to meet and in some cases exceed all current federal safety standards for front-, side- and rear-impact performance
- AdvanceTrac[®] automatically enhances vehicle control in wet or slippery conditions
- Available All-Wheel Drive helps keep Taurus surefooted in a variety of conditions
- Features built-in structural safety and extensive safety systems standard

Key Features

Accident Avoidance

Available All-Wheel Drive (AWD) helps maintain traction in a variety of driving conditions.

AdvanceTrac[®] helps the driver maintain vehicle stability in adverse driving situations or when making evasive maneuvers on slippery pavement.

All-Speed Traction Control helps provide control by limiting wheel spin to maximize available traction.

Four-wheel Anti-lock Braking System (ABS) prevents wheel lock during excessive braking to help maintain steering control.

Brake Assist provides maximum assist when the brakes are applied suddenly but without enough force to provide full deceleration.

Electronic Brake Force Distribution (EBD) automatically balances the front-to-rear brake force distribution to reduce the tendency for rear-wheel lockup and optimize braking performance according to vehicle load of passengers and/or cargo.

Tire Pressure Monitoring System (TPMS) alerts driver if tire pressure is significantly low.

Occupant Protection

Personal Safety System[®] deploys airbags based on crash severity, safety belt usage, driver's seat position and front passenger weight classification.

Safety Canopy[®] System with rollover sensor deploys side curtain airbags for all outboard seating occupants in side-impact and rollover situations.

Front-seat side airbags help protect front-seat occupants in certain side collisions.

Class-exclusive⁽²⁾ SPACE (Side Protection And Cabin Enhancement) Architecture[™] is an advanced structural safety system designed for maximum strength and to divert crash forces away from occupants.

Collapsible steering column collapses in different ways depending on crash severity, driver size and seat position.

Side-intrusion door beams help prevent intrusion into the passenger compartment in a side-impact collision.

Belt-Minder[®] System chimes and flashes the safety belt warning light for up to 5 minutes or until the driver and/or passenger fasten their safety belts.

Child Safety

LATCH (Lower Anchors and Tethers for Children) System provides secure and correct installation of LATCH-compatible child safety seats.

Rear-door child safety locks prevent rear-seat occupants from opening the door from the inside.

Personal Security

SecuriLock[®] passive anti-theft system uses an electronically coded key (with billions of possible codes) to start the vehicle.

Perimeter anti-theft system helps prevent unauthorized entry when the vehicle is locked.

SOS Post Crash Alert System activates the hazard flashers and sounds the horn after a crash where the airbags deploy.⁽³⁾ Sounding the horn and flashing the hazards makes the vehicle easier to locate if the accident happened off-road. System operates until deactivated or battery power is depleted.

24-Hour Roadside Assistance provides roadside service for items such as running out of gas, a flat tire, jump-start, etc. for 5 years or 60,000 miles, whichever comes first.

Taurus Is Rated America's Safest Full-Size Car⁽¹⁾

Taurus boasts **5-star crash test ratings** in all impact testing conducted by the National Highway Traffic Safety Administration (NHTSA) and with electronic stability control, IIHS (Insurance Institute for Highway Safety) "Top Safety Pick" rating from the Insurance Institute for Highway Safety (IIHS).

Key features like the Safety Canopy System, Personal Safety System and SPACE (Side Protection And Cabin Enhancement) Architecture work together to make occupant safety a top priority for Taurus. See the Safety section of the Appendices book for more information regarding crash test ratings.

(1) Based on both 2008 NHTSA (National Highway Traffic Safety Administration) five-star crash test ratings and, with electronic stability control, IIHS (Insurance Institute for Highway Safety) "Top Safety Pick." Star ratings are part of U.S. Department of Transportation's safecar.gov program — www.safecar.gov.

(2) Class is standard 5-passenger large cars.

(3) SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag.

2009 Taurus

Safety/Security

Accident Avoidance

Available All-Wheel Drive (AWD)

- Continuously monitors wheel speed, throttle position and steering angle to determine the vehicle's conditions and driver's intent. The system then determines the optimal amount of front and rear torque for the given conditions to not only reduce wheel slip but to prevent the slip from occurring in the first place
- Electronically controlled AWD helps keep Taurus sure-footed in a variety of conditions — slippery surfaces and anything that compromises traction
- Normally functions in front-wheel-drive mode, but the controller continuously monitors information to determine if AWD is needed
- Uses electromagnetic activation of internal clutch plates in the AWD coupling to transfer torque

AWD Benefits

- No need to activate AWD — it's transparent to the driver and always there when it's needed, for wet or dry pavement, creating driving confidence and peace of mind
- An active on-demand coupler can deliver the precise amount of torque to all four wheels even before the wheels begin to slip
- Since the system can transfer torque away from the front wheels, it helps reduce the type of understeer often associated with front-wheel-drive vehicles, providing improved vehicle control
- When AWD is combined with All-Speed Traction Control or the AdvanceTrac® system, a high degree of torque can be sent to the wheel with the best traction, even if the other three wheels have no traction at all

A CLOSER LOOK: AWD

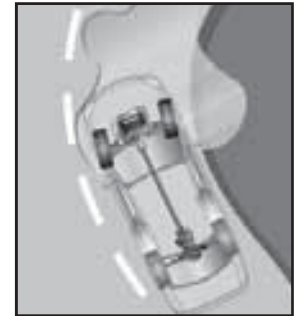
Normal Driving Conditions

- Under normal conditions, AWD operates much like a front-wheel-drive vehicle
- Majority of power is sent to the front wheels
- AWD system continuously monitors wheel speed, throttle position and steering angle and to balance the engine's output to the wheel(s) with the best traction



Rain, Sleet or Snow

- Weather conditions can create a slippery patch on the road surface
- When the vehicle encounters these situations, AWD responds proactively within milliseconds, redirecting power to the appropriate wheels with the best traction



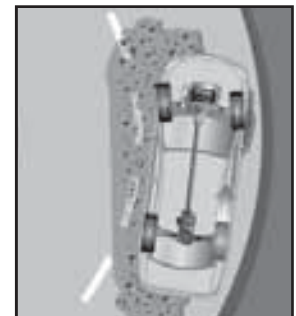
Performance and Handling

- In a curve, the front wheels steer the vehicle to maintain direction as well as propel the vehicle forward
- AWD system sends power to the rear wheels, allowing the rear wheels to help propel the vehicle
- AWD helps improve overall handling by allowing the front tires to apply more available traction to steer the vehicle
- AWD, paired with AdvanceTrac, further enhances vehicle stability and driver control



Sand and Gravel

- It's not uncommon to encounter debris like sand and gravel on the road, which can cause a vehicle to lose traction
- The AWD system proactively compensates for these conditions by immediately sending power to the wheels with the best traction
- This helps the driver to maintain control and drive through the hazard



For an online animated demonstration of AWD, go to esourcebook.dealerconnection.com

2009 Taurus

Safety/Security

SAFETY/SECURITY

This page is about:

- AdvanceTrac®
- All-Speed Traction Control
- Four-wheel Anti-lock Braking System (ABS)
- Brake Assist
- Tire Pressure Monitoring System (TPMS)

Accident Avoidance cont'd

AdvanceTrac®

- An electronic stability control system that helps the driver maintain vehicle stability in adverse driving situations or when making evasive maneuvers on slippery pavement
- Monitors vehicle's cornering behavior
- Sensors monitor steering angle, lateral acceleration and yaw rate
- Automatically makes braking and throttle adjustments to match vehicle's direction to the driver's intention
- Controls wheels individually to counteract excessive vehicle rotation
- Reduces engine power and selectively brakes individual wheels to help keep the vehicle on course
- Intervenes progressively so that the driver is hardly aware that AdvanceTrac has been activated
- Uses Anti-lock Braking System (ABS) and traction control components
- AdvanceTrac may be turned off with a button on the console, but defaults to "on" whenever the vehicle is started
- Customers may wish to deactivate AdvanceTrac in situations where wheel spin is desired, such as when "rocking" a vehicle stuck in snow
- Includes Brake Assist

All-Speed Traction Control

- Uses a combination of brake and/or engine control to maximize available traction on slippery or loose driving surfaces at any speed

Four-wheel Anti-lock Braking System (ABS)

- Helps drivers to maintain steering control in emergency or other hard-braking situations
- Electronically "pumps" the brakes several times per second when the computer-controlled sensors indicate wheel lockup during hard braking



Brake Assist

- Recognizes when the brake pedal is applied suddenly but without enough force to provide full deceleration
- With Brake Assist, the system applies the appropriate pressure to maximize vehicle deceleration and help reduce stopping distances
- Without the Brake Assist feature, the result could be a longer stopping distance than desired
- Once the driver releases the brake pedal, the vehicle returns to normal braking mode

Tire Pressure Monitoring System (TPMS)

- Uses a tire pressure sensor mounted to each wheel
- Sensors use radio frequency transmitters to send tire pressure information to the vehicle's onboard computer
- The computer illuminates a warning light and sounds an audible tone when tire pressure is significantly low
- System is completely hidden from sight
- Replacing the tire is easily done without removing the sensor
- Provides actual tire pressure readings
- Senses temperature-based pressure loss where all four wheels are affected
- Resetting the system is easy. Once tire pressure has been restored to its recommended level, TPMS-equipped vehicles simply need to be driven over 20 mph for at least 2 minutes to be reset
- Properly inflated tires help optimize fuel economy and add to a smooth ride
- Recommended tire pressure label is on the driver's door B-pillar

ENGINEERING INSIGHT: TPMS Warning Light

ENGINEERING INSIGHT: TPMS Warning Light	
<p>Low Tire Warning Light</p> <p>Solid Warning Light</p> 	<p>Customer Action Required</p> <p>Check tire pressure to ensure proper inflation. Ford recommends a digital or dial-type tire pressure gauge for increased accuracy.</p> <ul style="list-style-type: none"> • After inflating cold tires to manufacturer's recommended pressure as shown on the tire label, the vehicle must be driven for at least 2 minutes at over 20 mph to turn the light off and reset the system • If the light remains on even after these steps have been taken, have the system inspected by the dealership Service Department <p>NOTE: If the outside overnight temperature is significantly lower than the daytime temperature, tire pressure will decrease 1 psi for every 10 degrees F drop in temperature. This may cause the TPMS warning to illuminate. If all tires appear to be inflated, customers should manually check the pressure and inflate all the tires to the recommended cold pressure.</p>
<p>Flashing Warning Light</p> 	<ul style="list-style-type: none"> • Driving on the spare tire may activate the TPMS warning light, causing it to flash for 75 seconds followed by a solid light. Repair the damaged road wheel and remount it on the vehicle. Reset the TPMS by driving at over 20 mph for at least 2 minutes • If the tires are inflated to the manufacturer's recommended pressure and the spare tire is not in use, have the system inspected by the Service Department • See the vehicle Owner's Guide for more information

This page is about:

- Personal Safety System®
- Safety Canopy® System with Rollover Sensor
- Front-seat Side Airbags

2009 Taurus

Safety/Security

Occupant Protection

Personal Safety System®

The Ford Personal Safety System tailors airbag usage to the severity of the crash, driver and passenger safety belt use, driver's-seat position and passenger classification. System components include:

- Dual-stage driver and front passenger airbags
- Electronic front crash severity sensor
- Driver's-seat position sensor
- Front outboard safety belt usage sensor
- Restraint Control Module
- Front outboard safety belt energy management retractors
- Front outboard safety belt pretensioners
- Front Passenger Sensing System

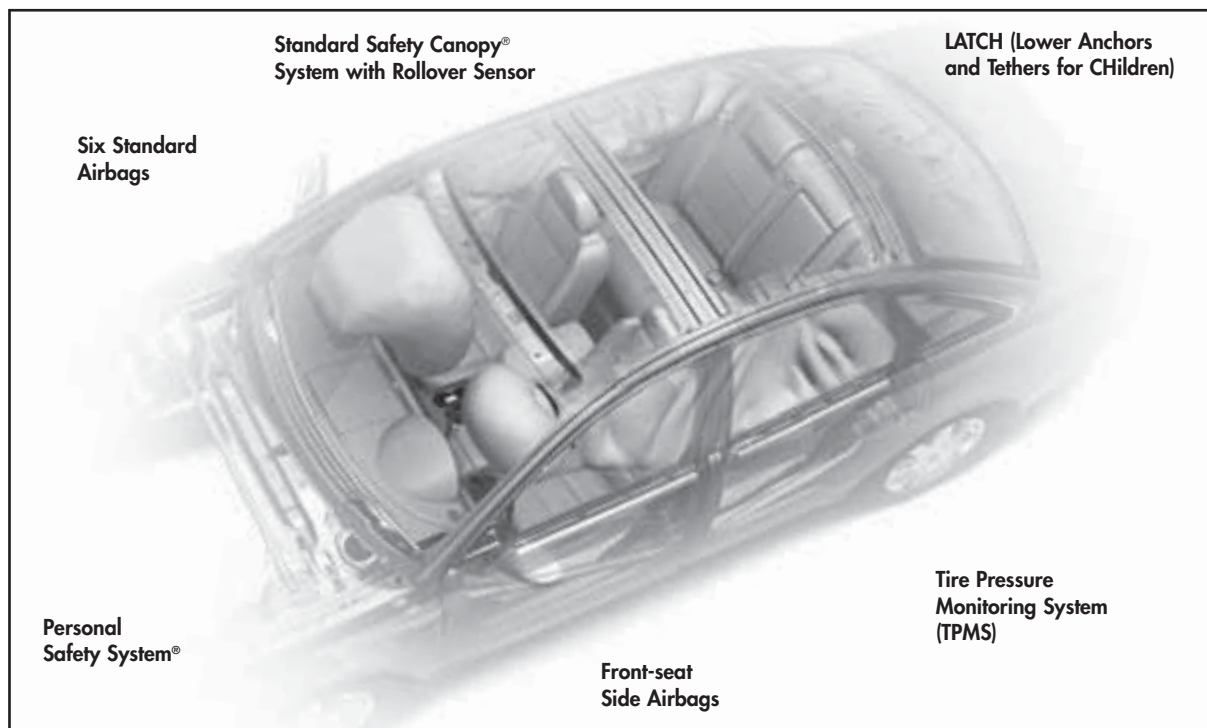
See the Safety Section in the Appendices book for more information on the Personal Safety System.

Safety Canopy® System with Rollover Sensor

- Offers head protection in side-impact and rollover situations for both rows of passengers
- In a side impact, the side curtain airbags protect the heads of all outboard passengers
- The side curtain airbags will deploy and stay inflated for an extended period of time to help protect occupants from multiple rollovers or side impacts
- Side curtain airbags are located in the roof side rail behind the headliner and are triggered independently of the driver and front passenger airbags
- Side curtain airbags will not interfere with a properly installed child safety seat or booster seat
- Combined with the Safety Canopy System, the front-seat side airbags help protect the chest while the Safety Canopy helps protect the head in certain side-impact collisions

Front-seat Side Airbags

- Side airbags help protect front-seat occupants in certain side collisions
- Airbags deploy from the front seats to protect occupants' chests
- Placed in the front seatbacks, so they are always in the optimum deployment position no matter where the seat is positioned
- Designed to help protect the chest in certain side collisions



2009 Taurus

Safety/Security

SAFETY/SECURITY

This page is about:

- Built-in Structural Safety
- Class-exclusive SPACE Architecture™
- Collapsible Driveshaft
- Collapsible Steering Column
- Controlling Crash Forces

Occupant Protection cont'd

Built-in Structural Safety

- **Safety structure** provides outstanding rigidity and proven quality. Using computer-aided engineering, Ford developed the Taurus platform for optimal rigidity. The benefits are a smoother ride on rough roads and improved crash performance
- **Door beams** are attached at the strongest points of the door frame. Beams within the door help protect against intrusion in side impacts and help manage frontal-impact forces
- **Front bumper plate** helps reduce crash forces on the inside face of the frame rail by 14 percent and promotes a more even collapse of the energy-absorbing structures — keeping the force of an impact away from your customers
- **Tunnel rails** support front rail and engine loads in a front crash to provide passenger compartment integrity
- **Octagonal front frame rails** distribute forces better than rectangular ones because the corners of a structure bear most of the load. The octagonal shape helps prevent the front frame rails from buckling under varying crash conditions
- **Energy-absorbing crash structure** includes a “shotgun” structural member above the wheel to help absorb and redirect front crash forces above and below the passenger compartment, particularly in crashes with tall vehicles
- **Front structure tripod design** channels front crash forces upward and downward into a high-strength steel ring of protection around and away from the passenger compartment
- **Kick-up crossmember** provides additional cross-vehicle transfer of the load in a side-impact crash

Class-exclusive⁽¹⁾ SPACE (Side Protection And Cabin Enhancement) Architecture™

Among the many elements that comprise this advanced structural safety system, a hydroformed cross-car beam runs between the door frames, strengthening each bodyside. In a side-impact collision, a bend in the beam triggers its deformation, helping to divert crash forces away from occupants. A strong roof crossmember teams with the under-seat tube to provide exceptional side-impact protection.

Collapsible Driveshaft (AWD)

- Designed with a “trigger point” indentation forged into the shaft where computer modeling shows impact forces to be greatest
- Indentation allows driveshaft to absorb crash energy in a more controlled manner
- Collapsible design helps prevent driveshaft intrusion into the passenger compartment

Collapsible Steering Column

- Collapses differently during front impacts, depending on the amount of crash energy, driver's size and seat position
- Energy-absorbing “bend sheet” holds upper and lower portions of steering column together
- Shape of bend sheet helps control the collapse of steering column in an impact

PRESENTATION TIP: Controlling Crash Forces

You can illustrate how the tripod design of Taurus's front body structure helps to “steer” crash forces away from the passenger compartment. First demonstrate how a crash affects a vehicle without a tripod design. Tell customers to think of their arm as the front structure of the vehicle and their shoulder as the passenger compartment. Have them make a fist and hold their arm straight out, stiffly in front of their body. With their other hand, have them put force against their fist. In this situation, their shoulder (the passenger compartment) takes the full force they're putting against it. Next demonstrate the tripod design by having them put force against their outstretched arm again — this time bending their elbow outward. In a similar manner, the front structure tripod design directs the steering forces away from the vehicle passenger compartment.

(1) Class is standard 5-passenger large cars.

SAFETY/SECURITY

This page is about:

- LATCH System (Lower Anchors and Tethers for Children)
- SecuriLock® Passive Anti-theft System
- Perimeter Anti-theft System
- 24-Hour Roadside Assistance
- Crash Test Ratings

2009 Taurus

Safety/Security

Child Safety

LATCH (Lower Anchors and Tethers for Children) System

- Consists of a top tether anchor point and two rigid bars located where the seat cushion meets the seatback
- All rear seats offer LATCH provisions
- LATCH-compatible child safety seat attaches to the lower anchor points by means of flexible tethers or rigid latch bars
- LATCH assists in providing a secure attachment and uniform installation method to help reduce the likelihood of an improper child safety seat installation

Personal Security

SecuriLock® Passive Anti-theft System

- Uses an electronically coded ignition key (with billions of possible codes to start the vehicle)
- Designed to help prevent the engine from being started unless a coded key programmed to the vehicle is used

24-Hour Roadside Assistance

- Toll-free number (1-800-241-FORD) operational 24 hours, 7 days a week
- Customers can request services to change a flat tire, jump-start a battery, deliver fuel or tow the vehicle
- Available for 5 years or 60,000 miles, whichever comes first

Perimeter Anti-theft System

- Monitors against unauthorized entry of the doors, hood or liftgate when the vehicle is locked

Crash Test Ratings

NHTSA Tests

Taurus achieved a five-star rating in all four impact categories in tests performed by the National Highway Traffic Safety Administration.

- In the full-frontal test, vehicles are crashed into a fixed barrier at 35 mph, which is like a head-on collision between two similar vehicles, each moving at 35 mph
- Side-impact crash test represents an intersection-type collision with a 3015-lb. barrier moving at 38.5 mph into a standing vehicle
- Full frontal crash ratings should only be compared between vehicles within the same weight class (plus or minus 250 lbs.)

IIHS Tests

Taurus received the highest possible rating in each of the following tests performed by the Insurance Institute for Highway Safety:

Frontal Offset Test — vehicle impacts a fixed barrier at 40 mph. Only half of the vehicle's front surface makes contact with the barrier.

Side-impact Test — a 3300-lb. barrier moving at 31 mph strikes the side of a stationary vehicle.

Rear-impact Test — the vehicle's front seat is mounted on a platform which is accelerated forward. This simulates the stationary vehicle being hit from behind and tests for whiplash injury.

It is anticipated that for 2009, Taurus will achieve these same ratings

	Frontal-impact Rating		Side-impact Rating	
	Driver	Passenger	Front Seat	Rear Seat
Taurus	★★★★★	★★★★★	★★★★★	★★★★★

What Do the Stars Mean?

Frontal-impact Testing

★★★★★ 5 stars = 10 percent or less chance of serious injury

Side-impact Testing

★★★★★ 5 stars = 5 percent or less chance of serious injury

IIHS Top Safety Pick

IIHS Test	Test Evaluation Result
Frontal Offset	G Good
Side Impact	G Good
Rear Impact	G Good
Stability Control	Available ⁽¹⁾

(1) Taurus features standard AdvanceTrac® Electronic Stability Control.

2009 Taurus

Quality/Reliability/Durability

QUALITY/RELIABILITY/DURABILITY

This page is about:

Advanced QRD = Quiet and Plush
Sound/Engineering Advancements
Total Vehicle Geometry (TVG)
Easy Maintenance

Overview

Key Messages

Taurus



- 2009 Taurus is as quiet as many luxury cars
- Total Vehicle Geometry process helps deliver superior fit and finish
- 90,000-mile spark plug maintenance interval⁽¹⁾
- 150,000-mile durability on the self-adjusting accessory drive belt

Key Features

Advanced QRD = Quiet and Plush

Thanks to advanced engineering, the Taurus sound package makes this car as quiet as many luxury cars, using advanced technologies and increased strength and stiffness to ensure a quiet, plush and comfortable interior.

Increasing use of information and communication technologies like Ford SYNC® is driving the demand for quieter vehicles. Because of this, Ford engineers used the latest in noise technology to identify and then eliminate sources of road, wind and structure-borne noise inside the cabin. Taurus is now a leader in that regard and is competitive with many luxury brands.

Engineering Advancements Add Strength to Quiet

- Engineers added extra stiffness where the package tray shelf meets the floor pan to help reduce stress and the associated noise
- Improved climate control system is 50 percent quieter than previous systems
- Engine mounting bolts secure both the engine and transmission to the body, using hydraulic mounts to reduce vibration

Total Vehicle Geometry (TVG)

- By using the Total Vehicle Geometry (TVG) process derived from Volvo, engineering development of Taurus resulted in some of the best quality prototypes in Ford Motor Company history
- TVG uses data to design and develop vehicles vastly superior in fit, finish and other total vehicle attributes

Easy Maintenance

- 6-month/7,500-mile oil change interval
- Spark plugs rated for 90,000 miles⁽¹⁾
- Duratec's self-adjusting accessory drive belt is rated for 150,000 miles⁽¹⁾
- Sealing systems and gaskets rated for up to 15 years of service⁽¹⁾

Warranty

New Vehicle Limited Warranty

- 3-year/36,000-mile Bumper-to-Bumper; no deductible
- 5-year/60,000-mile Powertrain Limited Warranty
- 5-year/unlimited-mileage Corrosion Perforation
- 5-year/60,000-mile Safety Restraint

5-year/60,000-mile Powertrain Limited Warranty

- Powertrain Limited Warranty for Ford vehicles is 5 years or 60,000 miles, whichever comes first
- That's an additional 2 years/24,000 miles of coverage for components such as the engine, transmission and front- and rear-wheel-drive parts beyond the vehicle's 3-year/36,000-mile Bumper-to-Bumper Limited Warranty
- Refer to the vehicle Warranty Guide for a complete list of all of the parts covered

24-Hour Roadside Assistance

- Toll-free number (1-800-241-FORD) operational 24 hours a day, every day
- Customers can request services to change flat tire, jump-start battery, unlock vehicle, deliver fuel or tow vehicle
- Available for 5 years or 60,000 miles, whichever comes first

(1) Under normal driving conditions.

AUDIO/NAVIGATION/ENTERTAINMENT

2009 Taurus

Audio/Navigation/Entertainment

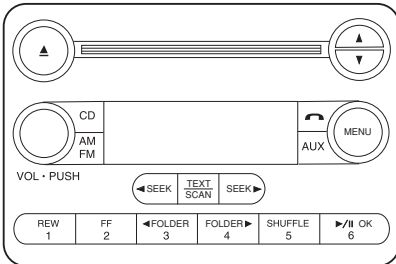
This page is about:

- AM/FM Stereo/Single-disc CD/MP3 Capability
- AM/FM Stereo/6-disc In-dash CD/MP3 Capability
- Premium AM/FM Stereo/6-disc In-dash CD/MP3 Capability
- SIRIUS® Satellite Radio

All Taurus Audio Systems Include

- Station Memory Presets — 12 FM, 6 AM
- Autoset (AST) automatically locates 6 strongest AM or FM station signals
- Auxiliary audio input jack
- MP3 capability
- Digital clock

AM/FM Stereo/Single-disc CD/MP3 Capability

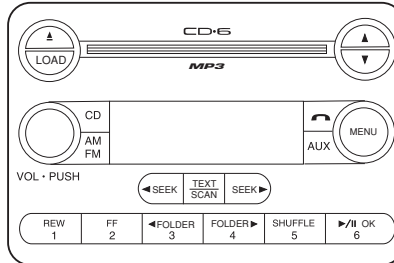


- 80 watts of power
- 4 speakers
- **Speed Compensated Volume (SCV)**
 - Compensates for changing ambient noise levels by adjusting the volume of the radio according to the vehicle's speed signal
 - Allows a choice of 7 volume adjustment levels and is adjustable through the menu
- **RDS (Radio Data System) function** allows the following:
 - Radio station call letters appear on radio display
 - Type of music format appears on radio display
 - Search for type of music format
 - Traffic information broadcasts
 - Only for FM radio stations supporting RDS capability
- **Compression** allows the audio dynamic range to be compressed so quieter music is boosted and louder music is lowered to compensate for ambient noise level when enabled during CD mode
- **Folder/track mode** allows the audio system to play and seek through disc tracks with or without folder option (available with MP3 discs only)
- **Repeat** will play the selected track continuously until Repeat is deactivated when enabled during CD mode
- **Shuffle** plays CD tracks in random order

For More Audio Information

- Audio availability: See the latest Dealer Ordering Guide
- Operating information: See the vehicle Owner's Guide

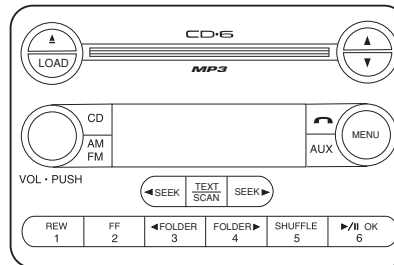
AM/FM Stereo/6-disc In-dash CD/MP3 Capability



Includes or replaces features of AM/FM stereo/single-disc CD/MP3 capability player plus:

- 6-disc, in-dash CD changer

Premium AM/FM Stereo/6-disc In-dash CD/MP3 Capability



Includes or replaces features of AM/FM stereo/6-disc in-dash CD/MP3 capability plus:

- 8 speakers, including subwoofer
- System adds external 2-channel 90-watt amplifier
- **Occupancy setting** allows one of three vehicle acoustic settings to be chosen

SIRIUS® Satellite Radio

- Includes 6 months of SIRIUS service, subject to location and availability
- Order Code 62S must be specified for the SE. This will equip the vehicle with the necessary vehicle-to-radio interface and antenna
- Unit is preactivated from the factory
- SIRIUS Satellite Radio can be accessed using existing radio head controls:
 - **Aux button** — press and release to enter satellite radio mode
 - **Seek/Scan** — use these buttons to change channels
- Key benefits of SIRIUS Satellite Radio include:
 - Over 130 channels of the best music, talk, news, sports and information (65 music channels)
 - 100 percent commercial-free music
 - Seamless coverage anywhere in the contiguous U.S.
- More information is available online at www.sirius.com or toll-free at (888) 539-SIRIUS (7474)

Audio/Navigation/Entertainment

This page is about:

Voice-activated Navigation System

Auxiliary Audio Input Jack

Voice-activated Navigation System



Includes or replaces features of the Premium AM/FM stereo/6-disc in-dash CD/MP3 capability plus:

- **Voice activation** recognizes certain voice commands to operate the system hands-free
- Crisp, color LCD display
- **6.5-inch touch screen** operates navigation and audio functions
- **Destination selection** search methods include:
 - Street address
 - Point of Interest (POI)
 - Freeway entrance/exit search
 - Previous destination
- **Turn-by-turn voice directions** include street name pronunciations
- Supports North American English, Canadian French and North American Spanish
- **Help menu** for basic operation, driving restrictions and navigation DVD
- **Automatic Rerouting** recalculates a new route if a turn is missed
- **Emergency Button** provides nearest emergency facility to choose as a destination (hospital or police)
- **Valet Lockout Mode** disables operation of the Navigation System if desired, for example, during valet parking
- **Address Book** saves the most frequently used destinations for quick and easy routing
- One DVD with map data for the continental U.S. and Canada
- DVD inserts into system Electronic Control Unit (behind the touch screen)

Auxiliary Audio Input Jack



- Standard with all audio systems
- Allows the use of portable MP3 players
- Vehicle audio system will not control the functions of the MP3 player

For More Audio Information

- Audio availability: See the latest Dealer Ordering Guide
- Operating information: See the vehicle Owner's Guide

WHEELS/INTERIOR TRIM




This page is about:

- 17" 8-Spoke Bright Machined Aluminum with Silver-Painted Pockets
- 18" 8-Spoke Bright Machined Aluminum with Dark-Painted Pockets
- 18" 7-Spoke Chrome-Clad Aluminum
- Interior Trim

2009 Taurus

Wheels/Interior Trim

Wheels

Wheel	SE	SEL	Limited
17" 8-Spoke Bright Machined Aluminum with Silver-Painted Pockets (64G) 	Standard	—	—
17" 8-Spoke Bright Machined Aluminum with Dark-Painted Pockets (64W) 	—	Standard	—
18" 7-Spoke Chrome-Clad Aluminum (647) 	—	—	Standard

— = Not available

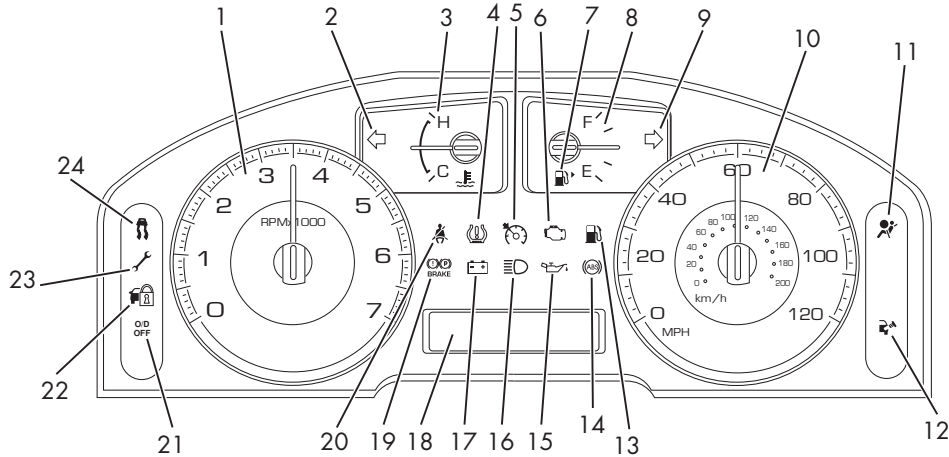
NOTE: See the latest Dealer Ordering Guide for wheel availability.

Interior Trim

Interior Trim Type and Color Selector NOTE: First character denotes type, second character denotes color.	Interior Trim Colors		
	Camel (Tan)	Medium Light Stone (Grey)	Black
SE Cloth Seats	CC	CL	—
SEL Cloth Bucket Seats Leather-trimmed Bucket Seats	CC HC	CL HL	— —
Limited Leather-trimmed Bucket Seats	HC	HL	HW

NOTE: See the 2009 Color and Upholstery Book or the Specifications section of eSourceBook (esourcebook.dealerconnection.com) for illustrations of the available seating choices.

Instrument Cluster



- | | | |
|--|---|--|
| 1. Tachometer | 11. Airbag readiness indicator/
warning light | 18. Message center |
| 2. Left turn signal indicator | 12. Loose fuel cap warning light | 19. Brake system warning light/parking
brake indicator |
| 3. Engine coolant temperature gauge | 13. Low fuel warning light | 20. Fasten safety belt warning light |
| 4. Low tire pressure warning light | 14. Anti-lock Braking System (ABS)
readiness indicator/warning light | 21. Overdrive off indicator |
| 5. Cruise control active indicator | 15. Low engine oil pressure
warning light | 22. Anti-theft system active indicator |
| 6. Check engine warning light | 16. High-beam indicator | 23. Throttle control/transmission fault
warning light |
| 7. Fuel filler door location indicator | 17. Charging system warning light | 24. Traction-assist/AdvanceTrac® active
indicator light |
| 8. Fuel gauge | | |
| 9. Right turn signal indicator | | |
| 10. Speedometer | | |

2009 Taurus

Key Product Specifications⁽¹⁾

Model	All
Wheelbase	112.9
Length	201.8
Height	61.5
Width	82.9
Track (Front/Rear)	64.3/64.4
Base Curb Weight (approx. lbs.)	
– Front-wheel Drive	3739
– All-Wheel Drive	3936

Seating	
Capacity	5
Head Room (Front/Rear)	39.6/38.8
Shoulder Room (Front/Rear)	57.8/57.6
Hip Room (Front/Rear)	53.7/53.6
Leg Room (Front/Rear)	41.3/41.2

Passenger/Luggage/Fuel Capacity	
Passenger Volume (cu. ft.)	108.0
Luggage Capacity (cu. ft.)	21.2
Fuel Tank Capacity (gal.)	20.5

Engine	
Engine Layout	Front-wheel drive
Engine Type	Duratec 35 - 3.5L DOHC V6
Displacement (liters/cu. in.)	3.5/213
Horsepower @ rpm	263 @ 6250
Torque (lb.-ft. @ rpm)	249 @ 4500
Compression Ratio	10.3:1
Bore and Stroke	3.6 x 3.4
Fuel System	Sequential multi-port fuel injection
Fuel Requirement	87 octane (minimum)
Fuel Economy (city/hwy. mpg)	18/28 (FWD) 17/24 (AWD)
Exhaust System	Dual stainless steel with catalytic converters

Transmission	
Type	6-Speed Automatic
Gear Ratios	1st 2nd 3rd 4th
	4.484:1 2.872:1 1.842:1 1.414:1
	5th 6th Rev. Final Drive
	1.000:1 0.742:1 2.882:1 2.77:1

Front Suspension	
Type	Independent MacPherson struts with stabilizer bar
Springs	Helical coil-over-shock
Shock Absorbers	Integrated with strut, gas-pressurized hydraulic
Stabilizer Bar (mm)	26 (FWD)
Diameter (mm)	26 (AWD)

Rear Suspension	
Type	Independent multi-link with stabilizer bar attached to separate subframe
Springs	Helical coil-over-shock
Shock Absorbers	Coil-over-shock design, gas-pressurized hydraulic
Stabilizer Bar (mm)	15 (FWD)
Diameter (mm)	14 (AWD)

Steering	
Type	Power rack-and-pinion
Overall Ratio	17.1:1
Turning Diameter, Curb-to-Curb (ft.)	41.0

Brakes	
Standard	Power four-wheel disc with Anti-lock Braking System (ABS)

Trailer Towing ⁽²⁾	
Towing Class	Light Duty Class I
Gross Trailer Weight (lbs.)	1000
Maximum Tongue Weight (lbs.)	100
Hitch Design	Load-carrying type

Neutral Towing	
Flat Tow/Neutral Tow	
Also known as four-wheel-down towing, it refers to towing a vehicle with all four of its wheels on the ground — for example, when towing a vehicle behind a motorhome. Taurus models can be flat towed. See the vehicle Owner's Guide for complete details.	

(1) Dimensions are in inches unless otherwise specified.

(2) For additional towing information, refer to the 2009 RV & Trailer Towing Guide that will be shipped with your 2009 Source Books or the vehicle Owner's Guide.