

What's Important / 2 - 4 Model Lineup / 5 - 8

Purchase Motivators	Reference
Design/Styling / 9 - 10	Audio/Navigation/Entertainment / 32 - 34
Comfort/Convenience / 11 - 18	Wheels / 35
Performance/Handling / 19 - 25	Color and Trim / 36
Safety/Security / 26 - 30	Instrument Cluster / 37
Quality/Reliability/Durability / 31	Key Product Specifications / 38
	Accessories / 39 - 40

Adaptive Cruise Control and Collision Warning with Brake Support / 11, 12

AdvanceTrac®
 AdvanceTrac / 26, 27
 AdvanceTrac Sport Mode / 19, 24

Aggressive Deceleration Fuel Shut-off (ADFSO) / 20

Air Filter, Cabin Particulate / 14

Airbags, Front-seat Side / 26, 28

All-Wheel Drive (AWD) / 19, 25, 26, 27

Ambient Interior Lighting / 9, 10

Anti-theft System
 Perimeter / 26, 30
 SecuriLock® Passive / 26, 30

Audio Systems
 Single-disc CD/MP3 Capability / 17, 32
 Premium 6-disc in-dash CD/MP3 Capability / 17, 32
 Sony® Surround Sound with 12 Speakers and 390 Watts / 17, 32
 SIRIUS® Satellite Radio / 17, 34
 Auxiliary Audio Input Jack / 34

Belt-Minder® / 26

BLIS® (Blind Spot Information System) with Cross Traffic Alert / 11, 12

Brakes
 Anti-lock Braking System (ABS) / 26, 27
 Brake Assist / 26, 27
 Disc, Four-wheel / 19, 24

Climate Control System
 Dual-zone Electronic Automatic Temperature Control / 14

Colors, Exterior / 9, 36

Driveshaft, Collapsible / 29

Easy Fuel™ Capless Fuel Filler / 11, 15

Engine
 3.5L Duratec® DOHC V6 / 19, 20, 21
 3.5L EcoBoost™ Twin-turbo V6 / 19, 20, 21
 Electronic Throttle Control / 20
 intake-Variable Cam Timing / 20

Fuel Economy / 21, 38

Garage Door Opener, Universal / 14

Grille, Tri-bar / 9, 10

Headlamps
 Automatic with Wiper Activation / 16
 Automatic High-beam / 11, 13

Intelligent Access with Push Button Start / 11, 13

Keyless Entry Keypad, SecuriCode™ / 11, 16

Keyless Entry System with Integrated Keyhead Transmitter / 14

LATCH (Lower Anchors and Tethers for Children) System / 26, 30

Maintenance
 Accessory Drive Belt / 31
 Oil Change Interval / 31
 Spark Plugs, 90,000-mile / 31

Moonroof, Power / 14

MyKey™ / 11, 13

Navigation System, Voice-activated with SIRIUS Travel Link™ / 17, 33

Package, SHO Performance / 19, 23

Pedals, Power Adjustable Brake and Accelerator / 14

Personal Safety System™ / 26, 28

Ratings, Crash Test / 30

Rearview Camera / 11, 13

Reverse Sensing System / 16

Roadside Assistance, 24-Hour / 26, 30, 31

Safety Canopy® System with Roll Sensor / 26, 28

Seating
 Heated and Cooled Front Seats / 15
 Heated Rear Seats / 15
 Multi-Contour Front Seats with Active Motion™ / 11, 13
 Seatback, Passenger Fold-Flat / 15

SOS Post Crash Alert System / 26

SPACE (Side Protection And Cabin Enhancement) Architecture™ / 26, 29

Steering
 Rack-and-Pinion / 19, 24
 Electric Power-Assisted (EPAS) with Drift Control / 19, 24

Steering Column, Collapsible / 26, 29

Structural Safety, Built-in / 29

Styling
 Exterior / 9, 10
 Interior / 9, 10

Sunshade, Rear Window Power / 14

Suspension
 Independent MacPherson Strut Front Suspension / 19, 23
 Independent Multi-link Rear Suspension / 19, 23
 Sport-tuned / 19, 23

SYNC® Voice-activated Communications and Entertainment System / 11, 13, 17, 18

Tire Pressure Monitoring System (TPMS) / 26, 27

Towing, Flat/Neutral / 24, 38

Traction Control / 26, 27

Transmissions
 6-speed Automatic / 19, 21
 6-speed SelectShift Automatic™ / 19, 22

Warranty
 Corrosion Perforation / 31
 New Vehicle Limited / 31
 Powertrain Limited / 31

Windshield Wipers, Rain-sensing / 11, 16

WHAT'S IMPORTANT

This page is about:


- New Model Lineup
- All-new Exterior Styling and Interior Design
- New Exterior Colors
- Functional Changes
- New Standard Features
- Key Competitors

2010 Taurus

What's Important

Overview

Key Messages

<p>Taurus</p> 	<ul style="list-style-type: none"> • All-new, athletically sculpted exterior styling • All-new interior includes class-exclusive⁽¹⁾ Multi-Contour front seats with Active Motion™ • All-new Taurus SHO with an all-new 3.5L EcoBoost™ twin-turbo V6 engine with gasoline direct injection, 6-speed SelectShift Automatic™ transmission and sport-tuned suspension • New driver-focused technology includes Adaptive Cruise Control and Collision Warning with Brake Support, BLIS® (Blind Spot Information System) with Cross Traffic Alert, MyKey™ and the latest version of SYNC® with Traffic, Directions and Information
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New Model Lineup

- SE
- SEL
- Limited
- New SHO — see page 8 for SHO content

All-new Exterior Styling

- Evolutionary tri-bar grille
- Jeweled projector-beam halogen headlamps
- Power dome hood
- New front and rear fascias
- New fenders
- All-new wheel lineup (17" to 20")
- Muscular wheel arches house the all-new wheel lineup
- New taillamp design

All-new Interior Design

- Double-brow instrument panel with seamless passenger airbag cover
- Center stack design flows from the instrument panel into the center console
- Recessed gauges feature chrome accents
- New seats and seating surfaces
- New door trim panels
- Ice Blue interior lighting
- Ambient interior lighting

New Exterior Colors

- Atlantis Green Metallic (UL; SHO only)
- Gold Leaf Metallic (UP)
- Ingot Silver Metallic (UX)
- Red Candy Metallic with tinted clearcoat (U6)
- Steel Blue Metallic (UN)
- White Platinum Metallic Tri-coat (UG)

Functional Changes

- All-new 3.5L EcoBoost twin-turbo V6 engine with gasoline direct injection — standard on SHO
- 6-speed SelectShift Automatic transmission with paddle shift activation — standard on SEL, Limited and SHO

New Standard Features

- Cabin particulate air filter
- Easy Fuel™ capless fuel filler
- MyKey
- Second-row auxiliary power point
- SecuriCode™ Keyless Entry Keypad
- Steering wheel – manual tilt/telescope

Key Competitors

Taurus	Taurus SHO
<ul style="list-style-type: none"> • Chevrolet Impala is the flagship of the Chevy brand, but is showing the age of remaining unchanged since 2006 • Toyota Avalon is positioned as a more luxurious offering with understated elegance • Chrysler 300 is positioned as the classic American sedan 	<ul style="list-style-type: none"> • Chevrolet Impala SS has a standard V8 with less horsepower and lower highway fuel economy than the EcoBoost V6 engine standard in SHO • Pontiac G8 GT was new for 2009 and claims to be the authentic performance sedan that is redefining the premium midsize car segment • Chrysler 300C adds HEMI® V8 power to the classic American sedan styling of the standard 300 model

(1) Class is 5-passenger large cars.

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

2010 Taurus

What's Important

WHAT'S IMPORTANT

This page is about:

New Available Features	—
SHO-specific Options	—
Taurus Class-exclusive Features	—
New Taurus SHO	—
Taurus Firsts for 2010	—

New Available Features

- 20" premium painted Luster Nickel wheels
- Adaptive Cruise Control and Collision Warning with Brake Support
- Ambient interior lighting
- Automatic high-beam headlamps
- BLIS® (Blind Spot Information System) with Cross Traffic Alert
- Electrochromic auto-dimming driver exterior mirror
- Intelligent Access with Push Button Start
- Multi-Contour front seats with Active Motion™
- Sony® surround sound system with 12 speakers and 390 watts
- Rain-sensing windshield wipers
- Rear window power sunshade
- Seats
 - 10-way power driver and passenger front seats
 - Heated and cooled front seats
 - Second-row heated seats

SHO-specific Options

- Rearview Camera
- SHO Performance Package
 - 20" premium painted Luster Nickel aluminum wheels
 - P245/45VR20 Goodyear Eagle F1 summer-compound performance tire
 - 3.16:1 final drive ratio
 - AdvanceTrac® with Sport Mode and OFF settings
 - High-performance front brake pads
 - Revised sport-tuned suspension
 - Sport-tuned Electric Power-Assisted Steering (EPAS)
 - Tire Mobility Kit replaces spare tire

Taurus Class-exclusive⁽¹⁾ Features

- 3.5L EcoBoost™ twin-turbo V6 engine with gasoline direct injection
- Adaptive Cruise Control and Collision Warning with Brake Support
- BLIS (Blind Spot Information System) with Cross Traffic Alert
- Easy Fuel™ capless fuel filler
- Multi-Contour front seats with Active Motion
- MyKey™
- SecuriCode™ Keyless Entry Keypad
- Sony surround sound system with 12 speakers and 390 watts
- SYNC® voice-activated communications and entertainment system
- Voice-activated Navigation System with SIRIUS Travel Link™

(1) Class is 5-passenger large cars.

(2) Ratings achieved using 93-octane fuel. The use of 87-octane fuel may reduce performance.

New Taurus SHO

- 3.5L EcoBoost twin-turbo V6 engine with gasoline direct injection, 365 horsepower and 350 lb.-ft. of torque⁽²⁾
- 6-speed SelectShift Automatic™ transmission with paddle shift activation
- Electric Power-Assisted Steering (EPAS)
- All-Wheel Drive (AWD)
- 19" or available 20" premium painted Luster Nickel aluminum wheels
- SHO-specific exterior
 - SHO/EcoBoost badging
 - Black brake calipers
 - HID (High-Intensity Discharge) headlamps
 - Dual chrome exhaust outlets
 - Rear decklid spoiler
 - Unique supplemental park lamp bezel
 - Atlantis Green Metallic exterior color exclusive to SHO
- SHO-specific interior
 - Aluminum appliques
 - Aluminum accelerator and brake pedal covers
 - SHO-branded floor mats
 - Leather-wrapped steering wheel with perforated leather insert
 - Black center stack appliqué
- Intelligent Access with Push Button Start
- Sport-tuned suspension
- Charcoal leather-trimmed front bucket seats with a choice of Charcoal or Umber Miko suede inserts and accent stitching on the head restraints and side bolsters
- Door trim panel inserts color-matched to the seat inserts

Taurus Firsts for 2010

- 3.5L EcoBoost twin-turbo V6 engine with gasoline direct-injection
- 6-speed SelectShift Automatic transmission with paddle shift activation
- Adaptive Cruise Control and Collision Warning with Brake Support
- Ambient interior lighting
- Automatic high-beam headlamps
- BLIS (Blind Spot Information System) with Cross Traffic Alert
- Cabin particulate air filter
- Easy Fuel capless fuel filler
- Heated **and** cooled front seats
- Heated rear seats
- Intelligent Access with Push Button Start
- Multi-Contour front seats with Active Motion — also a Ford first
- MyKey
- Rain-sensing windshield wipers
- Rear window power sunshade

2010 Taurus

What's Important

Product Highlights

KEY TAURUS FEATURES

Available All-Wheel Drive
(pgs. 19, 25, 26, 27)

3.5L EcoBoost™ twin-turbo V6 engine with gasoline direct injection, 365 horsepower and 350 lb.-ft. of torque⁽¹⁾
(pgs. 19, 20, 21)

3.5L Duratec® V6 engine with 263 horsepower
(pgs. 19, 20, 21)

BLIS® (Blind Spot Information System) with Cross Traffic Alert
(pgs. 11, 12)



6-speed SelectShift Automatic™ transmission
(pgs. 19, 22)

MyKey™
(pgs. 11, 13)

Adaptive Cruise Control and Collision Warning with Brake Support
(pgs. 11, 12)

Design/Styling

- All-new exterior styling
 - Evolutionary tri-bar grille
 - Jeweled projector-beam halogen headlamps
 - Power dome hood
 - New front and rear fascias
 - New fenders
 - Muscular wheel arches
 - New incandescent taillamp design
- Twin chrome exhaust tips
- All-new wheel lineup ranging from 17" to 20" in size
- All-new interior
 - Double-brow instrument panel features recessed gauges with chrome trim
 - New center stack design
 - New center console
- New ambient interior lighting
- New Ice Blue interior backlighting

Comfort/Convenience

- New Adaptive Cruise Control and Collision Warning with Brake Support
- New automatic high-beam headlamps with rain-sensing windshield wipers
- New MyKey™
- New BLIS® (Blind Spot Information System) with Cross Traffic Alert
- SYNC® voice-activated communications and entertainment system
 - Traffic, Directions and Information
 - 911 Assist™
 - Vehicle Health Report (VHR)

- New industry-exclusive Easy Fuel™ capless fuel filler
- New 390-watt Sony® surround sound system with 12 speakers
- Voice-activated Navigation System with SIRIUS Travel Link™
- New cabin particulate air filter
- New Intelligent Access with Push Button Start
- New rear window power sunshade
- New seating features
 - Multi-Contour front seats with Active Motion™
 - Heated and cooled front seats
 - Heated rear seats
- New Rearview Camera
- New SecuriCode™ Keyless Entry Keypad
- 60/40 split-folding rear seatbacks
- Fold-flat front passenger seatback
- Tilt/telescoping steering wheel
- Reverse Sensing System

Performance/Handling

- Engine lineup
 - 3.5L Duratec® V6 with 263 horsepower and 249 lb.-ft. of torque
 - 3.5L EcoBoost™ twin-turbo V6 engine with gasoline direct injection, 365 horsepower and 350 lb.-ft. of torque⁽¹⁾

- Transmissions
 - 6-speed automatic transmission
 - 6-speed SelectShift Automatic™
- All-Wheel Drive (AWD)
- Four-wheel independent suspension
 - SHO sport-tuned suspension
- AdvanceTrac® Sport Mode on SHO
- Four-wheel disc brakes
- Electric Power-Assisted Steering on SHO

Safety/Security

- All-Wheel Drive (AWD)
- AdvanceTrac
- Traction Control
- Anti-lock Braking System (ABS)
- Personal Safety System™
- Safety Canopy® System with roll sensor
- Front-seat side airbags
- SOS Post Crash Alert System
- LATCH (Lower Anchors and Tethers for CHildren) System
- Tire Pressure Monitoring System (TPMS)

Quality/Reliability/Durability

- Long-life service intervals
- Duratec engine with quiet, smooth operation

(1) Ratings achieved using 93-octane fuel. The use of 87-octane fuel may reduce performance.
NOTE: See the latest Dealer Ordering Guide for feature availability.

2010 Taurus

Model Lineup

MODEL LINEUP

This page is about:

SE

Taurus

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 4 models:

- SE
- SEL
- Limited
- SHO

SE — Standard model



Design/Styling

- Door handles, exterior — body color
- Exhaust tips — twin chrome
- Glass — solar-tinted
- Grille — evolutionary tri-bar
- Headlamps — projector-beam halogen
- Hood — power dome
- Interior appliques — painted
- Mirror caps, exterior — Black
- SE badge
- Taillamps — incandescent with red surround
- Wheels, aluminum — 17" painted Sparkle Silver

Comfort/Convenience

- Accessory delay
- Audio
 - Single-disc CD/MP3 capability with 6 speakers
 - Auxiliary audio input jack
- Autolamps with automatic wiper and headlamp activation
- Auxiliary power points (3)
 - Center stack
 - Center console storage bin
 - Rear face of the center console
- Battery Saver
- Cabin particulate air filter
- Center console — front with armrest, storage bin and removable tray
- Climate control — single zone with rear-seat heat ducts
- Coat hooks (2)
- Console — overhead with sunglasses holder
- Cup/bottle holders (8 total)
- Defroster — rear window
- Door locks — power
- Easy Fuel™ capless fuel filler

- Floor mats (4) — front and rear, carpeted
 - Glove box — locking, dampened
 - Grab handles (3)
 - Keyless Entry with integrated keyhead transmitters (2)
 - Lighting — exterior
 - Remote perimeter lighting
 - Lighting — interior
 - 2nd-row reading lights
 - Delayed accessory lighting
 - Front-row dome/map lights
 - Message Center with trip computer
 - Mirrors, exterior — dual power
 - MyKey™
 - Seats — cloth
 - Driver, 6-way power with manual recline/lumbar
 - Passenger, 2-way manual with manual recline/lumbar
 - Front seat rear map pockets
 - Rear 60/40 split-folding
 - Folding rear center armrest with (2) cup holders
 - SecuriCode™ Keyless Entry Keypad
 - Shifter knob — urethane with chrome insert
 - Steering wheel
 - Audio and cruise controls
 - Tilt/telescoping
 - Sun visors — driver and passenger, sliding with illuminated mirrors
 - Windows — power with driver one-touch up/down
 - Windshield wipers — fixed interval
- #### Performance/Handling
- Brakes — 4-wheel disc with ABS
 - Engine — 3.5L Duratec V6 engine
 - Powertrain — front-wheel drive
 - Steering — power rack-and-pinion
 - Suspension, front — independent MacPherson strut suspension
 - Suspension, rear — independent multi-link suspension
 - Tires — P235/60R17 all-season
 - Transmission — 6-speed automatic

Safety/Security

- AdvanceTrac®
 - Anti-lock Braking System (ABS)
 - Traction Control
- Airbags
 - Dual front
 - Front-seat side
 - Safety Canopy® System with roll sensor
- Autolock
- Belt-Minder® (driver and front passenger)
- Brake Assist
- Child safety locks — rear door
- Illuminated entry
- LATCH (Lower Anchors and Tethers for Children) System
- Personal Safety System™
- SecuriLock® passive anti-theft system
- SOS Post Crash Alert System
- SPACE (Side Protection And Cabin Enhancement) Architecture™
- Tire Pressure Monitoring System (TPMS)

TAURUS SE RAPID SPEC OPTIONS

Rapid Spec

Option Group 100A

- Includes SE standard equipment

Freestanding Options

Design/Styling

- Front license plate bracket

NOTE: The above information is an excerpt to be used with pages 2–3 of the 6/22/09 Taurus Dealer Ordering Guide. For the latest Dealer Ordering Guide go to fmcdealer.com.

July 2009

MODEL LINEUP

This page is about:

— SEL

2010 Taurus

Model Lineup

Taurus



Design/Styling

- Lighting — LED (Light-Emitting Diode) supplemental park lamps
- Mirror caps, exterior — body-color
- SEL badge
- Wheels, aluminum — 18" painted Sparkle Silver

Comfort/Convenience

- Climate control — Dual-zone Electronic Automatic Temperature Control
- Covered front console storage area
- Message Center with trip computer and compass

- Mirror, interior — electrochromic automatic dimming
- Mirrors, exterior — dual power heated with security approach lamps
- Outside temperature and compass display
- Seats — unique cloth
- Shifter knob — leather-wrapped with chrome insert
- SIRIUS® Satellite Radio
- Steering wheel — leather-wrapped with SelectShift paddler shifters

Performance/Handling

- Tires — P235/55R18 all-season
- Transmission — 6-speed SelectShift Automatic™ with paddle shift activation

Safety/Security

- Anti-theft perimeter alarm

SEL — Includes all SE content, plus:

TAURUS SEL RAPID SPEC OPTIONS

Rapid Spec

Option Group 200A

- Includes SEL standard equipment

Option Group 201A

- SYNC® voice-activated communications and entertainment system
- Reverse Sensing System

Option Group 202A — includes 201A, plus:

- Ambient interior lighting
- Intelligent Access with Push Button Start
- Power adjustable pedals (non-memory)
- Premium 6-disc in-dash CD/MP3 capable changer
- Sony® surround sound system with 12 speakers and 390 watts
- 19" painted Sparkle Silver aluminum wheels with P255/45VR19 all-season tires

Freestanding Options

Design/Styling

- Red Candy Metallic with tinted clearcoat exterior paint
- White Platinum Metallic Tri-coat exterior paint
- Front license plate bracket

Comfort/Convenience

- Leather-trimmed seats with heated front seats and 6-way power passenger seat
- Multi-Contour front seats with Active Motion™
- Power moonroof (with 201A and 202A)

Performance/Handling

- All-Wheel Drive (AWD)

NOTE: The above information is an excerpt to be used with pages 4–5 of the 6/22/09 Taurus Dealer Ordering Guide. For the latest Dealer Ordering Guide go to fmdealer.com.

2010 Taurus

Model Lineup

MODEL LINEUP

This page is about:

Limited —

Limited — Includes all SEL content, plus:



Design/Styling

- Ambient interior lighting
- Door sill plates, front — bright metal inserts
- Interior appliqué — woodgrain
- Mirror caps, exterior — chrome
- Taillamps — incandescent with chrome trim surround
- Wheels, aluminum — 19" chrome-clad

Comfort/Convenience

- Audio — Premium sound system with 6-disc CD/MP3 capable changer, 6 speakers with additional instrument panel speaker and amplifier
- Cargo net
- Interior rearview mirror electrochromic auto-dimming with microphone
- Reverse Sensing System
- Seats — perforated leather-trimmed
 - 10-way power driver and front passenger
 - Driver seat memory
- Steering wheel — leather-wrapped with wood inlay
- SYNC® voice-activated communications and entertainment system
- Universal garage door opener
- Window controls — global open

Performance/Handling

- Tires — P255/45VR19 all-season

TAURUS LIMITED RAPID SPEC OPTIONS

Rapid Spec

Option Group 300A

- Includes Limited standard equipment

Option Group 301A

- Heated and cooled front seats
- Rear window power sunshade
- Second-row heated seats
- "LIMITED" branded carpeted floor mats

Option Group 302A

- Power adjustable pedals with memory
- Automatic high-beam headlamps
- Rain-sensing windshield wipers
- BLIS® (Blind Spot Information System) with Cross Traffic Alert
- Electrochromic auto-dimming driver exterior mirror
- Intelligent Access with Push Button Start
- Sony® surround sound system with 12 speakers and 390 watts
- "LIMITED" branded carpeted floor mats

Option Group 303A — includes 301A, plus:

- Power adjustable pedals with memory
- Automatic high-beam headlamps
- Rain-sensing windshield wipers
- BLIS® (Blind Spot Information System) with Cross Traffic Alert
- Electrochromic auto-dimming driver exterior mirror
- Intelligent Access with Push Button Start
- Sony® surround sound system with 12 speakers and 390 watts

Freestanding Options

Design/Styling

- Red Candy Metallic with tinted clearcoat exterior paint
- White Platinum Metallic Tri-coat exterior paint
- Front license plate bracket

Comfort/Convenience

- Adaptive Cruise Control and Collision Warning with Brake Support (with 302A and 303A)
- Multi-Contour front seats with Active Motion™ (with 301A and 303A)
- Power moonroof (not available on 300A)
- Voice-activated Navigation System with SIRIUS Travel Link™ (with 302A and 303A)

Performance/Handling

- All-Wheel Drive (AWD)

Taurus

NOTE: The above information is an excerpt to be used with pages 6–7 of the 6/22/09 Taurus Dealer Ordering Guide. For the latest Dealer Ordering Guide go to fmcdealer.com.

July 2009

MODEL LINEUP

This page is about:

SHO

2010 Taurus Model Lineup

Taurus



Design/Styling

- Badging
 - SHO/EcoBoost™
- Brake and accelerator pedal covers — aluminum
- Brake calipers — Black painted
- Center stack appliqué — Black
- Door trim — color-matched to seat inserts
- Exhaust outlets — dual with chrome tips
- Floor mats — SHO branded
- Headlamps — HID (High-Intensity Discharge)
- Interior appliqués — aluminum
- Mirror caps, exterior — body-color
- Spoiler — rear decklid
- Wheels, aluminum — 19" premium painted Luster Nickel

Comfort/Convenience

- Intelligent Access with Push Button Start
- Mirror, driver-side exterior — electrochromic auto-dimming
- Seats — Charcoal Black leather-trimmed with Black or Umber Miko suede inserts and Charcoal Black head restraints and side bolsters with accent stitching
- Steering wheel — leather-wrapped with perforated leather insert

Performance/Handling

- All-Wheel Drive (AWD)
- Engine — 3.5L EcoBoost twin-turbo V6 engine with gasoline direct injection
- Steering — Electric Power-Assisted (EPAS)
- Suspension — Sport-tuned
- Tires — P255/45VR19 all-season

SHO — Includes all Limited content, plus:

TAURUS SHO RAPID SPEC OPTIONS

Rapid Spec

Option Group 400A

- Includes SHO standard equipment

Option Group 401A

- Power moonroof
- Sony® surround sound system with 12 speakers and 390 watts
- Heated and cooled front seats

Option Group 402A — includes 401A, plus:

- Rear window power sunshade
- Second-row heated seats
- Power adjustable pedals with memory
- Automatic high-beam headlamps
- BLIS® (Blind Spot Information System) with Cross Traffic Alert
- Rain-sensing windshield wipers
- Rearview Camera

Freestanding Options

Design/Styling

- Red Candy Metallic with tinted clearcoat exterior paint
- Wheels, aluminum — 20" premium painted Luster Nickel
- White Platinum Metallic Tri-coat exterior paint
- Front license plate bracket

Comfort/Convenience

- Adaptive Cruise Control and Collision Warning with Brake Support (with 401A and 402A)
- Multi-Contour front seats with Active Motion™ (with 401A and 402A)
- Voice-activated Navigation System with SIRIUS Travel Link™ (with 401A and 402A)

Performance/Handling

- SHO Performance Package (with 400A and 401A)
 - Revised sport-tuned suspension
 - AdvanceTrac® Sport Mode with "true-off" setting
 - Sport-tuned Electric Power-Assisted Steering (EPAS)
 - High-performance front brake pads
 - 3.16:1 final drive ratio
 - Tire mobility kit replaces spare tire
 - 20" premium painted Luster Nickel aluminum wheel
 - P245/45VR20 Goodyear Eagle F1 summer-compound performance tire

NOTE: The above information is an excerpt to be used with pages 8–9 of the 6/22/09 Taurus Dealer Ordering Guide. For the latest Dealer Ordering Guide go to fmcdealer.com.

2010 Taurus

Design/Styling

DESIGN/STYLING

This page is about:

New Exterior Styling

New Interior Styling

Taurus SHO Styling

Overview

Key Messages

Taurus



- The 2010 Taurus will redefine the large-car segment
- All-new athletically sculpted styling offers a look of power and agility
- All-new interior exudes meticulous attention to every detail — and the highest levels of quality
- New wheel lineup offers distinction for each model and ranges from 17" to 20" designs
- The Taurus SHO returns for 2010

Key Features

New Exterior Styling

Power dome hood provides a subtle sign of the strength under the hood with the muscular shapes flowing into the fenders.

Chrome tri-bar grille is an evolved expression of the signature Ford shape.

Refined, jewel-like headlamps frame the tri-bar grille and are a projector-beam design. SHO features HID (High-Intensity Discharge) design for an even more aggressive appearance.

Front fascia includes a chrome-accented lower grille opening and white supplemental LED (Light-Emitting Diode) light tubes on certain models.

Fenders and muscular wheel arches give Taurus a planted stance and frame the all-new wheel lineup.

Aluminum wheel lineup provides distinction between models and includes 17", 18", 19" and 20" designs.

Taillamps feature a jewel-like appearance and a red or chrome trim surround, depending on the model.

Chrome appliqué accentuates the taillamp design and gives a sense of balance to the rear.

Twin chrome exhaust tips sit snugly under the left side of the rear fascia.

Exterior color palette includes:

- Atlantis Green Metallic (SHO only)
- Gold Leaf Metallic
- Ingot Silver Metallic
- Red Candy Metallic with tinted clearcoat
- Steel Blue Metallic
- White Platinum Metallic Tri-coat

New Interior Styling

Instrument panel features a double-brow design that flows inward from the power dome hood and includes soft-touch surfaces and a seamless passenger airbag surface.

Instrument cluster gauges are recessed and feature chrome accents.

Center stack flows from the instrument panel to the center console in a forward-leaning fashion for a sporty, yet formal theme and places the climate and audio controls in easy reach.

Center console includes soft-touch surfaces and an ergonomically shaped shifter with a leather boot.

Contrasting interior colors differentiate each Taurus model with a more luxurious monotone appearance on the Limited.

Interior color palette includes new Light Stone and Charcoal Black shades.

Door panels employ an innovative urethane tooling process to provide texture and identity to the trim surfaces, including visible stitching and a handcrafted appearance. This same process is possible for the two-tone appearances.

Ice Blue interior lighting enhances the overall feel of the interior with illumination for all interior controls including the instrument cluster, center console, power door lock and window switches and steering-wheel-mounted controls.

Ambient interior lighting offers a choice of seven colors illuminating the front and rear footwells, front cup holders, front door panels and inside the floor console. Colors are soft blue, ice blue, green, purple, orange, blue and red.

Taurus SHO Styling

Exterior highlights include:

- 19" or available 20" premium painted Luster Nickel aluminum wheels
- SHO and EcoBoost™ badging
- Black brake calipers
- Body-color mirror caps
- Chrome dual exhaust outlets
- HID headlamps
- Rear decklid spoiler
- Exclusive Atlantis Green Metallic paint availability
- Unique supplemental park lamp bezel

Interior highlights include:

- Aluminum brake and accelerator pedal covers
- Aluminum interior appliqué
- Black center stack appliqué
- Leather-trimmed front bucket seats with Black or Umber Miko suede inserts, and Charcoal Black headrests and side bolsters with accent stitching
- Leather-wrapped steering wheel with perforated leather insert
- Unique door trim inserts color match to seat inserts
- SHO branded floor mats

This page is about:

- Taurus SE Styling Cues
- Taurus SEL Styling Cues Over an SE
- Taurus Limited Styling Cues Over an SEL
- Taurus SHO Styling Cues

2010 Taurus

Design/Styling

Model Differentiation

Taurus SE Styling Cues

- 17" 8-spoke painted Sparkle Silver aluminum wheels
- Black exterior mirror caps
- Body-color door handles
- Twin chrome exhaust tips
- Chrome tri-bar grille
- Projector-beam halogen headlamps
- Power dome hood
- SE badge
- Incandescent taillamps with red trim surround
- Cloth seating
- Urethane-wrapped steering wheel
- Urethane shifter handle with chrome insert



Taurus SEL Styling Cues Over an SE

- 18" painted Sparkle Silver aluminum wheels
- Body-color exterior mirror caps
- LED (Light-Emitting-Diode) supplemental park lamps
- SEL badge
- Unique cloth seating
- Leather-wrapped steering wheel
- Leather-wrapped shifter handle



Taurus Limited Styling Cues Over an SEL

- 19" chrome-clad aluminum wheels
- Chrome exterior mirror caps
- Chrome taillamp trim surround
- Limited badge
- Ambient interior lighting
- Bright metal door sill plate inserts
- Woodgrain interior appliqué
- Premium perforated leather-trimmed seating
- Leather-wrapped steering wheel with wood inlay



Taurus SHO Styling Cues

- 19" or available 20" premium painted Luster Nickel cast aluminum wheels
- SHO and EcoBoost™ badging
- Black brake calipers
- Body-color mirror caps
- Chrome dual exhaust outlets
- HID (High-Intensity Discharge) headlamps
- Rear decklid spoiler
- Unique supplemental park lamp bezel
- Aluminum brake and accelerator pedal covers
- Aluminum interior appliqué
- Black center stack appliqué
- Leather-trimmed front bucket seats with Black or Umber Miko suede inserts, and Charcoal Black head restraints and side bolsters with accent stitching
- Door trim inserts color matched to the seat inserts
- Leather-wrapped steering wheel with perforated leather insert
- SHO branded floor mats
- Exclusive Atlantis Green Metallic exterior paint availability



2010 Taurus

Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

- Adaptive Cruise Control
- Collision Warning with Brake Support
- Class-exclusive BLIS® with Cross Traffic Alert
- Class-exclusive Multi-Contour Front Seats with Active Motion™
- Class-exclusive MyKey™

Overview

Key Messages

Taurus



- New sophisticated and innovative technology designed to anticipate the driver's needs. Some of these features include Adaptive Cruise Control and Collision Warning with Brake Support, BLIS® (Blind Spot Information System) with Cross Traffic Alert, Multi-Contour front seats with Active Motion™ and MyKey™
- At over 20 cu. ft., the Taurus trunk has enough space for 8 golf bags
- The newest version of SYNC® now includes Traffic, Directions and Information features
- Passenger comfort is ensured with new heated and cooled front seats and new heated rear seats

Key Features

Driver-focused Technology

Adaptive Cruise Control allows the driver to set a cruising speed and uses radar technology to monitor traffic ahead and maintain a safe distance between vehicles.

Collision Warning with Brake Support is part of the Adaptive Cruise Control system and uses the radar technology to monitor traffic ahead and alerts the driver with a visual red LED (Light-Emitting Diode) "heads-up" display on the windshield. When a slower vehicle is detected, Brake Support initiates a three-phase response that utilizes the Brake Assist system to help the vehicle quickly achieve maximum braking.

Class-exclusive⁽¹⁾ BLIS (Blind Spot Information System) with Cross Traffic Alert warns the driver of vehicles entering their "blind zone" by illuminating an indicator located in the exterior mirrors. Cross Traffic Alert operates while the vehicle is in Reverse to warn the driver of an approaching vehicle, as when backing out of a parking space.

Class-exclusive⁽¹⁾ Multi-Contour front seats with Active Motion help reduce driver fatigue in the legs and lower back by changing the contour to the seatback and seat bottom. Lumbar air chambers in the seatback and seat bottom provide a subtle rolling pattern for additional comfort.

Class-exclusive⁽¹⁾ MyKey allows parents or fleet owners to help increase the safety of at-risk drivers, such as teenagers, with the ability to:

- Restrict vehicle top speed
- Restrict maximum audio system volume
- Establish a persistent BeltMinder® alert that mutes the audio system until front passenger seat belts are fastened
- Establish an earlier Low Fuel Warning indicator

Intelligent Access with Push Button Start eliminates fumbling with the key, allowing customers to enter the 2010 Taurus with one touch of the SecuriCode™ Keyless Entry Keypad and then start the vehicle without ever getting the key from their pocket. Also allows access to the trunk without a key by pressing a switch above the license plate.

Driver-focused Technology cont'd

Automatic high-beam headlamps monitor vehicle light sources in front of the vehicle and activate the high beams when no automotive light sources are detected. The system returns to the low-beam setting if oncoming automotive headlamps or trailing taillamps are detected.

Class-exclusive⁽¹⁾ SYNC voice-activated communications and entertainment system⁽²⁾ now includes Traffic, Directions and Information functionality for the 2010 Taurus. This latest version of SYNC provides access to turn-by-turn directions, personalized traffic reports and business search (411) — all accessed by voice commands — in addition to 911 Assist™ and Vehicle Health Report (VHR) functionality. See pages 17 and 18 for feature descriptions and restrictions.

Rearview Camera provides added driver convenience when backing up and is especially useful when parallel parking. The decklid-mounted camera image is displayed in the interior rearview mirror or on the Navigation System screen, if equipped.

Exterior

Class-exclusive⁽¹⁾ SecuriCode Keyless Entry Keypad lets the driver lock/unlock the doors and open the trunk by simply using the numbered keypad on the driver's-door B-pillar.

Industry-exclusive Easy Fuel™ capless fuel filler eliminates the need for a fuel filler cap and helps make fill-ups easier — no more hassle of fumbling with a fuel filler cap.



Rain-sensing windshield wipers automatically activate when moisture is present on the windshield and the control switch is set to any of five auto interval/sensitivity settings. Wiper speed varies based on the amount of moisture detected.

(1) Class is 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.

This page is about:

- Class-exclusive Adaptive Cruise Control and Collision Warning with Brake Support
- Class-exclusive BLIS® (Blind Spot Information System) with Cross Traffic Alert

Driver-focused Technology

Class-exclusive⁽¹⁾ Adaptive Cruise Control and Collision Warning with Brake Support

Adaptive Cruise Control

- Allows the driver to set a vehicle cruising speed
- Uses advanced radar technology to monitor traffic ahead to scan for slower vehicles
- System will slow the vehicle to adapt for the current traffic conditions and maintain a safe distance between vehicles
- Once traffic clears, system will automatically return to the speed set with the cruise control system
- Includes three Gap Distance Settings programmable with the cruise control ON/OFF button and the Message Center:

Message Center Display	Following Distance	Following Distance at 60 mph	Dynamic Behavior
GAP <->	1 second	29 yards	Sporty
GAP <- ->	1.5 seconds	44 yards	Normal
GAP <- - ->	2.3 seconds	66 yards	Comfort

- System defaults to the last Gap Distance Setting

Collision Warning with Brake Support

- Uses sensors in the front of the vehicle to help detect vehicles moving and traveling in the same direction
- If the system determines there is a risk of a collision, based on the location of the lead vehicle and how quickly the vehicles are closing, the driver is warned
- The driver is alerted — simultaneously — with a red LED (Light-Emitting Diode) “heads-up” display on the windshield and audible warning tone, which also mutes the audio system
- If the risk of a collision increases, despite the warnings, the brakes are immediately pre-charged so they can respond quickly when the driver applies them — helping the driver achieve maximum braking as quickly as possible

PRESENTATION TIP: Adaptive Cruise Control

When describing Adaptive Cruise Control, share this scenario: A person driving in the right lane of a two-lane expressway has set their cruise control to the speed limit. They approach a vehicle traveling slightly under the speed limit. If they're unable to pass the slower vehicle, the driver will have to manually intervene to slow their vehicle (e.g., braking, changing cruise control setting, etc.).

Now if their vehicle is equipped with **Adaptive Cruise Control**, their vehicle will automatically slow to match the leading vehicle's speed at the desired gap distance. If the slower vehicle speeds up, or if the left lane is accessible and the driver changes lanes to pass, the Adaptive Cruise Control system will sense that there's no vehicle ahead and will automatically return to the previously set speed.

Class-exclusive⁽¹⁾ BLIS® (Blind Spot Information System) with Cross Traffic Alert

BLIS

- Alerts the driver if another vehicle enters the “blind zone” by utilizing two radar sensors located behind each rear wheel and concealed by the rear fascia
- Blind zone extends from the rearview mirrors rearward to approximately 10 feet behind the rear bumper
- Each exterior rearview mirror is equipped with an amber indicator light
 - Mirror indicator illuminates when a vehicle in an adjacent lane enters the blind zone from behind
- System will not be activated by an overtaken/passed vehicle unless that vehicle remains in the zone for more than 3 seconds
- System is automatically engaged when the vehicle is placed in Drive and is not designed to detect pedestrians or cyclists
- System can be turned off through the Message Center but defaults to “on” when the vehicle is restarted
- If either of the radar sensors are blocked (wet snow, mud, etc. on the bumper fascia), the blind spot alert indicators will illuminate and the Message Center will read:
 - CLEAN RADAR — SEE MANUAL

Cross Traffic Alert

- Warns the driver of approaching vehicles when slowly backing out of a parking spot
 - Mirror indicator is illuminated and a series of tones are sounded if an oncoming vehicle is detected
 - Mirror indicator light will illuminate in the left or right exterior mirror to indicate direction of oncoming vehicle
 - Depending on the direction in which an approaching vehicle is detected, the Message Center will display:
 - VEHICLE COMING FROM LEFT
 - VEHICLE COMING FROM RIGHT
- Automatically engages when vehicle is placed in Reverse to detect moving objects within an approximate 65-foot range from either the left or right side of the vehicle
 - Not designed to detect pedestrians or cyclists
- If a radar sensor becomes blocked by mud, wet snow, etc., an alert indicator will illuminate and the Message Center will display:
 - CLEAN RADAR — SEE MANUAL
- Detects approaching vehicles up to three car widths from the rear of the vehicle
- Utilizes the same radar sensors as the Blind Spot Information System

(1) Class is 5-passenger large cars.

2010 Taurus

Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

- Intelligent Access with Push Button Start
- Class-exclusive MyKey™
- Class-exclusive SYNC®
- Class-exclusive Multi-Contour Front Seats with Active Motion™
- Automatic High-beam Headlamps
- Rearview Camera

Driver-focused Technology cont'd

Intelligent Access with Push Button Start

Entering the vehicle

- Eliminates fumbling with the key — allowing customers to enter the 2010 Taurus with one touch and then start the vehicle without ever getting the key out of their pocket
- System senses when the Intelligent Access Key is in range of the door and allows access to the vehicle with a touch of the SecuriCode™ Keyless Entry Keypad
- The Intelligent Access Key is programmed to a specific vehicle and can be kept in a pocket, purse or briefcase
- Trunk can be opened — without using the key — by depressing the switch located above the license plate when the Intelligent Access Key is in range
- The key fob includes a removable mechanical key, allowing access to vehicle if the battery is dead
- Smart unlock feature is intended to prevent the Intelligent Access Key from being locked inside the vehicle
 - If the doors are locked and the Intelligent Access Key is sensed inside the passenger compartment or trunk, the doors will be immediately unlocked and the horn will chirp to notify the driver
 - The Intelligent Access Key can be intentionally locked inside the vehicle via the SecuriCode™ Keyless Entry Keypad or by using the second Intelligent Access Key

NOTE: To access the MyKey setting in Taurus models equipped with Intelligent Access, the key fob must be placed in the backup key slot located in the center floor console.

Starting the vehicle

- Once the Intelligent Access Key is sensed, the vehicle can be started by depressing the brake pedal and pressing the Engine START/STOP button on the instrument panel
- If there is signal interference or a low battery condition, place the Intelligent Access Key into the molded pocket in the center console and the vehicle can be started

Class-exclusive⁽¹⁾ MyKey™

- A Ford Motor Company first and industry exclusive
- Allows owners to program a “key limit” to certain vehicle functions to help promote safe driving habits
- Default restrictions include:
 - Persistent Belt-Minder® alert that mutes audio system until front safety belts are fastened
 - Earlier Low Fuel Warning indicator
 - Restriction of disabling certain features, if equipped
- Programmable restrictions include:
 - Limited vehicle top speed
 - Speed alert chimes (45, 55 or 65 mph)
 - Maximum audio system volume
- Programming MyKey is done via the Message Center
 - One standard key will be the Administrator Key while the other will operate as MyKey with the programmed restrictions

Class-exclusive⁽¹⁾ SYNC®

- Includes enhanced capability with Traffic, Directions and Information functionality for the 2010 Taurus
- This latest version of SYNC provides access to turn-by-turn directions, personalized traffic reports and business search (411) — all accessed by voice commands — in addition to 911 Assist™ and Vehicle Health Report (VHR) functionality
- See pages 17 and 18 for additional SYNC information

Class-exclusive⁽¹⁾ Multi-Contour Front Seats with Active Motion™

- Help reduce driver and front-passenger fatigue in the upper legs and lower back
- Driver and front-passenger seatbacks include adjustable air chambers in the lumbar areas for a personally contoured seating position
- Lumbar air chambers provide a subtle rolling pattern for additional comfort
- The patented Active Motion function is a small continuous movement in the seat cushion, which helps reduce potential back pain by provoking a change in the muscular activation of the pelvic area

Automatic High-beam Headlamps

- Automatically activate to provide maximum illumination on dark roads
- Use advanced image-based technology and a camera behind the interior rearview mirror to scan the road ahead — up to 2500 ft. in front of the vehicle — and determine if oncoming light sources are automotive-based
- High-beams are activated if there are no detected automotive light sources
- Low-beams are activated if oncoming automotive headlamps or trailing taillamps are detected
- System is designed to function in varying weather conditions such as fog or rain and will not activate the high-beams if there is enough ambient lighting (street light, for example)
- Automatic high-beam headlamps system is activated via the Message Center and headlamp switch on the instrument panel

Rearview Camera

- Provides added driver convenience when backing up and is especially useful when parallel parking
- System automatically engages when the vehicle is placed in Reverse
- Includes a camera located in the decklid above the license plate
- Video is shown on the Navigation System screen (if equipped) with an image providing vehicle centerline, rear bumper orientation and green, yellow and red trajectory lines to relate an object's proximity to the rear of the vehicle
- Video is shown in the rearview mirror for models not equipped with the Navigation System
- Exclusive to Taurus SHO model

(1) Class is 5-passenger large cars.

COMFORT/CONVENIENCE

This page is about:

- Ample Storage
- Dual-zone Electronic Automatic Temperature Control
- Rear Window Power Sunshade
- Cabin Particulate Air Filter
- Power Adjustable Brake and Accelerator Pedals
- Power Moonroof

2010 Taurus

Comfort/Convenience

Taurus

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 sunglasses
- 20.1 cu. ft. of luggage capacity in the trunk

Dual-zone Electronic Automatic Temperature Control

- A "set-and-forget" system
- Automatically maintains the preset temperature settings
- Allows the driver and front passenger to adjust individual temperature settings for personal preferences in a range between 60 and 80 degrees Fahrenheit



Rear Window Power Sunshade

- Sunshade rises from beneath the rear package tray trim to provide 85 percent coverage of the rear window
- Helps shade rear-seat passengers from the sun's glare and helps keep the vehicle's interior cool by preventing direct sunlight and damaging ultraviolet rays from entering the interior
- Located at the bottom of the rear window
- Operated with one-touch up/down switch
- Sunshade automatically retracts when vehicle is placed in Reverse

Interior

Cabin Particulate Air Filter

- Located in the glove box
- Filters out particulates from the outside air before they reach the passenger cabin, including microscopic particles of dust, pollen and molds to which vehicle occupants might be allergic

Power Adjustable Brake and Accelerator Pedals

- Can be moved from the standard position to approximately 3 inches closer to the driver
- Includes memory feature available on Limited and SHO

Power Moonroof

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

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.



2010 Taurus

Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

- Climate-controlled Front Seats
- Heated Rear Seats
- Fold-flat Seatbacks
- Industry-exclusive Easy Fuel™ Capless Fuel Filler

Seating

Climate-controlled Front Seats

- Heated and cooled
- Three levels of warm and cool comfort
- Switches are located on the center stack



Heated Rear Seats

- Two settings of warmth for increased rear passenger comfort
- Switches are located on the back of the front center console

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



Exterior

Industry-exclusive Easy Fuel™ Capless Fuel Filler

- Fill-ups are easier and quicker since there is no need for a fuel filler cap
- A standard-size unleaded fuel nozzle inserts directly into the filler neck, opening a spring-loaded door to the tank
- No more dirty hands since there is no cap to fumble with — and a rubber seal on the fuel filler door helps keep dirt from entering the Easy Fuel filler opening
- Helps reduce fuel tank evaporative emissions by eliminating the potential for customers to drive off with a missing or improperly installed gas cap
- An emergency funnel is included and is *required* to properly open the Easy Fuel filler opening to accept fuel from a gas can or other secondary refueling device. The funnel is stored near the spare tire jack. See the vehicle Owner's Guide for more information
- For additional security, there's a locking fuel filler plug available from Ford Accessories



PRESENTATION TIP: Easy Fuel Capless Fuel Filler

Be sure to fully understand the functionality of the Easy Fuel capless fuel filler and present the benefits during a demonstration drive and at delivery. Show the customer how it's different than a traditional system, including the fuel door seal. In addition, be sure to show the customer where the emergency funnel is located in the vehicle — it is stored near the spare tire jack — since the funnel is required for the customer to add fuel from a portable container.

2010 Taurus

Comfort/Convenience

This page is about:

- Reverse Sensing System
- Class-exclusive SecuriCode™ Keyless Entry Keypad
- Heated Mirrors with Security Approach Lamps
- Automatic Headlamps with Wiper Activation
- Rain-sensing Windshield Wipers

Exterior cont'd

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



Class-exclusive⁽¹⁾ SecuriCode™ Keyless Entry Keypad

- A light touch or tap of the keypad area illuminates the keypad backlight for ready use
- Located on the driver's-door B-pillar
- Smooth button interface and backlighting feature make the keypad "invisible" when not in use
- A bright red LED behind each key illuminates when it registers a keypress to help prevent the keys from inadvertently being pressed twice or too quickly
- Unlocks the driver's door and/or all four doors and unlocks the liftgate without a key by using a programmable 5-digit code
- Pressing and holding the 7/8 and 9/0 buttons at the same time — **for 2 seconds** — locks the vehicle
- Owner can program up to three individual 5-digit codes
- Can also be programmed for memory settings of power seats, mirrors and adjustable pedals (if equipped)



Heated Mirrors with Security Approach Lamps

- Automatically activated with the rear window defroster to help remove moisture
- Security approach lamps illuminate the ground, helping to avoid puddles and other hazards when approaching/entering the vehicle
- Can be adjusted from the inside of the vehicle with the touch of a button
- Electrochromic auto-dimming driver's mirror available on Limited and standard on SHO



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

Rain-sensing Windshield Wipers

- Once the system is turned on, there is no need for the driver to activate, deactivate or adjust the windshield wipers under normal driving conditions
- When sensors mounted behind the rearview mirror detect moisture on the windshield, the windshield wipers are automatically activated at the appropriate speed to keep the windshield clear
- System must be turned off before entering an automatic car wash

PRESENTATION TIP: Rain-sensing Windshield Wipers

Be sure to understand and explain the driver-selectable sensitivity settings on the windshield wiper stalk. Wet the windshield by using a spray bottle, or hose, and cycle through the sensitivity settings so the customer can experience the difference and visually experience how the system functions. Be sure to also show the customer how the system is disabled via the stalk-mounted controls. This is important since **the system must be disabled before entering an automatic car wash.**

(1) Class is 5-passenger large cars.

2010 Taurus

Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

- Audio Systems
- SIRIUS® Satellite Radio
- SYNC®
- Voice-activated Navigation System with SIRIUS Travel Link™
- SIRIUS Travel Link

Audio/Navigation/Entertainment Systems

Audio Systems

- Single-disc CD/MP3 capability
- Premium 6-disc in-dash CD/MP3 capability with 6 speakers and amplifier
- Sony® surround sound CD/MP3 capability with 12 speakers and 390 watts

NOTE: See page 32 for more information.

SIRIUS® Satellite Radio

- Over 130 channels
- Commercial-free music
- Digital sound quality
- Seamless coverage anywhere in the 48 contiguous states and Washington, D.C.
- 6-month complimentary subscription subject to geographic location and availability

NOTE: See page 34 for more information.

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:

- Traffic, Directions and Information is new for 2010
 - Includes a complimentary 3-year prepaid subscription
- 911 Assist™
- Vehicle Health Report (VHR)
- Voice-activated hands-free calling
- Uninterrupted connections that allow going directly from 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 control of an MP3-style media player
- Instant voice recognition
- Ringtone support
- Automatic phone book transfer for mobile phones with this feature
- Multilingual intelligence (English, French, Spanish)
- For more information, go to syncmyride.com

NOTE: SYNC Traffic, Directions and Information services are replaced by the vehicle's Navigation System and SIRIUS Travel Link™ functionality in vehicles equipped with the combination of SYNC and the Voice-activated Navigation System. See page 18 for more information.

Voice-activated Navigation System with SIRIUS Travel Link™

- 8" LCD touch-screen display
- Real-time traffic and weather reports provided by SIRIUS Travel Link
- 10 GB Music Jukebox for storage and access to around 2,400 songs
- Integrated climate control functions
 - Temperature
 - Mode
 - Fan speed
- Voice-activated climate control functions
 - Temperature
 - Fan speed
- Rearview Camera displays on the LCD screen (if equipped)
- Fast route calculations, zooming, scrolling and route previews
- Audible step-by-step route guidance feature that announces upcoming maneuver with specific street names
- Capable of playing DVD-based movies while vehicle is in Park

NOTE: Includes a single-disc version of the Sony® surround sound system. See page 33 for more information.

SIRIUS Travel Link(3)

- 6-month complimentary subscription subject to geographic location and availability
- Real-time traffic updates every 2.5 minutes and includes automatic rerouting capability
- Weather updates provide current weather and five-day forecast
- Fuel pricing for over 120,000 gas stations
- Sports updates and movie listings

NOTE: See page 33 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 is a trademark of the Bluetooth, SIG, Inc.
 (3) Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Service available in the 48 contiguous states and Washington, D.C. SIRIUS Travel Link is a trademark of SIRIUS XM Radio, Inc.

This page is about:

- Traffic, Directions and Information
- 911 Assist™
- Vehicle Health Report (VHR)

2010 Taurus

Comfort/Convenience

SYNC® Technology

Traffic, Directions and Information⁽¹⁾

- Ford-exclusive technology
- Includes a complimentary 3-year prepaid subscription
- Provides simple voice command access to traffic reports, turn-by-turn driving directions, business listings, sports scores, weather forecasts and news
- Updatable by logging on to syncmyride.com
- **Traffic** provides traffic reports between two points, such as home and work
 - Also provides text message traffic alerts to the owner's mobile phone
 - Customers can use their online SYNC owner account to set up personalized address points
- **Directions** provide easy-to-understand in-vehicle driving directions to businesses, personalized locations or specific street addresses
 - The Directions service uses the same personalized address points that are used for Traffic
- **Information** provides access to:
 - Business Search by name or category with results provided in vehicle, including turn-by-turn directions and telephone number
 - News reports in a variety of categories
 - Sports scores
 - Weather information for a number of U.S. cities
 - Favorites allows customers quick access to their favorite news, sports and weather information

NOTE: SYNC Traffic, Directions and Information services are replaced by the vehicle's Navigation System and SIRIUS Travel Link™ functionality in vehicles equipped with the combination of SYNC and the Voice-activated Navigation System.

911 Assist™

- Assists occupants in placing a 911 call in certain vehicle crashes by using a properly paired and connected mobile phone inside the vehicle⁽²⁾
- Occupants can cancel the call by pressing and holding the phone button on the steering wheel, or by confirming the cancellation message on the Navigation System screen
- Connects to a 911 operator informing them of the accident
- Opens the SYNC microphone to allow vehicle occupants to communicate hands-free with the 911 operator

Vehicle Health Report (VHR)⁽¹⁾

- Produces an easy-to-understand report accessible on syncmyride.com
- Customers are able to monitor the operating condition of their vehicle and work closely with the dealership to keep it in peak running condition
- VHR combines data from multiple sources to communicate diagnostic, recall and maintenance information
- Provides the capability to seamlessly schedule dealership service via the dealer Web site, via Genuine eService or by e-mail
- Vehicle Health Overview includes:
 - Brakes and suspension
 - Checks, fluids and filters
 - Engine, transmissions and emissions systems
 - Restraints and driver assistance
- Will notify the customer of:
 - Recommended scheduled maintenance based on current odometer reading
 - Recalls and Field Service Actions requested by Ford Motor Company to repair certain safety- or emissions-related concerns



(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 vehicle electrical system (including the battery), the wireless service provider's signal and a connected mobile phone all must be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC and the 911 Assist feature enabled for 911 to be dialed.

2010 Taurus

Performance/Handling

PERFORMANCE/HANDLING

This page is about:

- 3.5L Duratec® DOHC V6
- 3.5L EcoBoost™ V6
- 6-speed Automatic Transmission
- 6-speed SelectShift Automatic™ Transmission
- Independent MacPherson Strut Front Suspension
- SHO Performance Package

Overview

Key Messages

Taurus



- 3.5L Duratec® DOHC V6 engine with 6-speed automatic transmission is a smooth powertrain combination with low emissions
- Fully independent suspension, rack-and-pinion steering and four-wheel disc brakes deliver a chassis with refined balance
- Available All-Wheel Drive (AWD) provides surefootedness in a variety of road conditions
- Taurus SHO is back and changing the game with a 365-horsepower⁽¹⁾ EcoBoost™ twin-turbo V6 engine, SelectShift Automatic™ transmission, All-Wheel Drive and sport-tuned suspension
- SHO Performance Package includes the goods for on-track capability

Key Features

Engines

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

3.5L EcoBoost V6 standard on SHO is a twin-turbocharged, gasoline direct-injected engine delivering a V8-power-busting 365 horsepower and 350 lb.-ft. of torque⁽¹⁾

Transmissions

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

All-new 6-speed SelectShift Automatic™ transmission with paddle shift activation allows the driver the choice of a clutchless manual shifting mode operated by racing-inspired steering-wheel-mounted paddle shifters.

Suspension and Chassis

Independent MacPherson strut front suspension features a coil-over-shock design with an L-shaped lower control arm for an excellent balance of spirited handling and crisp steering response.

Independent multi-link rear suspension is built on a stout, fully isolated, boxed subframe allowing chassis engineers to better tune the suspension components for excellent ride and handling characteristics.

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.

All-Wheel Drive (AWD) is standard on SHO and available on SEL and Limited and uses an electrohydraulic coupling to help provide all-weather traction.

Taurus SHO

3.5L EcoBoost V6 and 6-speed SelectShift Automatic transmission with paddle shift activation put the high-output in the SHO name.

Sport-tuned suspension with revised shock absorbers, stiffer springs and larger front stabilizer bar provides a performance-oriented ride.

Electric Power-Assisted Steering (EPAS) with Drift Control helps contribute to increased fuel economy by eliminating the hydraulic power assist pump and provides increased steering assist at low speeds and less steering assist at high speeds. Drift Control, new for 2010, helps EPAS deliver even steering efforts and helps the driver keep the vehicle on a straight path on uneven or crowned roads.

Standard All-Wheel Drive (AWD) helps maximize traction for the 365 horsepower from the 3.5L EcoBoost V6 engine.

SHO Performance Package should be thought of as a "track pack" with the necessary chassis components for customers taking their Taurus SHO to an autocross event or high-performance driving event at a racetrack. SHO Performance Package contents include:

- Revised sport-tuned suspension
 - Revised shock absorber tuning
 - Stiffer rear springs
 - Larger rear stabilizer bar
- 20" Premium painted Luster Nickel aluminum wheels
- P245/45VR20 Goodyear Eagle F1 summer-compound performance tires
- High-performance front brake pads
- AdvanceTrac® Sport Mode with "true-off" setting
- Revised 3.16:1 final drive ratio
- Sport-tuned Electric Power-Assisted Steering

AdvanceTrac Sport Mode is included with the SHO Performance Package and offers a less restrictive AdvanceTrac calibration for more spirited driving.

(1) Ratings achieved using 93-octane fuel. The use of 87-octane fuel may reduce performance.

2010 Taurus

Performance/Handling

This page is about:

- 3.5L Duratec® DOHC V6
- Aggressive Deceleration Fuel Shut-off (ADFSO)
- 3.5L EcoBoost™ V6
- intake-Variable Cam Timing
- Electronic Throttle Control

Engines

3.5L Duratec® DOHC V6

- 263 horsepower @ 6250 rpm
- 249 lb.-ft. of torque @ 4500 rpm
- Aggressive Deceleration Fuel Shut-off technology helps maximize fuel economy
- 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
- Mating the 3.5L Duratec V6 engine to a 6-speed automatic transmission helps optimize performance for quick, responsive acceleration
- Closely spaced gears of the 6-speed transmission allow the engine to always find its "sweet spot" — the gear that maximizes engine power
- Close-coupled catalysts and i-VCT help Taurus with the Duratec 3.5L V6 achieve:
 - Federal Tier 2 Bin 5 tailpipe emissions standards or California Ultra Low Emissions Vehicle (ULEV II) emissions standards

NOTE: See the Powertrain section in the Source Book Appendices or on **eSourceBook** for more information.

3.5L EcoBoost™ V6

- All-new for 2010 and standard on SHO
- Offers the **power of a V8** — more than a 100-horsepower increase over the 3.5L DOHC V6
- Delivers the same fuel economy as the 3.5L DOHC V6 engine with All-Wheel Drive
- First gasoline direct-injected twin-turbocharged V6 engine in North America
- 365 horsepower @ 5000 rpm⁽¹⁾
- 350 lb.-ft. of torque @ 4500 rpm⁽¹⁾
- More than 100 horsepower per liter of displacement
- New parallel twin turbochargers are water-cooled and operate at a maximum 12 psi of boost
- New direct injection fuel delivery system
- The 3.5L V6 engine was originally developed with the capability of a performance variant in mind, so the core internal components such as the crankshaft, bearings and connecting rods were already designed to maintain durability at the level of power the 3.5L EcoBoost V6 delivers
- Premium fuel is recommended, but not required

intake-Variable Cam Timing

- 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

ENGINEERING INSIGHT

Aggressive Deceleration Fuel Shut-off (ADFSO)

- Helps maximize fuel economy
- Temporarily interrupts fuel delivery and consumption when the vehicle normally slows down while maintaining normal engine operation
- System uses the transmission to keep the engine running at a low, more fuel-efficient operating level whenever possible
- Normal fuel delivery resumes when the vehicle reaches a low speed or when the driver accelerates
- Excellent driveability is maintained by Ford-proprietary software that integrates this technology with the 3.5L V6 powertrain operation
- System is automatic and requires no interaction from the driver

ENGINEERING INSIGHT

Electronic Throttle Control (ETC)

- ETC uses an accelerator pedal sensor to read and interpret the driver's intentions
- 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

(1) Horsepower and torque values using 93-octane fuel. Using a lower 87-octane fuel may reduce performance.

2010 Taurus

Performance/Handling

PERFORMANCE/HANDLING

This page is about:

- EcoBoost™ Twin Turbochargers
- EcoBoost Gasoline Direct Injection
- 6-speed Automatic Transmission
- EPA-estimated Fuel Economy

Engines cont'd

ENGINEERING INSIGHT

EcoBoost™ Twin Turbochargers

- A turbocharger uses otherwise wasted energy from the engine's exhaust to rotate a turbine wheel
- The turbine wheel is coupled to a compressor that pressurizes air coming into the engine — this is called "boost" and allows the engine to breathe in air as if it were larger in displacement since more air is "forced" into the intake
- The more air an engine breathes, the more power it generates
- The twin turbochargers are each about the size of a large orange
- A twin-turbo design offers many benefits compared to a larger, single-turbo approach
 - Compact design and low NVH (Noise, Vibration and Harshness) characteristics
 - Less engine compartment heat
 - Turbo lag is virtually eliminated — the turbos will spool up faster than a single-turbo engine and allow the 3.5L EcoBoost V6 to reach peak power faster than a single-turbo design
 - Drivers will feel an immediate response when they step on the accelerator
- Combined with gasoline direct injection, the twin-turbo design allowed the Ford engineers to generate V8-like power

ENGINEERING INSIGHT

EcoBoost Gasoline Direct Injection

- Direct injection is a key technology behind the performance capability and fuel efficiency of the 3.5L EcoBoost V6 engine
- Fuel is injected directly into the combustion chamber of each cylinder by solenoid-controlled high-pressure injectors, compared to traditional fuel injection where fuel is mixed with intake air prior to entering the chamber
 - Fuel is pumped from the tank at a normal pressure of around 200 psi to the engine compartment
 - A cam-driven high-pressure fuel pump increases fuel pressure to around 2150 psi, depending on the demands of the engine
- Direct injection fuel injectors are positioned on the side of the combustion chamber
- Each injector delivers a precise fuel spray into each cylinder, allowing a higher compression ratio to help improve engine performance and reduce fuel consumption
- An electronic control system varies the timing and intensity of the fuel delivery according to the engine's operating conditions
- Precise control of the fuel provides the customer these benefits:
 - Increased protection against engine knock/detonation to help allow for improved performance and excellent transient response
 - Great balance of performance and fuel economy — **the power of a V8 in a V6 package**

Taurus

Transmissions

6-speed Automatic Transmission

- Wide 6.04:1 gear ratio delivers good fuel economy and performance
- Short first and second gears provide impressive launch and acceleration
- Tall overdrive gear is designed to provide better fuel economy
- Short steps between intermediate gears enhance performance and feel by finding the right gear for the most-efficient operating conditions
- Every part of the transmission is designed to provide smooth, quiet operation
- Transmission fluid is "filled for life" to help lower cost of ownership

EPA-estimated Fuel Economy

Powertrain	City mpg	Highway mpg
3.5L Duratec® V6/6-speed automatic FWD	18	28
3.5L Duratec V6/6-speed SelectShift Automatic™ FWD	18	27
3.5L Duratec V6/6-speed SelectShift Automatic AWD	17	25
3.5L EcoBoost V6/6-speed SelectShift Automatic AWD	17	25

2010 Taurus

Performance/Handling

Transmissions cont'd

6-speed SelectShift Automatic™ Transmission with Paddle Shift Activation

- All-new for 2010
- Engineered for high quality and quiet operation
 - Hard-finish gears with a precise fit help reduce gear whine
 - Die-cast aluminum housing helps reduce noise
 - Optimized pump porting helps reduce transmission fluid pressure “ripple” and noise
- Transmission fluid is “filled for life” to help lower cost of ownership

Paddle Shift Operation

- Racing-inspired and steering-wheel mounted
- Allows the driver to shift gears quickly, as both hands can remain on the steering wheel
- To manually upshift, push up on the back part of either paddle shifter (moving the paddle shifter toward you)
- To manually downshift, push down on the front part of either paddle shifter (moving the paddle shifter away from you)
- If driving in Automatic Mode, using a paddle shifter to shift will temporarily place the SelectShift Automatic transmission in Manual Mode
 - System will return to Automatic Mode if the driver does not shift with the paddle shifters or does not accelerate for a certain time

PRESENTATION TIP: 6-speed SelectShift Automatic Transmission with Paddle Shift Controls

When conducting a test-drive with a Taurus SEL, Limited or SHO, be sure to show the customer how the Manual Mode operates, providing the performance of a manual transmission without the fuss of operating a clutch. Point out how the SelectShift Automatic transmission works in harmony with the 3.5L and 3.5L EcoBoost™ V6 engines. Also take the time to show them how the display in the right instrument cluster indicates the gear selection. The enthusiast Taurus customer is sure to appreciate these performance benefits.

Manual Mode

- SelectShift Manual Mode allows driver to change gears, up or down, without using a clutch
- Manual Mode is engaged by moving the shifter to the Manual (M) position
- Gear selection is shown below the transmission gear indicator in the right instrument gauge panel
- Manual Mode is also operated by the racing-inspired steering-wheel-mounted paddle shifters
- For manual upshifts, push up on the back part of either paddle shifter (moving the paddle shifter toward you)
 - Upshifts will be held, even at redline, until the driver selects the next gear
- For manual downshifts, push down on the front part of either paddle shifter (moving the paddle shifter away from you)
 - Engine-speed matching helps provide fast and smooth downshifts
 - To prevent the engine from running at too low an rpm, SelectShift may automatically make some downshifts
 - Although SelectShift may automatically perform some downshifts, it will still allow the driver to downshift at any time as long as the engine will not be damaged from over-revving
- Includes Second Gear Start Mode on SHO models
 - When engaged, the vehicle will start off from a stop in second gear instead of first
 - There is much less torque output starting out in second gear, helping provide improved traction while driving in slippery conditions
- Manual Mode disables Overdrive Cancel Mode
- System automatically protects against damaging shift scenarios



2010 Taurus

Performance/Handling

PERFORMANCE/HANDLING

This page is about:

Independent MacPherson Strut Front Suspension

Independent Multi-link Rear Suspension

Sport-tuned Suspension

Suspension and Chassis

Taurus

Independent MacPherson Strut Front Suspension

Ride and Handling

- Front struts feature a coil-over-shock design with L-shaped lower control arm
- Each wheel reacts to road irregularities with no effect on the opposite wheel
- Coil-over-shock design locates the shock absorber in the center of the coil spring which reduces offset and allows the spring and shock to move in precision. This also limits twisting or lateral forces that could bind the shock and cause a harsher ride
- Use of high-strength steel combined with coil-over-shock design allows the use of lightweight springs
- Suspension bushings are tuned independently for responsive steering and a smooth ride
- Large bushing at the top of each strut mount helps resist vertical movements from uneven road surfaces and resists side deflection to deliver crisp steering feel
- Hydrobushing at the rear of the L-shaped lower control arm uses oil-filled internal chambers to dampen road forces from passenger compartment
- Outboard-mounted front stabilizer bar provides precise roll control and steering response

Compact Design

- Front struts feature a coil-over-shock design that's more compact than double-wishbone front suspensions
- Allows the maximum amount of room in front of the suspension to help improve crash performance
- Provides more room in the engine compartment for powertrain components

Independent Multi-link Rear Suspension

- Multi-link design is built on a stout, fully isolated boxed subframe
- Shock absorbers are mounted as far outboard as possible — allowing chassis engineers to tune them to handle higher road impacts and deliver an excellent balance of ride and handling
- Independent suspension design lets each wheel react to road irregularities with no effect on the opposite wheel
- 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
- Strong foundation allows chassis engineers to better tune the suspension components for excellent ride and handling characteristics

Sport-tuned Suspension

- Standard on SHO
- Larger front stabilizer bar — 29mm vs. 28mm
- Larger rear stabilizer bar — 22mm vs. 21mm
- Retuned shock absorbers and stiffer springs
- Tuned to provide crisp steering and sportier ride and handling characteristics

PRESENTATION TIP: SHO Sport-tuned Suspensions

Pleasing to the Enthusiast

Chassis engineers designed the SHO to deliver sportier ride and handling performance, with crisper steering response. Compared to the Taurus, the SHO sport-tuned suspension includes increased spring rates, larger front stabilizer bar, specifically tuned struts and shock absorbers and all-season performance tires. A test-drive will quickly reveal the athletic nature of the SHO, a trait enthusiast customers will appreciate.

SHO Performance Package

For the ultimate performance enthusiast, there's the SHO Performance Package. Think of this package as a "track pack" with the necessary chassis components for customers to take their Taurus SHO to an autocross event or high-performance driving event at a racetrack. Specifically tuned struts deliver 10 to 15 percent more rebound control than the "standard" SHO sport-tuned suspension, Goodyear Eagle F1 summer-compound performance tires offer increased levels of traction, stiffer rear springs and larger rear stabilizer bar help maintain better control of body motions. These chassis enhancements are designed to work in harmony — and deliver improved vehicle balance in high-performance driving conditions.

Qualifying the Race Car-like Ride

The enhanced sport-tuned suspension components and Goodyear Eagle F1 summer-compound tires deliver maximized handling performance. These enhancements also deliver an aggressive ride. A true enthusiast will appreciate — and understand — this trait. But some customers may find the ride too stiff for their liking. It's important to qualify customer expectations ahead of time with a test-drive. Customers should also understand the summer-compound tires are not intended for winter use and will wear faster with heavy use. Again, to the true enthusiast, these are worth the increased levels of performance the SHO Performance Package provides.

2010 Taurus

Performance/Handling

This page is about:

- Rack-and-pinion Steering
- Electric Power-Assisted Steering (EPAS) with Drift Control
- AdvanceTrac® Sport Mode
- Four-wheel Disc Brakes
- Flat/Neutral Tow

Suspension and Chassis cont'd

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
- 39.7' (curb-to-curb) turning diameter
- Quick steering ratio of 17:1 means drivers don't have to turn the wheel very far to go around a tight corner
- SHO with the 3.5L EcoBoost™ V6 engine features Electric Power-Assisted Steering (EPAS)

Electric Power-Assisted Steering (EPAS) with Drift Control

- Standard on SHO
- EPAS is a sophisticated electric speed-sensitive steering assist system
 - Offers light, responsive steering feel around town and while parking
 - At higher speeds, EPAS delivers less steering assist for more confident control
- EPAS replaces the hydraulic gear system that pulled power (and efficiency) from the engine via a belt
- Helps improve fuel economy and eliminate hydraulic noises common with hydraulic systems

Drift Control

- An automatic system that uses EPAS to help continuously correct for road irregularities and improve overall steering feel
- System is continually "learning" and adapting to steering conditions and compensates for changes that can cause the vehicle to pull left or right
 - Assists the steering effort to help the driver maintain a straighter path
 - Helps driver avoid unwanted lane changes (or drift)
- Reduces steering effort required when driving on crowned roads or in heavy side winds

AdvanceTrac® Sport Mode

- Included in the SHO Performance Package
- Includes ABS and Traction Control as well as yaw stability control
- Sport Mode is a unique calibration of AdvanceTrac for more spirited driving while AdvanceTrac is enabled

NOTE: See page 27 for a complete description of AdvanceTrac.


Four-wheel Disc Brakes

- Large brake rotors (12.4" front and 13.0" 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 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

Flat/Neutral Tow

- Some owners may wish to flat tow (four-wheel-down tow) their vehicle behind a motorhome or other vehicle
- All Taurus models can be flat towed safely
 - Maximum speed limit while towing is 70 mph
 - Parking brake must be fully released
 - Transmission must be in Neutral
- See the vehicle Owner's Guide for more details

A CLOSER LOOK: AdvanceTrac® Sport Mode Settings

Control Switch Functions	Mode	"Sliding car off" icon 	Message Center Display	AdvanceTrac	Traction Control
Control switch pressed once momentarily	Traction Control OFF	On	TRACTION CONTROL OFF	Enabled	Disabled
Control switch pressed twice rapidly, brakes applied and no throttle apply	Sport Mode (if equipped)	On	ADVANCETRAC SPORT MODE	Enabled	Enabled
Control switch pressed and held for more than five seconds, vehicle speed = 0 mph, brakes applied	AdvanceTrac Disabled	On	ADVANCETRAC OFF	Disabled	Disabled

Suspension and Chassis cont'd

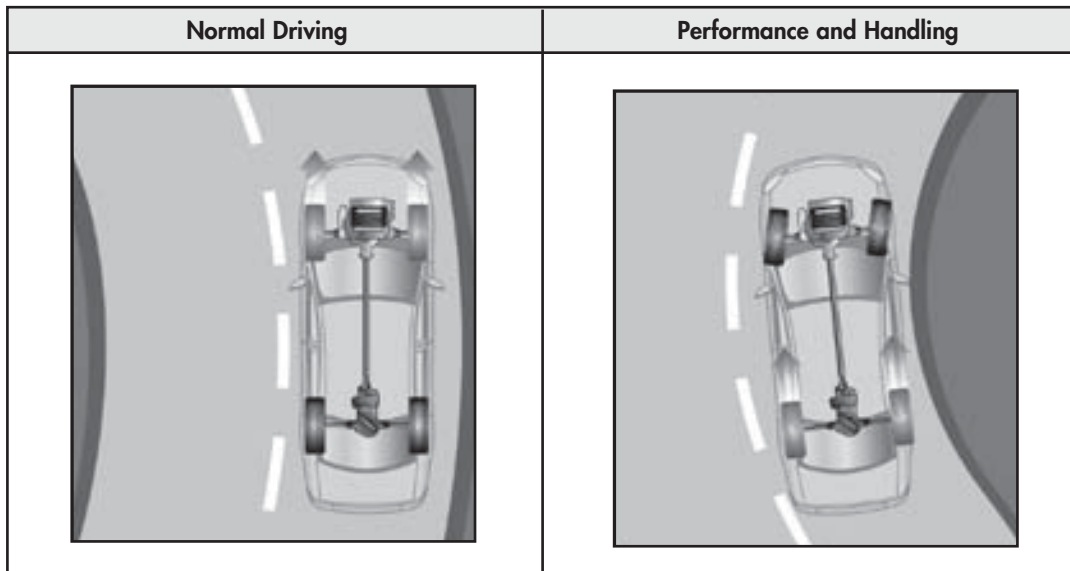
All-Wheel Drive (AWD)

- Standard on SHO and available on SEL and Limited, AWD is seamless to the driver and provides performance and safety benefits
- 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

ENGINEERING INSIGHT

AWD Performance

- 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
- Check out the Taurus section of **eSourceBook** for an AWD animation



This page is about:

- Accident Avoidance
- Occupant Protection
- Child Safety
- Personal Security

2010 Taurus

Safety/Security

Overview

Key Messages

Taurus



- Taurus has six standard airbags — dual-stage front, Safety Canopy® System with side curtain airbags and roll sensor and front-seat side airbags
- AdvanceTrac® automatically enhances vehicle control in wet or slippery conditions
- Available All-Wheel Drive helps keep Taurus surefooted in a variety of road conditions
- Taurus 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, including adverse conditions such as icy or wet pavement or on loose surfaces such as gravel.

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

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) monitors actual tire pressure of the road wheels and alerts driver if a tire is significantly underinflated.

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 roll 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⁽¹⁾ 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® chimes and flashes the safety belt warning light for up to 5 minutes or until the driver and/or passenger fasten their safety belts.

(1) Class is 5-passenger large cars.

(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.

Child Safety

LATCH (Lower Anchors and Tethers for Children) System helps provide 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 in which the airbags deploy.⁽²⁾ Sounding the horn and flashing the hazards makes the vehicle easier to locate if the accident happens off the roadway. 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.

2010 Taurus

Safety/Security

SAFETY/SECURITY

This page is about:

Available All-Wheel Drive (AWD)	—
AdvanceTrac®	—
Traction Control	—
Four-wheel Anti-lock Braking System (ABS)	—
Brake Assist	—
Tire Pressure Monitoring System (TPMS)	—

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
- 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, which helps keep the vehicle surefooted in a variety of conditions — slippery surfaces and anything that compromises traction

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
- 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 Traction Control or AdvanceTrac®, 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

NOTE: Refer to the AWD/4WD Operations section in the Source Book Appendices or on **eSourceBook** for more information.



Go to **eSourceBook** for an online animated demonstration of AWD.

AdvanceTrac®

- An electronic stability control system that helps the driver maintain vehicle control in adverse driving situations or when making evasive maneuvers on slippery pavement
- Monitors vehicle's cornering behavior with steering angle, lateral acceleration and yaw rate sensors, and automatically makes braking and throttle adjustments to match vehicle's direction to the driver's intention using Anti-lock Braking System (ABS) and Traction Control components
- AdvanceTrac automatically activates whenever the vehicle is started, but may be turned off for certain situations such as when "rocking" a vehicle stuck in mud or snow
- Includes Brake Assist

NOTE: Refer to the Safety section in the Source Book Appendices or on **eSourceBook** for more information.

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)

- Sensor-based system alerts the driver to significant underinflation in any of the tires, excluding the spare
- Pressure sensors detect actual tire pressure and activate a warning light in the vehicle's instrument cluster when a tire is significantly underinflated

NOTE: Refer to the Safety section in the Source Book Appendices or on **eSourceBook** for more information.

This page is about:

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

2010 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

NOTE: Refer to the Safety section in the Source Book Appendices or on **eSourceBook** for more information.



Safety Canopy® System with Roll 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 and are designed to help protect occupants' chests in certain side collisions
- Placed in the front seatbacks, so they are always in the optimum deployment position no matter where the seat is positioned



2010 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 (Lower Anchors and Tethers for Children) System
- SecuriLock® Passive Anti-theft System
- Perimeter Anti-theft System
- 24-Hour Roadside Assistance
- Crash Test Ratings

2010 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

Perimeter Anti-theft System

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

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

Crash Test Ratings

NHTSA Tests

2009 Taurus achieved a five-star rating in all four impact categories in tests performed by the National Highway Traffic Safety Administration. The 2010 Taurus is expected to receive the same ratings when tested.

- 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 was named a "Top Safety Pick" and received the highest possible rating in each of the following tests performed by the Insurance Institute for Highway Safety (IIHS).

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.

	Frontal-impact Rating		Side-impact Rating	
	Driver	Passenger	Front Seat	Rear Seat
2009 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
<i>Frontal Offset</i>	G Good
<i>Side Impact</i>	G Good
<i>Rear Impact</i>	G Good
<i>Stability Control</i>	Available ⁽¹⁾

(1) Taurus features standard AdvanceTrac®.

2010 Taurus

Quality/Reliability/Durability

QUALITY/RELIABILITY/DURABILITY

This page is about:

- Advanced QRD = Quiet and Plush
- NVH (Noise, Vibration and Harshness)
- Easy Maintenance
- Warranty

Overview

Key Messages

Taurus



- Taurus is as quiet as many luxury cars
- 90,000-mile spark plug maintenance interval⁽¹⁾
- 150,000-mile durability on the self-adjusting accessory drive belt⁽¹⁾

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 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 a leader in this area and is competitive with many luxury brands.

NVH (Noise, Vibration and Harshness)

Laminated windshield helps lower wind noise levels.

Laminated front side-door glass further improves the quiet interior environment.

Roll-axis engine mounts help reduce powertrain NVH levels.

Easy Maintenance

- 6-month/7500-mile oil change interval⁽¹⁾
- 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.

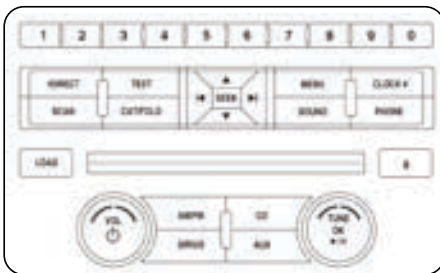
This page is about:

- Single-disc CD/MP3 Capability
- Premium 6-disc In-dash CD/MP3 Capability
- Sony® Surround Sound CD/MP3 Capability

All Taurus Audio Systems Include

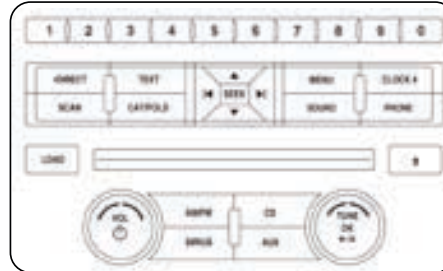
- MP3 capability
- Auxiliary audio input jack
- Station Memory Presets — 12 FM, 6 AM
- Autoset (AST) automatically locates 6 strongest AM or FM station signals
- Digital clock

Single-disc CD/MP3 Capability



- 6 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
- **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

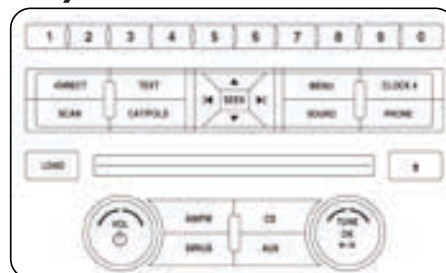
Premium 6-disc In-dash CD/MP3 Capability



Includes or replaces features of single-disc CD/MP3 capability plus:

- 6-disc, in-dash CD changer
- Additional instrument panel center speaker and amplifier
- **RBDS (Radio Broadcast 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 RBDS capability

Sony® Surround Sound CD/MP3 Capability



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

- 390 watts
- 12 speakers, including 2 subwoofers, in 10 locations
 - A woofer/tweeter coaxial speaker is located in each rear door
- 5.1 Sony matrix surround sound
- **Occupancy setting** allows one of three vehicle acoustic settings to be chosen
- Single CD/MP3 capability in vehicles equipped with Voice-activated Navigation System

For More Audio Information

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

Audio/Navigation/Entertainment

This page is about:

Voice-activated Navigation System
with SIRIUS Travel Link™
SIRIUS Travel Link

Voice-activated Navigation System with SIRIUS Travel Link™



- Includes a single-disc version of the Sony® surround sound audio system with:
 - 18 station memory presets (12 FM and 6 AM)
 - 18 satellite radio station memory presets
- **Voice activation** recognizes certain voice commands to operate the system hands-free
- **Large 8" LCD touch screen** operates navigation and audio functions
- **Integrated climate control** functions include voice activation for temperature and fan speed
- Includes **Rearview Camera** display (if equipped)
 - Automatically displays image from the Rearview Camera on the Navigation System screen when vehicle is placed in Reverse
- **Traffic and weather information, fuel pricing, sports updates and movie listings** provided by SIRIUS Travel Link
 - Learn more about the capabilities of SIRIUS Travel Link in the "A Closer Look" box at right
- **Bird's-eye map** provides a "3D" view of route, landmarks and Points of Interest (POI)
- **Hard-drive-based system** includes 10 GB of storage for music and photos
- **Music Jukebox capability** allows for storage and access to around 2,400 songs (at 4 minutes per song)
 - Browse the music library via the touch screen or by voice recognition
 - Music can be sorted by playlists
- **Upload photos** to the home screen
- **Park and Play** mode allows DVDs to be played while vehicle is in Park
- **Destination selection search** methods include:
 - Street address
 - Increased Points of Interest (POIs) including retail
 - Freeway entrance/exit search
 - Previous destination
- **Route Guidance** with turn-by-turn voice directions
 - Street name announcements
 - Freeway exit, turn and ramp transition lane guidance
 - Speed limit display on freeways
- Supports North American English, Canadian French and Mexican 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 and audio systems
- **Address book** saves the most frequently used destinations for quick and easy routing

A CLOSER LOOK: SIRIUS Travel Link⁽¹⁾

- **6-month complimentary subscription** subject to geographic location and availability (included with Navigation System)
- **Real-time traffic info**
 - Provides incident, speed and flow information for 80 major cities in the continental U.S.
 - Updates every 2.5 minutes
 - View graphical overlay of incidents
 - Route recalculation based on traffic data
- **Real-time weather info**
 - Provides current weather and 5-day forecast reports that are updated every 5 minutes
 - Current conditions update every 30 minutes
 - Region of interest can be defined by customer
- **Fuel pricing** for over 120,000 gas stations
 - Search for pricing en route or based on current location
 - Displays pricing for regular, mid-grade and premium when available
- **Sports updates and movie listings**
 - Score summaries and schedules for major sports
 - Updates every 5 minutes
 - User can personalize for favorite teams
 - Movie listings for over 4,500 theaters, including times, movie summary and directions to the theater
- More information is available online at www.sirius.com or toll-free at (888) 539-SIRIUS (7474)

(1) Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Service available in the 48 contiguous states and Washington, D.C. SIRIUS Travel Link is a trademark of SIRIUS XM Radio, Inc.

For More Audio Information

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

This page is about:

- SIRIUS® Satellite Radio
- Auxiliary Audio Input Jack

SIRIUS® Satellite Radio

- Includes 6 months of SIRIUS service, subject to geographic location and availability
- 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 48 contiguous states and Washington, D.C.
- More information is available online at www.sirius.com or toll-free at (888) 539-SIRIUS (7474)

Auxiliary Audio Input Jack

- Standard with all audio systems
- Located in the front center console and 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







2010 Taurus

Wheels

WHEELS

This page is about:

- 17" 8-Spoke Painted Sparkle Silver Aluminum
- 18" Painted Sparkle Silver Aluminum
- 19" Painted Sparkle Silver Aluminum
- 19" Chrome-clad Aluminum
- 19" Premium Painted Luster Nickel Aluminum
- 20" Premium Painted Luster Nickel Aluminum

Wheel		SE	SEL	Limited	SHO
17" 8-Spoke Painted Sparkle Silver Aluminum		Standard	—	—	—
18" Painted Sparkle Silver Aluminum		—	Standard	—	—
19" Painted Sparkle Silver Aluminum		—	Rapid Spec 202A	—	—
19" Chrome-clad Aluminum		—	—	Standard	—
19" Premium Painted Luster Nickel Aluminum		—	—	—	Standard
20" Premium Painted Luster Nickel Aluminum		—	—	—	Optional

— = Not available

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

COLOR AND TRIM

This page is about:

- Color and Trim Availability
- Interior Trim

2010 Taurus

Color and Trim

Color and Trim Availability

Paint Name	Order Code	SE	SEL		Limited		SHO	
		Cloth	Cloth/Leather		Leather		Leather	
		Lt. Stone	Lt. Stone	Charcoal Black	Lt. Stone	Charcoal Black	Charcoal Black	Charcoal Black/Umber
		7S	MS/NS	MW/NW	PS	PW	QW	QN
New Atlantis Green Metallic	UL						■	■
New Gold Leaf Metallic	UP		■		■			
New Ingot Silver Metallic	UX	■	■	■	■	■	■	■
New Red Candy Metallic with tinted clearcoat ⁽¹⁾	U6		■	■	■	■	■	
New Steel Blue Metallic	UN	■	■	■	■	■	■	
New White Platinum Metallic Tri-coat ⁽¹⁾	UG		■	■	■	■	■	■
Cinnamon Metallic	HT	■	■	■	■	■	■	■
Tuxedo Black Metallic	UH	■	■	■	■	■	■	■
White Suede	WS	■	■		■			

(1) Extra-cost option.

Interior Trim

Model	Style/Material	Interior Description
SE	Cloth	Cloth Front Bucket Seats with 60/40 Split Rear Seatbacks (5-Passenger)
SEL	Cloth	Unique Cloth Front Bucket Seats with 60/40 Split Rear Seatbacks (5-Passenger)
SEL	Leather	Leather-trimmed Front Bucket Seats with 60/40 Split Rear Seatbacks (5-Passenger)
Limited	Leather	Perforated Leather-Trimmed Front Bucket Seats with 60/40 Split Rear Seatbacks (5-Passenger)
SHO	Leather	Leather-Trimmed Front Bucket Seats with Black Miko Suede Inserts and Charcoal Black Head Restraints and Side Bolsters with Accent Stitching. 60/40 Split Rear Seatbacks (5-Passenger)
SHO	Leather	Leather-Trimmed Front Bucket Seats with Umber Miko Suede Inserts and Charcoal Black Head Restraints and Side Bolsters with Accent Stitching. 60/40 Split Rear Seatbacks (5-Passenger)

NOTE: See the 2010 Color & Upholstery Selections Guide or the Specifications section on eSourceBook for illustrations of the available seating choices.

2010 Taurus

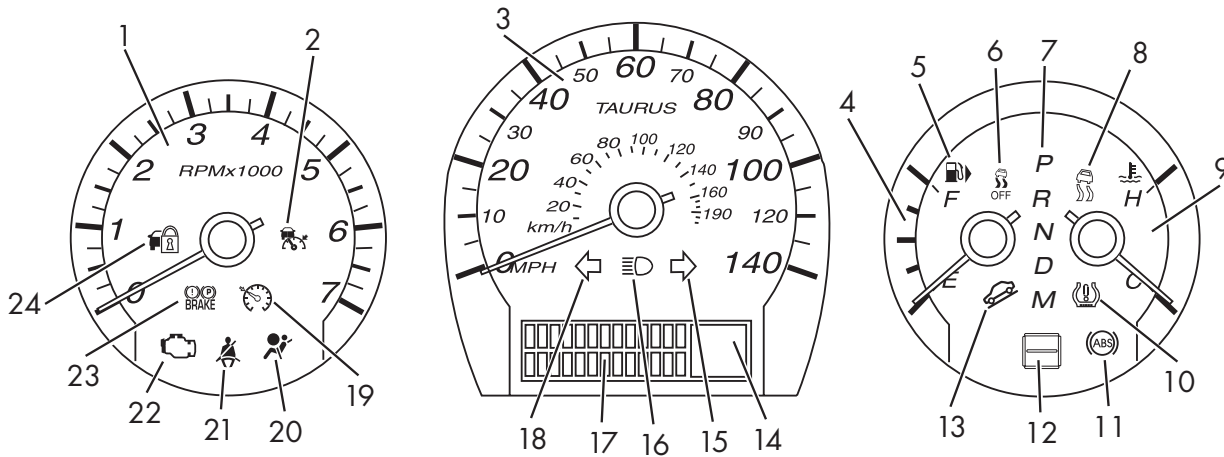
Instrument Cluster

INSTRUMENT CLUSTER

This page is about:

Instrument Cluster

Instrument Cluster



- | | | |
|---|---|---|
| <ul style="list-style-type: none"> 1. Tachometer 2. Adaptive Cruise Control active indicator light⁽¹⁾ 3. Speedometer 4. Fuel gauge 5. Fuel filler door location indicator 6. AdvanceTrac®/Traction Control off indicator light 7. Transmission gear indicator 8. AdvanceTrac/Traction Control active indicator light | <ul style="list-style-type: none"> 9. Engine coolant temperature gauge 10. Low tire pressure warning light 11. Anti-lock Braking System readiness indicator/warning light 12. SelectShift Automatic™ transmission gear indicator⁽¹⁾ 13. Overdrive cancel indicator light 14. Reconfigurable telltale indicator light display 15. Right turn signal indicator 16. High-beam indicator | <ul style="list-style-type: none"> 17. Message Center 18. Left turn signal indicator 19. Cruise control active indicator 20. Airbag readiness indicator/warning light 21. Fasten safety belt warning light 22. Check engine warning light 23. Brake system warning light/parking brake indicator 24. Anti-theft system active indicator |
|---|---|---|

(1) If equipped.

2010 Taurus

Key Product Specifications⁽¹⁾

Model	Taurus	SHO
Wheelbase	112.9	112.9
Length	202.9	202.9
Height	60.7	60.7
Width	85.7	85.7
Track (Front/Rear)	65.3/65.5	65.3/65.5
Curb Weight (approx. lbs.)	4015 (FWD) 4224 (AWD)	4368

Seating	All
Capacity	5
Head Room (Front/Rear)	39.0/37.8
Shoulder Room (Front/Rear)	57.9/56.9
Hip Room (Front/Rear)	56.3/55.8
Leg Room (Front/Rear)	41.9/38.1

Passenger/Luggage/Fuel Capacity	All
Passenger Volume (cu. ft.)	102.2
Luggage Capacity (cu. ft.)	20.1
Fuel Tank Capacity (gal.); FWD/AWD	20.0/19.0

Engine	Taurus	SHO
Layout	Front-engine/ Front-wheel drive	Front-engine/ All-Wheel Drive
Type	Duratec 35 - 3.5L DOHC V6	3.5L EcoBoost™ V6
Horsepower (@ rpm)	263 @ 6250	365 @ 5500 ⁽²⁾
Torque (lb.-ft. @ rpm)	249 @ 4500	350 @ 1500–5250 ⁽²⁾
Displacement (liters/cu. in.)	3.5/213	3.5/213
Bore and Stroke	3.6 x 3.4	3.6 x 3.4
Induction	Naturally aspirated	Twin-turbocharged
Compression Ratio	10.3:1	10.0:1
Fuel Injection System	Sequential multi-port	Direct Injection
Fuel Requirement recommended (octane)	87	87 (min.), 91
Exhaust, stainless-steel	Single with catalytic converters	Dual with catalytic converters

EPA-estimated Fuel Economy	Taurus	SHO
FWD (City/Highway mpg)	18/28	—
FWD 6-speed SelectShift Automatic™ (City/Highway mpg)	18/27	—
AWD (City/Highway mpg)	17/25	17/25

Transmissions	Taurus	SHO
6-speed automatic	SE	—
6-speed SelectShift Automatic with paddle shift activation	SEL and Limited	Standard
Final Drive Ratios	2.77:1 (SE, SEL)	2.77:1 Standard
	3.16:1 (FWD SEL 202A and Limited)	3.16:1 with SHO Performance Package
	3.39:1 (AWD Limited)	

Gear Ratios							
Gears	1st	2nd	3rd	4th	5th	6th	Rev.
6-Speed Automatic	4.48:1	2.87:1	1.84:1	1.41:1	1.00:1	0.74	2.88
6-Speed SelectShift Automatic	4.48:1	2.87:1	1.84:1	1.41:1	1.00:1	0.74:1	2.88

Front Suspension	All
Type	Independent MacPherson struts with stabilizer bar
Springs	Helical coil-over-shock
Shock Absorbers	Integrated with strut, gas-pressurized hydraulic
Stabilizer Bar (diameter, mm)	28mm (FWD)/29mm (AWD and SHO)

Rear Suspension	All
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 (diameter, mm)	21mm (FWD/AWD)/22mm (SHO)

Steering	Taurus	SHO
Type	Rack-and-pinion	Rack-and-pinion
Assist	Power hydraulic	Electric, Sport-tuned
Overall Ratio	17.1:1	17.1:1
Turning Diameter, Curb-to-Curb (ft.)	41.0	39.7

Brakes	Taurus	SHO
Type	Four-wheel disc	Four-wheel disc
Anti-lock Braking System (ABS)	Standard	Standard
High-performance front brake pads	Not available	SHO Performance Package

Trailer Towing ⁽³⁾	All
Towing Class	Light Duty Class I
Gross Trailer Weight (lbs.)	1000
Maximum Tongue Weight (lbs.)	100
Hitch Design	Load-carrying type

Flat/Neutral Towing
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) Ratings achieved using 93-octane fuel. The use of 87-octane fuel may reduce performance.

(3) See the RV & Trailer Towing Guide, available on eSourceBook as a printable PDF, or the vehicle Owner's Guide for more towing information.

2010 Taurus

Custom Accessories

From the "Wow Factory"

FORD CUSTOM ACCESSORIES

This page is about:

Available Custom Accessories
Selling Ford Custom Accessories



Taurus

The Following Ford Custom Accessories Are Available for the 2010 Taurus:

Appearance

- Chrome Side Mirror Trim

Wheels

- 20" Chrome Wheel Kit
- Chrome Valve Stems
- TPMS Kit
- Wheel Locks

Electronics

- Garmin® nüvi® Portable Navigation Systems
- Smart Alert™ GPS Tracking & Recovery Systems
- Wiper Shaker

Exterior

- Hood Deflector
- Locking Fuel Plug
- Moonroof Deflector
- Side Window Deflectors

Interior

- Cargo Area Protector
- Cargo Net – Envelope Style
- Cargo Organizer
- Floor Mats – All-Weather Vinyl
- Interior Lighting Kit
- Katzkin® Leather-Trimmed Seating
- Soft-Sided Cargo Organizers – Folding
- Soft-Sided Cooler Bag

Selling Ford Custom Accessories

- Offer Custom Accessories to every customer
- Most new vehicle owners want to personalize their ride
- Add Custom Accessories into the deal for just a few dollars more
- Use the online "Accessorizer" to show customers how their vehicle will look
- Use your dealership's Accessories Storefront to boost awareness and sales
- Only you can offer Custom Accessories covered by the Ford New Vehicle Limited Warranty

custom
accessories 

fordaccessories.com



July 2009

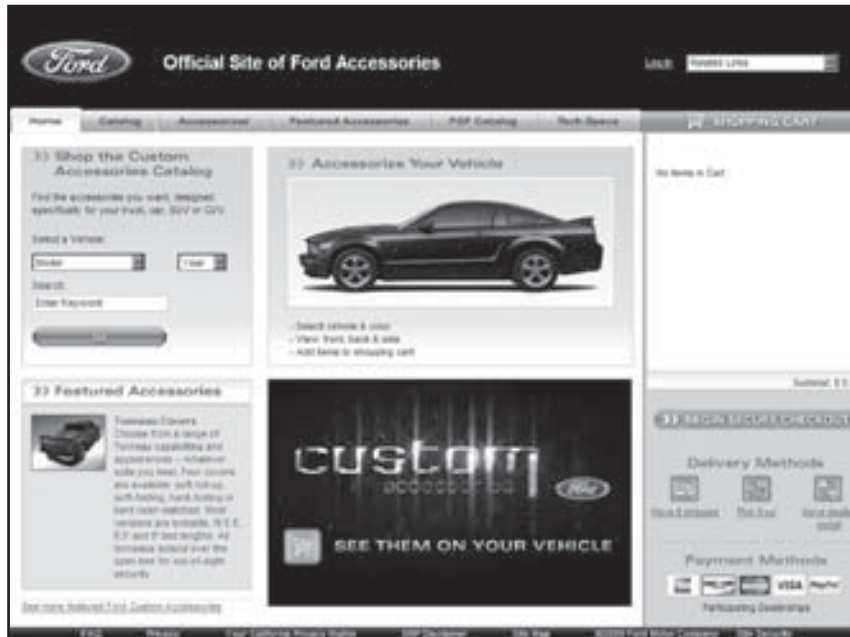
esourcebook.dealerconnection.com

This page is about:

- Custom Accessories e-Commerce Program Enrollment
- Selling Ford Custom Accessories Online

Custom Accessories e-Commerce

Taurus



Sell Custom Accessories 24/7 - Day and Night!

Once enrolled, the Accessories e-Commerce Web site allows dealers to accept and process customer orders via the Internet.

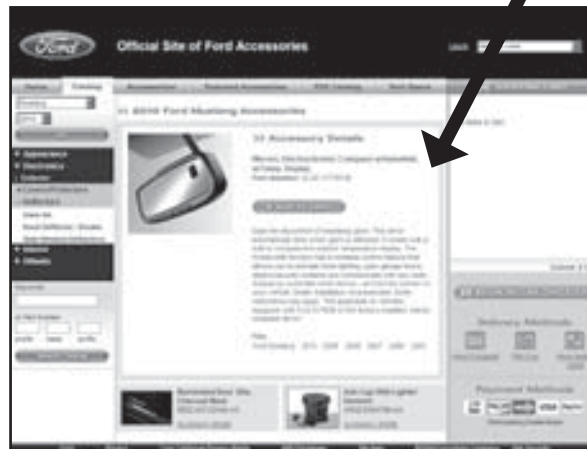
CREATE CUSTOM PRICING, EVEN INCLUDE INSTALLATION!

e-Commerce Web Site Features

- Accepts customer accessory orders via the Internet
- Offers customers full range of payment options including PayPal™, Visa®, MasterCard®, AMEX®, Discover® and Genuine Credit Card
- Allows dealers to set their own pricing for parts and labor or use Suggested Retail Pricing
- Allows customers to schedule an accessory installation at dealer via Genuine eService
- FedEx® shipping options to the customer's home or business, automatically billed to your FedEx account

Enroll Today

- Complete enrollment details are posted at the Accessories B2B Web site accessed from **FMCDealer.com**
- <http://accessories.dealerconnection.com/GfaWeb/contentMgmt.do>
- Go to: Reference Library/eCommerce Website Tools



Great Site, Great Features

- A fully functional site allowing customers to shop, select and purchase online.
- Allows enrolled dealers the ability to customize their accessory pricing, including installation.
- Allows customers the ability to schedule an accessory installation at the dealership via Genuine eService.
- Offers customers a full range of payment options including w, credit card, Genuine Credit Card.
- Allows customers to select delivery options.



fordaccessories.com