

2016 | **TAURUS+SHO**



Go Further



Treat yourself to the driver's seat.

This is the full-size sedan experience you're looking for. Powerful performance. Sure-footed handling. Spacious, finely crafted interior. Smart driver-assist technologies.¹ Generous trunk space. Plus new SYNC[®] 3^{1,2} – our next generation of voice-activated technology – to keep you connected on each drive. Go further in the 2016 Ford Taurus.

Limited. Shadow Black. Available equipment.

¹Available feature. ²Driving while distracted can result in loss of vehicle control. Only use SYNC/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. Message and data rates may apply.

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Embrace curves and devour straightaways.

Ford Taurus does. Our engineers tuned the suspension calibration of each Taurus model to deliver an engaging driving experience.

Stay poised through the corners, even when accelerating, with standard Torque Vectoring Control.¹ The system applies slight braking force to the inside front wheel as needed to help more torque reach the road and keep Taurus firmly planted.

Keep on track through sharp turns with standard Curve Control.¹ When it senses you're taking a curve too quickly, the system can slow the vehicle by as much as 10 mph in about a second to help maintain control. All-wheel drive (AWD)² balances torque between the front and rear wheels to enhance handling and maximize traction. Also equipped with AdvanceTrac[®] electronic stability control and vented front rotors (all rotors are vented for SHO), the 2016 Taurus is engineered for maximum agility.

Taurus has an EPA-estimated rating of 29 hwy mpg³ with the 2.0L EcoBoost[®] engine.² This turbocharged, direct-injection powerplant supplies immediate straight-line acceleration, and is teamed with a 6-speed SelectShift[®] automatic transmission for impressive highway fuel efficiency. The 3.5L Ti-VCT V6 engine features twin independent variable camshaft timing, allowing for a robust 288 hp while also contributing to efficiency.⁴



Limited. Shadow Black. Available equipment.

¹Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions. ²Available feature.

³EPA-estimated rating: 20 city/29 hwy/23 combined mpg, 2.0L EcoBoost, FWD. Actual mileage will vary. ⁴EPA-estimated rating: 18 city/27 hwy/21 combined mpg, 3.5L Ti-VCT V6, FWD. Actual mileage will vary.

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Reward your accomplishments.

With space to stretch out. Plus amenities that help you relax. Even revive.

Massage your lower back and upper leg area, and change your seat contour, with the leather-trimmed, power front seats¹ equipped with Active Motion.^{®1} Heated and cooled power front seats, power-adjustable pedals and power sideview mirrors are standard on Limited and SHO. All feature memory² to make life even more convenient.

Rest your hand on soft-touch surfaces in this meticulously assembled interior of premium materials, finely stitched seats and eye-catching accents.

Bring tranquility to your day with a grip of its heated steering wheel¹ or from a gentle breeze through the power moonroof.¹ To experience this – and more – on every drive, enjoy some quality time in a 2016 Ford Taurus.



HEATED STEERING¹



HEATED/COOLED SEATS¹



ACTIVE MOTION SEATS¹

Limited. Charcoal Black leather trim with perforated inserts. SYNC[®] 3. Available equipment.

¹Available feature. ²Memory feature not on front-passenger seat.

Maximize your connections.

Voice-activated SYNC^{®1} technology helps you keep your eyes on the road and hands on the wheel. SYNC. Say the word.[®]

- **Hands-free calling** lets you make a call with a simple push of a button along with the sound of your voice.
- **Automatic phone book download** transfers the names and numbers in your compatible phone automatically, once paired.
- **Voice-activated music commands** let you say what music you want to hear and listen to it easily with voice-activated search, or say "Bluetooth[®] audio" to stream content from your phone.
- **SYNC AppLink^{™2}** lets you control some of your favorite compatible mobile apps with your voice.
- **911 Assist^{®3}** is a convenient no-charge feature that allows you to connect your compatible cell phone to help call 911 in the event of an accident.

Upgrade to SYNC 3.¹ Our next generation of voice-activated technology with an easy-to-use new design and new features.

- **New hardware meets new software** on the easy-to-read color touch screen that displays phone, audio and navigation⁴ functions on the home screen.
- **High-speed performance** means you'll experience quick reactions to your commands. Plus, the capacitive touch screen includes a convenient swipe feature similar to your smartphone (as well as pinch-to-zoom capability within navigation⁴).
- **Enhanced voice recognition** lets you talk with simple, real-world voice commands and the system responds naturally to your voice.
- **Easy destination entry** feature within navigation⁴ helps you locate your favorite restaurants, nearest ATM and more.
- **Siri[®] seamless integration** brings the power of Siri Eyes Free⁵ and your iPhone[®] into your vehicle.
- **Automatic updates over Wi-Fi^{®6}** let you keep SYNC 3 up-to-date with the latest software as new updates become available.

| SYNC

Limited. Charcoal Black leather trim with perforated inserts. SYNC 3. Available equipment.



¹Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. Message and data rates may apply. ²SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and AppLink software. ³The vehicle's electrical system (including the battery), the wireless service provider's signal and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed. When the feature is ON, 911 Assist uses your paired and connected mobile phone to assist occupants to contact emergency services by dialing 911 if your airbag deploys or, on certain vehicles, if the emergency fuel pump shut-off is activated. Aftermarket on-board diagnostic devices may interfere with various vehicle systems including Vehicle Health Report and 911 Assist. To avoid interference, remove the device or contact the device maker for more information on compatibility. ⁴Available feature. ⁵You must have a Bluetooth-enabled phone paired to your SYNC system. ⁶Optional Navigation System map updates cannot be received via Wi-Fi and require a separate update.

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Connect with your world.

SiriusXM® Satellite Radio¹ welcomes you to the World of SiriusXM.² Enjoy more than 150 channels including commercial-free music, plus live sports, news and exclusive entertainment, with a 6-month trial subscription to the All Access package included with your new vehicle. You'll hear every channel available, plus you can listen online and on the SiriusXM app.²

Navigation¹ with SiriusXM Traffic and Travel Link[®] includes a 5-year complimentary SiriusXM Traffic and Travel Link² trial subscription. Global Positioning System (GPS) technology is combined with 3-D mapping and provides voice-guided turn-by-turn directions. With SiriusXM Traffic and Travel Link, you'll get detailed traffic information, plus current and forecasted weather, gas station locations and prices, sports scores and schedules, and movie theater locations with show listings and times.

(((SiriusXM)))

Limited. Charcoal Black leather trim with perforated inserts. SYNC[®] 3. Available equipment.



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¹Available feature. ²SiriusXM Satellite Radio, SiriusXM Traffic and SiriusXM Travel Link subscriptions are sold separately or as a package by SiriusXM after your trial period, and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. All fees and programming subject to change. See Customer Agreement for complete terms and more information at www.siriusxm.com.

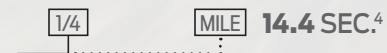


Command respect.

There's power in a name. Like the 365 hp¹ in SHO (Super High Output).

Instant straight-line acceleration erupts from the twin turbos and direct-injection of its 3.5L EcoBoost.[®] Together with standard AWD and vented discs, Taurus SHO excels at true enthusiast performance. Plus an EPA-estimated rating of 24 hwy mpg.²

Add additional muscle with the SHO Performance Package, which includes: a 3.16:1 final drive ratio, an enhanced sport-tuned suspension, performance friction brake pads, sport-calibrated steering and performance summer tires.³ A "Sport Mode" setting on the AdvanceTrac[®] electronic stability control system even lets you do some fine-tuning of your own.



SHO. Ruby Red Metallic Tinted Clearcoat. Available equipment.

¹Tested with 93-octane fuel. ²EPA-estimated rating: 16 city/24 hwy/19 combined mpg, 3.5L EcoBoost, AWD. Actual mileage will vary. ³Ford does not recommend using summer tires when temperatures drop to approximately 45°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires. ⁴Based on Ford testing.



Adapt to your surroundings.

Smart technology powers Taurus. Using ultrasonic sensors and radar, driver-assist technologies¹ can help you parallel park, avoid collisions and more.

Make parallel parking easier with active park assist.¹ This system not only helps you find a spot, it actually steers the vehicle into place while you control the gear shifter, and brake and accelerator pedals.

Maintain your lane with help from our Lane-Keeping System.^{1,2} It can detect lane markings with a forward-facing camera and send vibration pulses to the steering wheel. If needed, it can apply steering torque to prompt you to steer back toward center.

Stay alert to traffic detected in blind spots as you drive forward, or traffic nearing either side of the vehicle as you slowly back up, thanks to BLIS[®] (Blind Spot Information System) with cross-traffic alert.¹ It helps warn you using lights embedded in the sideview mirrors.³

Get a heads-up from adaptive cruise control and collision warning with brake support.¹ This system helps maintain your choice of 4 preset gaps from the vehicle in front of you and can alert you to a potential collision. If one is detected, it flashes a warning on the windshield, sounds an alarm, and preps the braking system to help.

¹Available feature. Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle.

²Lane-Keeping System does not control steering. ³BLIS replaces standard integrated blind spot mirrors.

Taurus Specifications



Engines/EPA-Estimated Ratings¹ & Dimensions

3.5L Ti-VCT V6

288 hp @ 6,500 rpm
254 lb.-ft. of torque @ 4,000 rpm

6-speed SelectShift[®] automatic
FWD 18 city/27 hwy/21 combined mpg
AWD 17 city/24 hwy/19 combined mpg

2.0L EcoBoost[®] I-4

240 hp @ 5,500 rpm²
270 lb.-ft. of torque @ 1,675-4,800 rpm²

6-speed SelectShift automatic
FWD 20 city/29 hwy/23 combined mpg

3.5L EcoBoost V6

365 hp @ 5,500 rpm²
350 lb.-ft. of torque @ 3,000 rpm²

6-speed SelectShift automatic
AWD 16 city/24 hwy/19 combined mpg

Exterior

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

Interior

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

Capacities (cu. ft.)

Passenger volume	102.2
Luggage capacity	20.1
Total interior volume	122.3

Fuel Tank (gal.)

FWD/AWD	19.0
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Standard Features

Mechanical

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

Seating

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

Interior

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

Exterior

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

Safety & Security

Personal Safety System [™] for driver and front passenger includes dual-stage front airbags ³ , safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
3-point safety belts for all seating positions
AdvanceTrac [®] electronic stability control and Curve Control
Battery saver
Belt-Minder [®] front safety belt reminder
Child-safety rear door locks
Emergency trunk release
Front-seat side airbags ³
Illuminated Entry System
LATCH (Lower Anchors and Tether Anchors for Children)
MyKey [®]
Rear view camera
Safety Canopy [®] System with side-curtain airbags ³ and rollover sensor
SecuriCode [™] invisible keypad
SecuriLock [®] Passive Anti-Theft System
SOS Post-Crash Alert System [™]
Tire Pressure Monitoring System (excludes spare)

Dimensions may vary by trim level.

¹Actual mileage will vary. ²Tested with 93-octane fuel. ³Always wear your safety belt and secure children in the rear seat.



SE

Equipment Group 100A
Includes all standard features, plus:

Mechanical

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

Seating

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

Interior

AM/FM stereo/single-CD player with MP3 capability and 6 speakers
Auxiliary audio input jack
Day/night rearview mirror
Front center floor console with armrest, cupholders and storage
Message center
Power windows with one-touch-up/-down driver's side window feature
Single-zone manual air conditioning
SYNC® Enhanced Voice Recognition Communications and Entertainment System with 4.2" color LCD screen in center stack, 911 Assist®, AppLink™ and 1 smart-charging USB port

Exterior

18" Sparkle Silver-painted aluminum wheels with P235/55R18 all-season tires
Black, power sideview mirrors
Bright-painted grille
Quasi-dual exhaust with bright tips
Remote Keyless Entry System with integrated keyhead transmitter remotes (2)
Wiper-activated halogen headlamps with autolamp

Available Options

2.0L EcoBoost® I-4 engine with 6-speed SelectShift automatic transmission with shifter button activation
All-weather floor mats
Ash cup/coin holder with lighter element
Cargo organizer

SEL

Equipment Group 200A
Includes select SE features, plus:

Seating

Unique cloth seats

Interior

Auto-dimming rearview mirror
Covered front-row cupholders and storage
Dual-zone electronic automatic temperature control
Leather-wrapped shift knob with chrome trim
Leather-wrapped steering wheel
Outside temperature display
Remote Start System
SiriusXM® Satellite Radio with 6-month All Access trial subscription

Exterior

Anti-theft perimeter alarm
Body-color, power, heated sideview mirrors with security approach lamps
LED supplemental park lamps
Reverse Sensing System

Available Equipment Group

Equipment Group 201A – SYNC 3 Convenience Package includes SYNC 3 Enhanced Voice Recognition Communications and Entertainment System with 8" color LCD screen in center stack with swiping capability, 911 Assist, AppLink, and 2 smart-charging USB ports + additional center channel speaker + power-adjustable pedals + Intelligent Access with push-button start (2 key fob transmitters)

Available Options

2.0L EcoBoost I-4 engine with 6-speed SelectShift automatic transmission with shifter button activation (n/a with AWD)
20" 10-spoke machined and low-gloss ebony-painted aluminum wheels with P245/45R20 all-season tires (requires 201A)
All-weather floor mats
All-wheel drive (AWD)
Ash cup/coin holder with lighter element
Cargo organizer
Leather-trimmed seats with heated front seats
Power moonroof (requires 201A)
Rear decklid spoiler
Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription (requires 201A)

SEL, Blue Jeans. Available equipment.

SYNC with 4.2" color LCD screen in center stack.

Intelligent Access with push-button start.¹

Cargo organizer.¹



18" Sparkle Silver-Painted Aluminum
Standard: SE & SEL



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

¹Available feature.

Limited

Equipment Group 300A

Includes select SEL features, plus:

Seating

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

Heated and cooled front seats

Leather-trimmed seats with perforated leather inserts

Interior

Additional center channel speaker

Ambient lighting

Bright front door-sill plates

Cargo net

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

Leather-wrapped steering wheel with wood accent

Power-adjustable pedals with memory

Power-tilt/-telescoping steering column

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

SYNC® 3 Enhanced Voice Recognition Communications and Entertainment System with 8" color LCD screen in center stack with swiping capability, 911 Assist®, AppLink™, and 2 smart-charging USB ports

Universal garage door opener

Exterior

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

Chrome-accented, body-color-painted grille

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

Available Equipment Group

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

Available Options & Package

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

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

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

All-weather floor mats

All-wheel drive (AWD)

Ash cup/coin holder with lighter element

Cargo organizer

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

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

Power moonroof

Rear decklid spoiler

Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM® Traffic and Travel Link® with 5-year subscription



Shadow Black. Available equipment.

Rear view camera.

Rear-window power sunshade.¹

"LIMITED" branded front floor mats.¹



19" Premium Luster Nickel-Painted Aluminum Standard



20" Polished Aluminum Optional



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

¹Available feature.



Charcoal Black leather-trimmed seats with Charcoal Black perforated inserts and embroidered "SHO" graphics on front seats.

Heated rear-seat controls, included in Equipment Group 401A.

"SHO" 3.5L EcoBoost V6 engine cover.

Rear decklid spoiler.

SHO

Equipment Group 400A

Includes select LIMITED features, plus:

Mechanical

3.5L EcoBoost® V6 engine

6-speed SelectShift® automatic transmission with Sport Mode and paddle shifters

2.77:1 final drive ratio

13.85" vented front rotors

All-wheel drive (AWD)

Sport-tuned suspension

Seating

Leather-trimmed seats with perforated inserts

"SHO" graphics embroidered on front seats

Interior

Aluminum pedal covers

"SHO" branded front floor mats

Top-grain leather-wrapped steering wheel

Exterior

20" machined and painted aluminum wheels with P245/45R20 all-season tires

Dual exhaust with bright tips

High-intensity discharge (HID) headlamps

LED supplemental park lamps with piano black bezels

Piano black mesh grille

Piano black, power, heated sideview mirrors with memory, security approach lamps and auto-dimming driver's side

Rear decklid spoiler

"SHO" branded side fender vents

Available Equipment Group

Equipment Group 401A – Auto high beams with rain-sensing windshield wipers + BLIS® (Blind Spot Information System) with cross-traffic alert + heated steering wheel + heated rear outboard seats + rear-window power sunshade + Audio System from Sony® with 12 speakers and HD Radio™ Technology

Available Options & Packages

20" 10-spoke machined and low-gloss ebony-painted aluminum wheels

All-weather floor mats

Ash cup/coin holder with lighter element

Cargo organizer

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

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

Power moonroof (requires 401A)

SHO Performance Package includes an enhanced sport-tuned suspension, performance friction brake pads, sport-calibrated steering, AdvanceTrac® electronic stability control "Sport Mode" setting, 3.16:1 final drive ratio, Alcantara® trimmed steering wheel, P245/45R20 Performance Summer Tire Compound¹ and tire inflator and sealant/kit (n/a with Driver Assist Package)

Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM® Traffic and Travel Link® with 5-year subscription



20" Machined and Painted Aluminum Standard



20" 10-Spoke Machined and Low-Gloss Ebony-Painted Aluminum Available (no additional charge on SHO)

¹Ford does not recommend using summer tires when temperatures drop to approximately 45°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires.

Exteriors



White Platinum Metallic Tri-coat



Oxford White



Ingot Silver*



Ruby Red Metallic Tinted Clearcoat



Bronze Fire Metallic Tinted Clearcoat



Blue Jeans*



Caribou*



Magnetic*



Guard*



Shadow Black

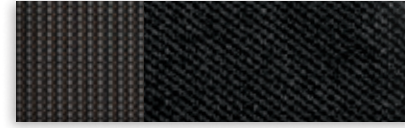
Interiors



1 Dune Cloth



2 Dune Cloth



3 Charcoal Black Cloth



4 Dune Leather



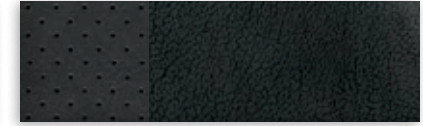
5 Charcoal Black Leather



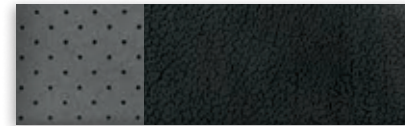
6 Dune Leather with Perforated Inserts



7 Charcoal Black Leather with Perforated Inserts



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



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

Exteriors	Interiors								
	SE	SEL			Limited		SHO		
White Platinum Metallic Tri-coat ¹		2	3	4	5	6	7	8	9
Oxford White	1	2	4						
Ingot Silver	1	2	3	4	5	6	7	8	9
Ruby Red Metallic Tinted Clearcoat ¹		2	3	4	5	6	7	8	9
Bronze Fire Metallic Tinted Clearcoat ¹		2	3	4	5	6	7	8	
Blue Jeans	1	2	3	4	5	6	7	8	9
Caribou	1	2	3	4	5	6		7	
Magnetic	1	2	3	4	5	6	7	8	9
Guard	1	2	3	4	5	6	7	8	9
Shadow Black	1	2	3	4	5	6	7	8	9

4, 5 Optional on SEL

¹Additional charge.

Colors are representative only. See your dealer for actual paint/trim options.

*Metallic.



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

Sport pedals

All-weather floor mats

Remote Access

Rear spoiler

Exterior

- Chrome mirror caps
- Full vehicle cover¹
- Hood protector¹
- Locking fuel plug
- Moonroof deflector
- Rear spoilers
- Side window deflectors
- Splash guards
- Wheel lock kit

Interior

- All-weather and premium carpeted floor mats
- Ash cup/coin holders
- Auto-dimming rearview mirror
- Cargo organizers and protectors
- First aid and roadside assistance kits¹
- Interior light kit
- Sport pedals
- Tablet cradle¹

Electronics

- Bumper-Mounted Warning Sensor System¹
- Remote Access
- Remote Start System
- Vehicle Security System



Go Further

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Follow Ford:



New Vehicle Limited Warranty. We want your Ford Taurus ownership experience to be the best it can be. Under this warranty, your new vehicle comes with 3-year/36,000-mile bumper-to-bumper coverage, 5-year/60,000-mile Powertrain Warranty coverage, 5-year/60,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion (perforation) coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

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

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

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

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

Ford Original Accessories will be warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. FLA are designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

Comparisons based on competitive models (class is Full-Size Sedans, Non-Hybrid based on Ford segmentation), publicly available information and Ford certification data at time of release. Vehicles may be shown with optional equipment. Features may be offered only in combination with other options or subject to additional ordering requirements/limitations. Dimensions shown may vary due to optional features and/or production variability. Information is provided on an "as is" basis and could include technical, typographical or other errors. Ford makes no warranties, representations, or guarantees of any kind, express or implied, including but not limited to, accuracy, currency, or completeness, the operation of the information, materials, content, availability, and products. Ford reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Ford Dealer is the best source of the most up-to-date information on Ford vehicles.

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Click here to learn more
about your Taurus