

Go Further



Ford 2017 TAURUS



2.0L EcoBoost®¹

240 horsepower²

270 lb.-ft. of torque²

EPA-estimated rating:

20 city 29 hwy

23 combined mpg³

6-speed SelectShift®
automatic transmission

3.5L Ti-VCT V6

288 horsepower

254 lb.-ft. of torque

EPA-estimated rating:

FWD 18 city 27 hwy

21 combined mpg³

6-speed SelectShift
automatic transmission

MASTER YOUR ELEMENT.

Whether you're pushing it hard on that stretch of open road or taking corners with ease, Ford Taurus is the full-size sedan experience you're looking for. With a choice of engines, you've got as much power as you care to possess. Stay poised through the corners, even when accelerating, with Torque Vectoring Control.⁴ 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 Curve Control.⁴ When it senses you're taking a curve too quickly, the system can slow Taurus by as much as 10 mph in about a second to help maintain control. All-wheel drive (AWD)¹ balances torque between the front and rear wheels to enhance handling and traction. Also equipped with vented front rotors (all rotors vented for SHO), Taurus is designed for maximum agility.



SOOTHE YOUR SENSES. Rest your hand on soft-touch surfaces in this meticulously assembled interior with finely stitched seats and eye-catching accents. Heated and cooled power front seats, power-adjustable pedals and power sideview mirrors are standard on Limited and SHO. All feature memory¹ to make life even more convenient.

Bring tranquility to your day with a grip of the heated steering wheel² or from a gentle breeze through the power moonroof.² Change your mood by choosing from one of the 7 colors of ambient lighting.² For your listening pleasure, enjoy the sound from a new Audio System from Sony^{®2} with Clear Phase™ and Live Acoustics™ technology. Experience this – and more – on every drive in a 2017 Ford Taurus.

SiriusXM Radio

Listen to everything you love with SiriusXM.^{®2,3} Get over 150 channels including all genres of commercial-free music, plus every major sport and the best talk, news, comedy and entertainment. And you'll hear it all with a 6-month trial subscription to the All Access package, included with your new Taurus. So you can rock your ride, plus listen anywhere online and on the SiriusXM app.

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Limited leather-trimmed interior in Charcoal Black with perforated inserts and available equipment. ¹Memory feature on driver's seat only. ²Available feature. ³SiriusXM audio and data services each require a subscription sold separately, or as a package, by SiriusXM Radio Inc. 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. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI.



SYNC 3

In addition to all the voice-activated benefits of SYNC^{®1} – placing and answering calls, and controlling music from your devices – you'll love the easy-to-use interface of SYNC 3.^{1,2} An 8" color LCD screen displays phone, audio and navigation² features. Enhanced voice recognition lets you give simple commands. A capacitive touchscreen includes a convenient swipe feature, as well as pinch-to-zoom functionality within navigation.² SYNC 3 also brings you the options of Apple CarPlay^{TM3} and Android Auto.^{TM4}

Voice-Activated Navigation System²

Includes a 5-year complimentary trial subscription to SiriusXM[®] Traffic and Travel Link[®] services.⁵ Global Positioning System (GPS) technology is combined with available 3-D mapping and provides voice-guided turn-by-turn directions. You'll get detailed traffic information, plus current and forecasted weather and fuel station locations and prices.

SYNC AppLink

Use your voice to control some of your favorite compatible mobile apps (like Pandora[®] and iHeartRadio), thanks to standard SYNC AppLink.⁶

Siri Seamless Integration

Bring the power of Siri[®] into Taurus with Siri Eyes Free,⁷ your paired iPhone[®] and a long press of the voice-recognition button on the steering wheel.

Automatic Updates Over Wi-Fi

Keep SYNC 3 current with the latest software as new updates become available.⁸ All you need is a Wi-Fi[®] connection.

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¹Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. 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. ²Available feature. ³Requires phone with compatible version of Apple iOS and active data service. SYNC does not control Apple CarPlay while in use. Apple is solely responsible for their functionality. Message and data rates may apply. ⁴Requires phone with compatible version of Android Auto and active data service. SYNC does not control Android Auto while in use. Google and other third parties are responsible for their respective functionality. Message and data rates may apply. ⁵SiriusXM audio and data services each require a subscription sold separately, or as a package, by SiriusXM Radio Inc. 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. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI. ⁶SYNC AppLink is available on select models and compatible with select smartphone platforms and requires any compatible apps to be installed and running on a capable smartphone while connected to SYNC. Commands may vary by phone and AppLink software. Message and data rates may apply. ⁷Requires SYNC 3. ⁸Optional Navigation System map updates cannot be received via Wi-Fi and require a separate update.



SHO

SUPER HIGH OUTPUT.



Go from 0-60 mph in 5.5 seconds! Hit the quarter mile in 14.4 seconds! "The Super High Output version of the venerable Taurus is the order of the day," says InsideHook.com. "It's got ample room for five with the ability to frighten all of them thanks to 365 horses² from the twin-turbocharged V6 EcoBoost engine." Together with standard all-wheel drive (AWD) and vented disc brakes, Taurus SHO excels at true enthusiast performance. Plus an EPA-estimated rating of 24 hwy mpg.³

Add additional capability with the SHO Performance Package, which includes: a 3.16:1 final drive ratio, an enhanced sport-tuned suspension, high-performance front brake pads, sport-calibrated steering, and performance summer tires.^{4,5} A "Sport Mode" setting on the AdvanceTrac[®] electronic stability control system even lets you do some fine-tuning of your own.

3.5L EcoBoost^{®5}

365 horsepower²

350 lb.-ft. of torque²

EPA-estimated rating:

16 city 24 hwy

19 combined mpg³

All-wheel drive (AWD)

HELPS KEEP THINGS STABLE. Standard AdvanceTrac® electronic stability control¹ helps keep all 4 wheels firmly planted, particularly in inclement weather. Constantly monitoring road conditions and driver responses, the system can automatically adjust engine power and apply individual brakes for an added measure of driving confidence.

SENSES WHAT YOU CAN'T SEE. BLIS® (Blind Spot Information System)² alerts you with a light in either sideview mirror³ if its radar sensors detect a vehicle in the corresponding blind spot. Cross-traffic alert, part of the system, notifies you with a beep and a warning light in your sideview mirror if it detects a vehicle approaching either side as you slowly back Taurus out of a parking space. Either way, BLIS with cross-traffic alert² helps keep you aware of things that may be just out of your line of view.

HELPS YOU STAY CENTERED. Our Lane-Keeping System^{2,4} can detect lane markings and apply torque to the steering wheel if it senses your vehicle drifting unintentionally out of its lane. If needed, the Lane-Keeping System can also send gentle vibration pulses to the wheel to prompt you to steer back toward center.⁴ A Driver Alert System² also monitors your driving behavior – including the crossing of lane markings and other factors – and warns you in the message center if you could use a break from driving.

ALLOWS YOU TO SET YOUR PACE. Get a heads-up from adaptive cruise control & forward collision warning with brake support.² 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 a hazard is detected, it flashes a warning on the windshield, sounds an alarm, and preps the braking system to help.

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SHO in White Platinum Metallic Tri-coat. Limited in Shadow Black. Both with 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. Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. ³BLIS replaces standard integrated blind spot mirrors. ⁴Lane-Keeping System does not control steering.





SHOW YOUR STREET CRED.

After just one use of its active park assist,¹ you'll never go back to parking Taurus the "old-fashioned" way. Whether you're backing into a perpendicular spot or slowing down to parallel park, ultrasonic sensors can identify a parking space that is the right size, then the system steers the vehicle into it. All you do is follow on-screen prompts, and operate the accelerator, brake and gear shifter as needed. No second guessing. Much less stress.

MODELS	WHEELS	STANDARD FEATURES	ENGINES/EPA-ESTIMATED RATINGS ²
SE 	 18" Sparkle Silver-Painted Aluminum Standard: SE and SEL  19" Premium Luster Nickel-Painted Aluminum Standard: Limited	Mechanical Brake- and engine-actuated traction control Brakes – 4-wheel disc Anti-Lock Brake System (ABS) Compact spare wheel and tire Steering – Electric power-assisted Suspension – Front: independent MacPherson strut; rear: independent multilink Torque Vectoring Control Driver-Assist Technology Automatic headlamps with wiper activation Seating Front – 4-way adjustable head restraints Front – Bucket seats Rear – 60/40 split fold-down seat with fold-down center armrest Interior 12-volt powerpoints (3) Accessory delay for power features Console – Front overhead with dome/map lights Cruise control Display – Message center Driver and front-passenger seat back map pockets Flooring – Front and rear carpeted floor mats Rear-seat reading lights Steering wheel-mounted cruise, audio and 5-way controls Visors – Driver and front-passenger sliding sun with illuminated vanity mirrors Exterior Easy Fuel[®] capless fuel filler Rear-window defroster Solar-tinted glass Taillamps – LED Safety & Security Airbags – Personal Safety System[™] for driver and front passenger includes dual-stage front airbags,¹ 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 Airbags – Front-seat side¹ Airbags – Safety Canopy[®] System with side-curtain airbags¹ and rollover sensor 3-point safety belts for all seating positions AdvanceTrac[®] electronic stability control and Curve Control Battery saver Belt-Minder[®] front safety belt reminder Child-safety rear door locks Emergency trunk release Illuminated Entry System LATCH – Lower Anchors and Tether Anchors for Children MyKey[®] Rear view camera SecuriCode[™] invisible keypad SecuriLock[®] Passive Anti-Theft System SOS Post-Crash Alert System[™] Tire Pressure Monitoring System (excludes spare)	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 rpm³ 270 lb.-ft. of torque @ 3,000 rpm³ 6-speed SelectShift automatic FWD 20 city/29 hwy/23 combined mpg 3.5L EcoBoost V6 365 hp @ 5,550 rpm³ 350 lb.-ft. of torque @ 1,500–5,000 rpm³ 6-speed SelectShift automatic AWD 16 city/24 hwy/19 combined mpg
SEL 	 20" Polished Aluminum Optional: Limited		
LIMITED 	 20" Machined and Painted Aluminum Standard: SHO  20" 15-Spoke Machined and Low-Gloss Ebony-Painted Aluminum Available: SEL Optional: SHO		
SHO 			

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

SE	SEL	LIMITED	SHO	
S	S	S		Mechanical
		S		3.5L Ti-VCT V6 engine with 6-speed SelectShift automatic transmission with Sport Mode and Shifter Activation Button
		S		3.5L EcoBoost V6 engine with 6-speed SelectShift automatic transmission with Sport Mode and paddle shifters
O	O	O		2.0L EcoBoost I-4 engine with 6-speed SelectShift automatic transmission with Shifter Activation Button ¹
		S		2.7T final drive
S	S	S		Front-wheel drive (FWD)
	O	O	S	All-wheel drive (AWD) ¹
		S		Suspension – Sport-tuned
				Driver-Assist Technology
		P	P	Active park assist
		P	P	Adaptive cruise control & forward collision warning with brake support
		S	S	BLIS® (Blind Spot Information System) with cross-traffic alert
		P	P	Lane-Keeping System ¹
		S	S	Reverse Sensing System
S	S			SYNC® Voice Recognition Communications and Entertainment System with 4.2" color LCD screen in center stack, 911 Assist®, AppLink®, and 1 smart-charging USB port
	P	S	S	SYNC 3 which includes 8" color LCD capacitive touchscreen in center stack with swiping capability, 911 Assist, AppLink, and 2 smart-charging USB ports
		S	S	Windshield wipers – Rain-sensing
				Seating
S	S			Front – 6-way power driver and front-passenger seats with manual lumbar adjustments
		S	S	Front – 10-way power driver and front-passenger seats with driver's seat memory feature
		O		Front – Heated (requires leather)
		S	S	Front – Heated and cooled
		S	S	Rear – Heated outboard
		S		"SHO" graphics embroidered on front seats

SE	SEL	LIMITED	SHO	
S	S			Interior
		S	S	AM/FM stereo/single-CD player with MP3 capability and 6 speakers
		S	S	Audio System from Sony® with Clear Phase™ and Live Acoustics™ technology and HD Radio™ Technology
		S	S	SiriusXM® Radio with 6-month trial subscription
	O	O	O	Voice-activated Navigation System ¹ with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription
	P	S	S	Additional center channel speaker
O	O	O	O	All-weather floor mats
		S	S	Aluminum accelerator and brake pedal covers
		S	S	Ambient lighting
S				Center console – Front center floor with armrest and cupholders
	S	S	S	Center console – Front center floor with armrest, and covered cupholders and storage
	S	S	S	Climate controls – Dual-zone electronic automatic temperature control
S				Climate controls – Single-zone manual air conditioning
	S	S	S	Display – Compass and outside temperature
		S	S	Door-sill scuff plates – Bright front
		S		Flooring – "LIMITED" branded front floor mats
		S		Flooring – "SHO" branded front floor mats
	P	S	S	Ignition – Intelligent Access with push-button start
	S	S	S	Ignition – Remote Start System
	S	S	S	Mirror – Auto-dimming rearview
S				Mirror – Day/night rearview
	P			Power-adjustable pedals
		S	S	Power-adjustable pedals with memory
		S	S	Rear-window power sunshade
S	S			Remote Keyless Entry System with integrated keyhead transmitter remotes
S	S			Steering column – Manual-tilt/-telescoping
		S	S	Steering column – Power-tilt/-telescoping
		S	S	Steering wheel – Heated
		S		Steering wheel – Leather-wrapped
		S		Steering wheel – Leather-wrapped with wood accent
		S		Steering wheel – Top-grain leather-wrapped
		S		Trunk cargo net
O	O	O	O	Trunk cargo organizer
		S	S	Universal garage door opener
S	S			Windows – Power with one-touch-up/-down driver's side window feature
		S	S	Windows – Power windows with global open and one-touch-up/-down for driver and front passenger

SE	SEL	LIMITED	SHO	
				Exterior
		S		Exhaust – Dual with chrome tips
S	S	S		Exhaust – Quasi-dual with chrome tips
S	S			Grille – Chrome-painted bars
		S		Grille – Body-color bars with chrome inserts
		S		Grille – Piano Black mesh
		S	S	Headlamps – Automatic high beam
S	S	S		Headlamps – Halogen projector-beam
		S		Headlamps – HID
	S	S		LED supplemental park lamps
		S		LED supplemental park lamps with Piano Black bezels
S				Mirrors – Black power sideview
	S			Mirrors – Body-color, power, heated sideview with security approach lamps
		S		Mirrors – Chrome-accented, power, heated sideview with memory, security approach lamps and auto-dimming driver's side
		S		Mirrors – Piano Black, power, heated sideview with memory, security approach lamps and auto-dimming driver's side
	O	O	O	Power moonroof ¹
O	O	O	O	Smoker's Package
	O	O	S	Spoiler – Rear decklid
				Safety & Security
	S	S	S	Perimeter alarm
				Equipment Groups & Packages
	O			Equipment Group 201A – SYNC 3 which includes 8" color LCD capacitive touchscreen 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
		O	O	Driver Assist Package¹ includes adaptive cruise control & forward collision warning with brake support, Lane-Keeping System, and active park assist
		O		SHO Performance Package¹ includes an enhanced sport-tuned suspension, high-performance front brake pads, sport-calibrated steering, AdvanceTrac electronic stability control with "Sport Mode" setting, 3.16 final drive, Alcantara®-trimmed steering wheel, P245/45R20 Performance Summer Tire Compound, ² and tire inflator and sealant/kit

¹Restrictions may apply. See your dealer for details. ²Ford 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.

EXTERIOR & INTERIOR CHOICES

Exterior		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 ²	1	2	3	4	5	6	7	8	9
	White Gold ²	1	2	3	4	5	6	7		
	Ruby Red Metallic Tinted Clearcoat ¹		2	3	4	5	6	7	8	9

Exterior		SE	SEL				LIMITED		SHO	
	Smoked Quartz Metallic Tinted Clearcoat ¹		2	3	4	5	6	7	8	9
	Blue Jeans ²	1	2	3	4	5	6	7	8	9
	Magnetic ²	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									



White Platinum Metallic Tri-coat



Oxford White



Ingot Silver



White Gold



Ruby Red Metallic Tinted Clearcoat



Dune Cloth



Dune Leather



Dune Leather with Perforated Inserts



Charcoal Black Leather with Charcoal Black Perforated Inserts



Smoked Quartz Metallic Tinted Clearcoat



Blue Jeans



Magnetic



Shadow Black



Dune Cloth



Charcoal Black Cloth



Charcoal Black Leather



Charcoal Black Leather with Perforated Inserts



Charcoal Black Leather with Mayan Gray Wilko® Sueded Cloth Perforated Inserts

Colors are representative only. See your dealer for actual paint/trim options. ¹Additional charge. ²Metallic.



FORD ACCESSORIES

SEL in Ingot Silver accessorized with smoked moonroof deflector, side window deflectors by EGR,¹ molded splash guards, chrome mirror caps and chrome-plated wheel lock kit

Exterior

Chrome mirror caps

Full vehicle cover¹

Hood protector¹

Locking fuel plug

Moonroof deflector

Rear decklid spoiler

Rear pedestal spoiler (A)

Side window deflectors¹

Splash guards

Wheel lock kit

Interior

All-weather floor mats (B)

Ash cup/coin holders

Cargo organizers and protectors

Carpeted floor mats

First aid and roadside assistance kits¹

Interior light kit

Sport pedals (C)

Tablet cradle¹

Electronics

Bumper-mounted warning sensor systems¹

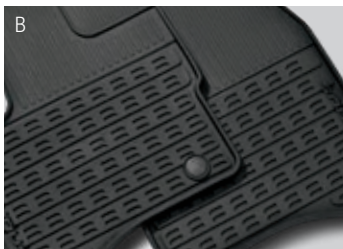
Remote Access (D)

Remote start systems

Vehicle Security System



accessories.ford.com



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 Protect Extended Service Plans. Whether you purchase or lease your Ford vehicle, insist on genuine Ford Protect extended service plans. Ford Protect has a variety of plans to give you peace-of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Ford and honored at all Ford dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Ford Protect extended service plans.

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. They're 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.

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Comparisons based on competitive models (class is Full-Size Sedans 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.

¹Ford Licensed Accessory.