



Drive one.



Mechanical

- 4-wheel disc Anti-Lock Brake System (ABS)
- Brake- and engine-actuated traction control
- Power rack-and-pinion steering
- Suspension – Front: independent MacPherson strut
- Suspension – Rear: independent multilink

Seating

- 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
- Auxiliary audio input jack
- Driver and front-passenger seat back map pockets
- Front and rear carpeted floor mats
- Front center floor console with armrest and storage
- Front overhead console with dome light and map light
- Power door locks
- Rear-seat reading lights
- Sliding sun visors with illuminated vanity mirrors
- Steering wheel-mounted cruise and audio controls
- Tilt/telescoping steering column

Exterior

- Easy Fuel® capless fuel filler
- Rear-window defroster
- Solar-tinted glass

Safety & Security

- Personal Safety System™ for driver and front passenger includes dual-stage front airbags¹; safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
- Front-seat side airbags¹
- Safety Canopy® System with side-curtain airbags¹ and rollover sensor
- 3-point safety belts for all seating positions
- AdvanceTrac® electronic stability control
- Battery saver
- Belt-Minder® front safety belt reminder
- Child-safety rear door locks
- Emergency trunk release
- Illuminated entry
- LATCH (Lower Anchors and Tether Anchors for Children)
- MyKey®
- Remote Keyless Entry System with integrated keyhead transmitter remotes (2)
- SecuriCode™ invisible keypad
- SecuriLock® Passive Anti-Theft System
- Side-intrusion door beams
- SOS Post-Crash Alert System™
- Tire Pressure Monitoring System (excludes spare)

SE

Equipment Group 100A
Includes all standard features, plus:

Mechanical

- 3.5L DOHC Duratec® V6 engine
- 6-speed automatic transmission
- Front-wheel drive (FWD)

Seating

- 6-way power driver's seat with manual lumbar adjustment
- 2-way manual front-passenger seat
- Cloth seats

Interior

- AM/FM stereo/single-CD player with MP3 capability and 6 speakers
- Day/night rearview mirror
- Message center
- Power windows with one-touch-up/-down driver's side window feature
- Single-zone manual air conditioning

Exterior

- 17" Sparkle Silver-painted aluminum wheels with P235/60R17 all-season tires
- Black, power sideview mirrors with integrated blind spot mirrors
- Incandescent taillamps with red surrounds
- Single exhaust with twin chrome tips
- Wiper-activated halogen headlamps with autolamp

Horsepower, Torque & EPA-Estimated Fuel Economy

3.5L Duratec V6 Engine	Horsepower: 263 @ 6,250 rpm	Torque (lb.-ft.): 249 @ 4,500 rpm
6-speed automatic	18 city/28 hwy/22 combined mpg	
6-speed SelectShift Automatic™		
FWD	18 city/27 hwy/21 combined mpg	
AWD	17 city/25 hwy/20 combined mpg	
3.5L EcoBoost™ V6 Engine	Horsepower: 365 @ 5,500 rpm	Torque: 350 @ 3,500 rpm
6-speed SelectShift Automatic		
AWD	17 city/25 hwy/20 combined mpg	

¹Always wear your safety belt and secure children in the rear seat.

Comparisons based on 2011 competitive models (class is Full-Size Sedans), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following release of the PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.





SEL

Equipment Group 200A
Includes select SE features, plus:

Mechanical

6-speed SelectShift Automatic™ transmission with paddle shifters

Seating

Unique cloth seats

Interior

- Auto-dimming rearview mirror
- Dual-zone electronic automatic temperature control
- Leather-wrapped shifter
- Leather-wrapped steering wheel
- Message center with compass
- Outside temperature display
- SiriusXM Satellite Radio with 6-month trial subscription

Exterior

- 18" Sparkle Silver-painted aluminum wheels with P235/55R18 all-season tires
- Anti-theft perimeter alarm
- Body-color, power, heated sideview mirrors with security approach lamps and integrated blind spot mirrors
- Supplemental park lamps



Limited

Equipment Group 300A
Includes select SEL features, plus:

Seating

- 10-way power driver and front-passenger seats with driver's side memory feature
- Leather-trimmed seats with perforated leather inserts

Interior

- Ambient lighting
- Bright front door-sill plates
- Cargo net
- Ford SYNC® voice-activated, in-vehicle connectivity system
- Leather-wrapped steering wheel with wood accent
- Power windows with global open and one-touch-up/-down for driver and front passenger
- Premium Sound System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability and 7 speakers, including an additional center speaker
- Universal garage door opener

Exterior

- 19" chrome-clad aluminum wheels with P255/45R19 all-season tires
- Chrome-accented, power, heated sideview mirrors with memory, security approach lamps and integrated blind spot mirrors
- Incandescent taillamps with chrome surrounds
- Rear view camera
- Reverse Sensing System



SHO

Equipment Group 400A
Includes select Limited features, plus:

Mechanical

- 3.5L EcoBoost™ V6 engine
- All-wheel drive (AWD)
- Electric power-actuated steering with drift control
- Painted-black brake calipers
- Sport-tuned suspension

Seating

- Leather-trimmed seats with Miko® Suede perforated inserts

Interior

- Aluminum brake and accelerator pedal covers
- Intelligent Access with push-button start
- Leather-wrapped steering wheel with perforated leather accent
- "SHO" branded front floor mats

Exterior

- 19" premium Luster Nickel-painted aluminum wheels with P255/45R19 all-season tires
- Body-color, power, heated sideview mirrors with memory, security approach lamps, auto-dimming driver's side and integrated blind spot mirrors
- Dual exhaust with chrome-tipped pipes
- High-intensity discharge (HID) headlamps with autolamp
- Rear spoiler

Exterior Dimensions

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

Interior Dimensions

	Front/Rear
Head room	39.0"/37.8"
Shoulder room	57.9"/56.9"
Hip room	56.3"/55.8"
Leg room	41.9"/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
---------	------

Dimensions may vary by trim level. Microsoft is a registered trademark of Microsoft Corporation. Sirius U.S. Satellite Service available in the 48 contiguous U.S.A. and D.C. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. iPod is a registered trademark of Apple Inc. All rights reserved. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc. Miko is a registered trademark of Miko s.r.l. Sony is a registered trademark of the Sony Corporation. INVISION is a trademark of Audiovox Corporation. Power Code is a trademark of Code Systems, Inc. HD Radio is a proprietary trademark of iBiquity Digital Corp.





SEL. Light Stone leather trim. Available equipment. | SEL. Rear view camera.¹ | Soft-touch door-trim panels. | SEL. Paddle shifters.
| SEL. Leather-wrapped shifter with chrome trim.



¹Available feature.

SE

Available Options

All-weather floor mats ¹
Ash cup/coin holder with lighter element ¹
Cargo organizer ¹
Power Code™ Remote Start System ¹

SEL

Available Equipment Groups

Equipment Group 201A – Ford SYNC® + Reverse Sensing System
Equipment Group 202A – SYNC + Reverse Sensing System + ambient lighting + Intelligent Access with push-button start + power-adjustable pedals + Sony® Audio System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability, 12 speakers and 390 watts + rear view camera + 19" Sparkle Silver-painted aluminum wheels with P225/45R19 all-season tires

Available Options

All-weather floor mats ¹
All-wheel drive (AWD)
Ash cup/coin holder with lighter element ¹
Cargo organizer ¹
Leather-trimmed seats with heated front seats and 6-way power front-passenger seat with manual lumbar
Multicontour front seats with Active Motion™ (requires leather-trimmed seats)
Power moonroof (requires 201A or 202A)
Power Code Remote Start System ¹

Available Ford Custom Accessories

Visit fordaccessories.com to shop the complete collection

Exteriors

SE

White Suede	1
Ingot Silver Metallic	1
Sterling Gray Metallic	1
Cinnamon Metallic	1
Dark Blue Pearl Metallic	1
Black	1

SEL

White Platinum Metallic Tri-coat ²	2	3	4	5
White Suede	2			
Ingot Silver Metallic	2	3	4	5
Sterling Gray Metallic	2	3	4	5
Ginger Ale Metallic	2	3	4	5
Red Candy Metallic Tinted Clearcoat ²	2	3	4	5
Cinnamon Metallic	2	3	4	5
Dark Blue Pearl Metallic	2	3	4	5
Black	2	3	4	5

Interiors

Exterior Colors

	White Platinum Metallic Tri-coat
	White Suede
	Ingot Silver Metallic
	Sterling Gray Metallic
	Ginger Ale Metallic
	Red Candy Metallic Tinted Clearcoat
	Cinnamon Metallic
	Dark Blue Pearl Metallic
	Black



17" Sparkle Silver-Painted Aluminum Standard on SE








18" Sparkle Silver-Painted Aluminum Standard on SEL



19" Sparkle Silver-Painted Aluminum Available on SEL

Interior Colors

	1	Light Stone Cloth Standard on SE
	2	Light Stone Cloth Standard on SEL
	3	Charcoal Black Cloth Standard on SEL
	4	Light Stone Leather Optional on SEL
	5	Charcoal Black Leather Optional on SEL



SEL. Black.

¹Factory-Invoiced Accessory. ²Additional charge.

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



Drive one.



Charcoal Black. Available equipment. | Instrument panel wood appliqué. | Multicontour front seats with Active Motion^{TM1} | Cargo net. | "LIMITED" front floor mats¹



¹Available feature.

Limited | Specifications

Available Equipment Groups

Equipment Group 301A – Heated and cooled driver and front-passenger seats + heated rear seats + rear-window power sunshade + “LIMITED” front floor mats

Equipment Group 302A – Intelligent Access with push-button start + power-adjustable pedals with memory + Sony® Audio System with 12 speakers and 390 watts + auto-dimming driver’s side sideview mirror + auto high-beam headlamps + BLIS® (Blind Spot Information System) with cross-traffic alert + rain-sensing windshield wipers + “LIMITED” front floor mats

Equipment Group 303A – Includes all content of 301A and 302A

Available Options

Adaptive cruise control and collision warning with brake support (requires 302A or 303A)

All-weather floor mats¹

All-wheel drive (AWD)

Ash cup/coin holder with lighter element¹

Cargo organizer¹

Multicontour front seats with Active Motion™ (requires 301A or 303A)

Power moonroof (n/a with 300A)

Power Code™ Remote Start System¹

Voice-activated Navigation System² with nearly 10-gigabyte hard drive, single-disc Premium Sound System, HD Radio™ Technology, and SiriusXM Traffic and Travel Link services with 6-month trial subscription (requires 302A or 303A)

Available Ford Custom Accessories

Visit fordaccessories.com to shop the complete collection

Exteriors

	1	2
White Platinum Metallic Tri-coat ³		
Ingot Silver Metallic		
Sterling Gray Metallic		
Ginger Ale Metallic		
Red Candy Metallic Tinted Clearcoat ³		
Cinnamon Metallic		
Dark Blue Pearl Metallic		
Black		

Interiors



19" Chrome-Clad Aluminum Standard

Exterior Colors

	White Platinum Metallic Tri-coat
	White Suede
	Sterling Gray Metallic
	Ginger Ale Metallic
	Red Candy Metallic Tinted Clearcoat
	Cinnamon Metallic
	Dark Blue Pearl Metallic
	Black

Interior Colors

	Light Stone Leather with Perforated Inserts Standard
	Charcoal Black Leather with Perforated Inserts Standard



Ingot Silver Metallic. Available equipment.

¹Factory-Invoiced Accessory. ²Coming Fall 2011. ³Additional charge.

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





Charcoal Black leather trim with UMBER MIKO® Suede perforated inserts. Available equipment. | Charcoal Black leather trim with Charcoal Black Miko Suede perforated inserts. | "SHO" engine cover. | EcoBoost™ direct fuel injector. | Rear "SHO" badging.



Available Equipment Groups

Equipment Group 401A – Power moonroof + Sony® Audio System with 12 speakers and 390 watts + heated and cooled driver and front-passenger seats

Equipment Group 402A – Includes all content of 401A + heated rear seats + rear-window power sunshade + power-adjustable pedals with memory + auto high-beam headlamps + BLIS® (Blind Spot Information System) with cross-traffic alert + rain-sensing windshield wipers

Available Package

SHO Performance Package includes performance brake pads, sport-calibrated steering, electronic stability control "Sport Mode" setting, 3.16:1 final drive ratio, 20" premium painted aluminum wheels with P245/45R20 Performance Summer Tire Compound and tire sealant/ inflation kit (n/a with adaptive cruise control)

Available Options

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

Adaptive cruise control and collision warning with brake support (requires 401A or 402A; n/a with SHO Performance Package)

All-weather floor mats¹

Ash cup/coin holder with lighter element¹

Cargo organizer¹

Multicontour front seats with Active Motion™ (requires 401A or 402A)

Power Code™ Remote Start System¹

Voice-activated Navigation System² with nearly 10-gigabyte hard drive, single-disc Premium Sound System, HD Radio™ Technology, and SiriusXM Traffic and Travel Link services with 6-month trial subscription (requires 401A or 402A)

Available Ford Custom Accessories

Visit fordaccessories.com to shop the complete collection

Exteriors

	1	2
White Platinum Metallic Tri-coat ³		
Ingot Silver Metallic		
Sterling Gray Metallic		
Red Candy Metallic Tinted Clearcoat ³		
Dark Blue Pearl Metallic		
Black		

Interiors

Exterior Colors

	White Platinum Metallic Tri-coat
	Ingot Silver Metallic
	Sterling Gray Metallic
	Red Candy Metallic Tinted Clearcoat
	Dark Blue Pearl Metallic
	Black

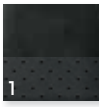



19" Premium Luster Nickel-Painted Aluminum Standard



20" Premium Luster Nickel-Painted Aluminum Optional

Interior Colors

	Charcoal Black Leather with Charcoal Black Miko® Suede Perforated Inserts Standard
	Charcoal Black Leather with Umber Black Miko Suede Perforated Inserts Standard



Red Candy Metallic Tinted Clearcoat. Available equipment.

¹Factory-Invoiced Accessory. ²Coming Fall 2011. ³Additional charge.

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



Drive one.



QUALITY, GREEN, SAFE AND SMART.

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/50,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion (perforation) coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty. □ **Roadside Assistance.** Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need towing. Your Ford Dealer can provide complete details on all of these advantages. □ **Ford Credit.** Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com. □ **Ford Extended Service Plan.** For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln dealerships. □ **Insurance Services.** Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company. □ **Genuine Ford Accessories** will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. FLA are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

