

2011  
TAURUS+SHO



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Drive one.



**MOST  
INNOVATIVE**  
Full-Size Sedan  
in Canada.<sup>1</sup>

TAURUS LIMITED • INGOT SILVER METALLIC • AVAILABLE EQUIPMENT

Only one car can stake that claim. This is it. Crafted by an obsessively thorough engineering and design team, the 2011 Taurus was created to compete with some of the **world's best**. Inside and out, it's defined by an array of **class-exclusive** and **"first-ever" technologies**, plus surprisingly brilliant driver-focused features that'll change the way you travel. In fact, *Edmunds.com* called the available Ford SYNC<sup>®</sup> system "groundbreaking" and honoured the 2010 Taurus as the first car to win their **"Technology Breakthrough"** award. Ford Taurus. It's a breakthrough – through and through.

<sup>1</sup>Based on total number of first-in-class/class-exclusive features. Class is Full-Size Non-Luxury Sedans vs. 2010 model year competitors.

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## HIGH-PROFILE DESIGN: STIMULATE YOUR SENSES

Cool Ice Blue™ Lighting welcomes you. A solid sense of quiet surrounds you. The quality of high-grade materials and high-tech features dazzle you. No question: Ford stylists have carved out a distinctly satisfying space inside Taurus. A **unique forward-leaning centre stack** flows into a sweeping centre console, enlarging the cabin, elevating controls and visually suggesting individual passenger compartments. The front seats graciously offer a unique sensory experience with the availability of **industry-first massaging seats** and the comfort of heating and cooling. For rear passengers, heated seats are also available. And to block hot solar rays, an available **rear-window power sunshade** rises with the touch of a button.



TAURUS LIMITED • LIGHT STONE LEATHER TRIM WITH PERFORATED INSERTS • AVAILABLE EQUIPMENT



SYNC. Say the word. The **voice-activated Ford SYNC® in-vehicle connectivity system** integrates your Bluetooth®-enabled mobile phone and nearly any portable media player.<sup>1</sup> With 911 Assist™, the system can even contact a 911 operator if any airbag has deployed.<sup>2</sup> SYNC is standard on Limited and SHO, available on SEL.



Available **SIRIUS® Satellite Radio**<sup>3</sup> comes with a 6-month prepaid subscription. Surf up to 120 channels including 100% commercial-free music, plus the best sports, news, talk and entertainment, all across Canada.



With available **Intelligent Access with push-button start**, you simply touch the exterior keypad. It senses the remote in your pocket or purse, and unlocks the vehicle. You settle in, put your foot on the brake, press the start button and the engine purrs to life. Standard on SHO.

<sup>1</sup>Some mobile phones and some digital media players may not be fully compatible. 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. <sup>2</sup>The 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. <sup>3</sup>See your Ford of Canada Dealer or contact SIRIUS at 1-888-539-7474 for more information.

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## EXCLUSIVE RADAR TECHNOLOGIES: ESTABLISH YOUR OWN AIRSPACE

Surround yourself with the **power of available class-leading radar systems**. Adaptive cruise control and collision warning with brake support. BLIS® with cross-traffic alert. They help see what's coming when you can't. More driver information is always better. No other vehicle in the class offers this kind of peace of mind and convenience.

### WAKE-UP CALL

According to the National Highway Traffic Safety Administration (NHTSA), **up to a third of all crash reports involve rear-end collisions**. One key reason: driver distraction. While the big, fast-cooling, ventilated disc brakes on Taurus provide exceptional stopping power, only *you* can control your attention and reaction time. That's why Taurus offers available radar systems that are designed to help you avoid a collision.



### SAFE DEGREES OF SEPARATION

Available class-exclusive **adaptive cruise control** uses forward radar to monitor traffic. It's designed to adjust your cruising speed to maintain a preset "headway" distance to the vehicle in front of you (28, 39 or 62 metres at 100 km/h).



### RED ALERT

Early warning is key to helping prevent a collision, so Taurus offers available **collision warning with brake support**. This radar-based system is designed to alert you if its sensors detect a potential collision with the car in front of you by flashing a heads-up-display red warning light across the windshield and sounding an alarm. That alert can provide 1.5 to 2.5 seconds for you to hit the brakes. If you don't react in time, it pre-charges the brakes and increases brake-assist sensitivity to provide full responsiveness when you brake.



### BACKUP CLEARANCE

Unlike most rear-sensing systems, the available **cross-traffic alert** system uses radar to watch for traffic approaching from the left and right when slowly backing out of a parking spot. When it detects vehicles up to 14 m away (about 5 parking spaces), it sends an audible warning, a message centre alert, and a visual display in the corresponding mirror. Brilliant technology to help prevent a bad day.

### YOUR LOOKOUT

While you're driving, the available **BLIS (Blind Spot Information System)** uses 2 radar sensors located in the rear quarter panels to detect vehicles in the surrounding lanes. If a vehicle enters one of your blind-spot zones, the system alerts you with a warning light in the appropriate sideview mirror.



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## TAURUS SHO: CAPTURE ATTENTION

Taurus SHO lies quietly in wait, a **365-hp<sup>1</sup>** twin-turbocharged, direct-injection **3.5L EcoBoost™ V6** sitting under the hood. As it launches, others catch a glimpse of its powerful shape, punctuated by the **tuned exhaust note** that emanates from dual chrome-tipped pipes. An **aerodynamic rear spoiler** and lower front chin state its intentions and enhance performance. To help maximize your grip under all sorts of conditions, SHO also comes equipped with sophisticated, torque-sensing **all-wheel drive (AWD)**. Stunning 20-in. aluminum wheels wrapped in sporty V-rated tires are the finishing touch.

Inside, there's no question: SHO is every bit a driver's car. Plant yourself behind the perforated leather-wrapped steering wheel, onto the **Miko® Suede and leather-trimmed** power driver's seat with its perforated inserts. Sunlight from the **power moonroof** gleams across crisp **aluminum trim**. This unique, high-tech finish is part of the SHO treatment and reaches all the way down to your feet, where **aluminum pedals** wait to be pressed to the **"SHO" branded floor mats**. Time to take off.



### FAST FORWARD

Here's a flatline that'll make your pulse race. No need to wait for rpm to build with the **3.5L EcoBoost V6**. Just enjoy the broad, **linear torque band** all the way from 1,500 to 5,000 rpm.

<sup>1</sup>Figure achieved using premium unleaded gasoline. Premium fuel is recommended for EcoBoost V6, but not required.



TAURUS SHO • RED CANDY METALLIC TINTED CLEARCOAT • AVAILABLE EQUIPMENT

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## STANDARD FEATURES

### 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

### Interior

2nd-row reading lights
Accessory delay for power features
Auxiliary audio input jack
Driver and front-passenger seat back map pockets
Dual sliding sun visors with illuminated vanity mirrors
Front and rear carpeted floor mats
Front centre floor console with armrest and storage
Front overhead console with dome light and map light
Power door locks
Powerpoints (3)
Steering wheel-mounted cruise and audio controls
Tilt/telescoping steering column

### Exterior

Easy Fuel <sup>®</sup> capless fuel filler
Projector-beam halogen headlamps with autolamp
Rear-window defroster
Solar-tinted glass

### Dimensions & Capacities

#### Exterior mm (in.)

Wheelbase	2,868 (112.9)
Length	5,154 (202.9)
Height	1,542 (60.7)
Width – Excluding mirrors	1,936 (76.2)
Width – Including mirrors	2,177 (85.7)

#### Interior

##### Front

Head room	991 (39.0)
Shoulder room	1,471 (57.9)
Hip room	1,430 (56.3)
Leg room	1,064 (41.9)

##### Rear

Head room	960 (37.8)
Shoulder room	1,445 (56.9)
Hip room	1,417 (55.8)
Leg room	968 (38.1)

#### Cargo Volume

Passenger volume litres (cu. ft.)	2,894 (102.2)
Luggage capacity litres (cu. ft.)	569 (20.1)
Total interior volume litres (cu. ft.)	3,463 (122.3)
Seating capacity	5
Fuel capacity litres	
FWD	72
AWD	75

### Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags, <sup>1</sup> 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 airbags <sup>1</sup>
Safety Canopy <sup>®</sup> System with side-curtain airbags <sup>1</sup> and rollover sensor
3-point safety belts for all seating positions
AdvanceTrac <sup>®</sup> ESC (electronic stability control) <sup>2</sup>
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 child-safety seats
MyKey™ owner controls feature
Remote Keyless Entry System with integrated key transmitter remotes (2)
SecuriCode™ invisible keypad
SecuriLock <sup>®</sup> Passive Anti-Theft Engine Immobilizer System
Side-intrusion door beams
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)

<sup>1</sup>Always wear your safety belt and secure children in the rear seat.  
<sup>2</sup>Remember 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. <sup>3</sup>Fuel consumption ratings based on Transport Canada approved test methods. <sup>4</sup>Figures achieved using premium unleaded gasoline.

Microsoft is a registered trademark of Microsoft Corporation.

The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.

"SIRIUS," the SIRIUS dog logo, channel names and logos are trademarks of SIRIUS XM Radio Inc. Subscriptions governed by SIRIUS Terms and Conditions at siriuscanada.ca.

Miko is a registered trademark of Miko s.r.l.

Sony is a registered trademark of the Sony Corporation.

Dolby is a registered trademark of Dolby Laboratories Licensing Corporation.

### Horsepower, Torque and Estimated Fuel Consumption Ratings<sup>3</sup>

#### 3.5L Duratec<sup>®</sup> V6 Engine

Horsepower	263 @ 6,250 rpm
Torque (lb.-ft.)	249 @ 4,500 rpm
6-speed automatic	
FWD	11.6L/100 km city and 7.2 hwy. (24 mpg city/39 hwy.)
6-speed SelectShift Automatic <sup>®</sup>	
FWD	11.7L/100 km city and 7.4 hwy. (24 mpg city/38 hwy.)
AWD	12.3L/100 km city and 7.8 hwy. (23 mpg city/36 hwy.)

#### 3.5L EcoBoost™ V6 Engine

Horsepower	365 @ 5,500 rpm <sup>4</sup>
Torque (lb.-ft.)	350 @ 3,500 rpm <sup>4</sup>
6-speed SelectShift Automatic	
AWD	12.4L/100 km city and 8.0 hwy. (23 mpg city/35 hwy.)

Dimensions may vary by trim level.  
 Cargo and load capacity limited by weight and weight distribution.



## SE

Includes all standard features, plus:

### Mechanical

3.5L DOHC Duratec V6 engine  
6-speed automatic transmission  
17-in. Sparkle Silver-painted aluminum wheels  
P235/60R17 all-season tires  
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 centre  
Power windows with one-touch-up/-down driver's side window feature  
Single-zone manual air conditioning

### Exterior

Black, power sideview mirrors  
Incandescent tail lamps with red surrounds  
Twin chrome-tipped exhaust  
Wiper-activated halogen headlamps with autolamp



## LIMITED

Includes select SEL features, plus:

### Mechanical

19-in. chrome-clad aluminum wheels  
P255/45R19 all-season tires  
All-wheel drive (AWD)

### Seating

8-way power driver and front-passenger seats with driver's side memory feature  
Heated and cooled front seats  
Heated rear seats

Leather-trimmed seats with perforated inserts  
Multicontour Active Motion™ massaging front seats

### Interior

Ambient lighting  
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 6 speakers, plus additional centre speaker  
Rear-window power sunshade  
Universal garage door opener

### Exterior

Chrome-accented, power, heated sideview mirrors with memory and security approach lamps  
Incandescent tail lamps with chrome surrounds  
Rear view camera  
Reverse Sensing System



## SEL

Includes select SE features, plus:

### Mechanical

6-speed SelectShift Automatic transmission with paddle shifters  
18-in. Sparkle Silver-painted aluminum wheels  
P235/55R18 all-season tires

### Seating

6-way power front-passenger seat  
Unique cloth seats

### Interior

Auto-dimming rearview mirror  
Dual-zone electronic automatic temperature control  
Leather-wrapped shift knob  
Leather-wrapped steering wheel  
Message centre with compass  
Outside temperature display  
SIRIUS Satellite Radio with 6-month prepaid subscription

### Exterior

Anti-theft perimeter alarm  
Body-colour, power, heated sideview mirrors with security approach lamps  
Supplemental park lamps



## SHO

Includes select LIMITED features, plus:

### Mechanical

3.5L EcoBoost V6 engine  
20-in. premium painted aluminum wheels  
P245/45R20 V-rated all-season tires  
All-wheel drive (AWD)  
Black-painted brake calipers  
Electric power-assisted steering with drift control  
Engine block heater  
Sport-tuned suspension

### Seating

Leather-trimmed seats with Miko® Suede perforated inserts

### Interior

Aluminum brake and accelerator pedal covers  
Audio System from Sony® with DAEP 5.1 Surround Sound, AM/FM stereo/6-disc in-dash CD changer, MP3 capability, 12 speakers and 390 watts  
BLIS® (Blind Spot Information System) with cross-traffic alert  
Intelligent Access with push-button start  
Leather-wrapped steering wheel with perforated leather accents  
Power-adjustable pedals with memory  
Power moonroof  
"SHO" branded front floor mats

### Exterior

Auto high-beam headlamps and rain-sensing windshield wipers  
Body-colour, power, heated sideview mirrors with memory, security approach lamps and auto-dimming driver's side  
Dual exhaust with chrome tips  
Rear spoiler  
Rear view camera

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# SE & SEL



TAURUS SEL • LIGHT STONE LEATHER TRIM • AVAILABLE EQUIPMENT



TAURUS SEL • TUXEDO BLACK METALLIC • AVAILABLE EQUIPMENT

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# SE & SEL OPTIONAL FEATURES

## SE Available Option

Engine block heater

## SE Exterior Colours

SE Exterior Colours	Interior Colour
White Suede	●
Bordeaux Reserve	●
Red Metallic	●
Kona Blue Metallic	●
Ingot Silver Metallic	●
Sterling Gray Metallic	●
Tuxedo Black Metallic	●

Interior: ● Light Stone Cloth

## SEL Available Options and Packages

All-wheel drive (AWD)

Engine block heater

Leather-trimmed seats with heated front seats

Multicontour Active Motion™ massaging front seats (requires leather-trimmed seats)

Power moonroof (requires SEL Technology Package or SYNC and Reverse Sensing Package)

**SEL Technology Package** includes SYNC; Reverse Sensing System; rear view camera; ambient lighting; Intelligent Access with push-button start; power-adjustable pedals; Audio System from Sony® with AM/FM stereo/6-disc in-dash CD changer, MP3 capability, 12 speakers and 390 watts

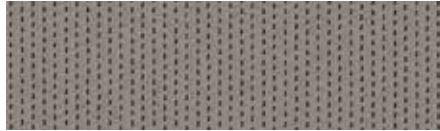
**SYNC and Reverse Sensing Package** includes SYNC; auto-dimming rearview mirror; and Reverse Sensing System

## SEL Exterior Colours

SEL Exterior Colours	Interior Colours	
White Suede	●	■
Bordeaux Reserve	● ●	■ ■
Red Metallic	● ●	■ ■
Kona Blue Metallic	● ●	■ ■
Red Candy Metallic	● ●	■ ■
Tinted Clearcoat <sup>1</sup>	● ●	■ ■
White Platinum Metallic Tri-coat <sup>1</sup>	● ●	■ ■
Gold Leaf Metallic	● ●	■ ■
Ingot Silver Metallic	● ●	■ ■
Sterling Gray Metallic	● ●	■ ■
Tuxedo Black Metallic	● ●	■ ■

Interiors: ● Light Stone Cloth ● Charcoal Black Cloth  
■ Light Stone Leather ■ Charcoal Black Leather

## INTERIOR



Light Stone Cloth  
Standard on SE



Light Stone Cloth  
Standard on SEL



Charcoal Black Cloth  
Standard on SEL

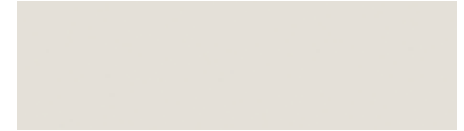


Light Stone Leather  
Optional on SEL



Charcoal Black Leather  
Optional on SEL

## EXTERIOR



White Suede



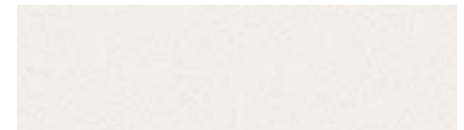
Bordeaux Reserve Red Metallic



Kona Blue Metallic



Red Candy Metallic Tinted Clearcoat (SEL only)



White Platinum Metallic Tri-coat (SEL only)



Gold Leaf Metallic (SEL only)



Ingot Silver Metallic



Sterling Gray Metallic



Tuxedo Black Metallic

Colours are representative only. See your Ford of Canada Dealer for actual paint/trim options.

<sup>1</sup>Additional charge.



17-in. Sparkle Silver-Painted Aluminum Wheels  
Standard on SE



18-in. Sparkle Silver-Painted Aluminum Wheels  
Standard on SEL

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# LIMITED



CHARCOAL BLACK • AVAILABLE EQUIPMENT



BORDEAUX RESERVE RED METALLIC • AVAILABLE EQUIPMENT

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# LIMITED OPTIONAL FEATURES

## Available Options and Package

Adaptive cruise control and collision warning with brake support

Engine block heater

Hard drive-based, voice-activated Navigation System with 8-in. touch screen and nearly 10 gigabytes of digital storage for pictures and music; includes AM/FM stereo/single-CD/DVD, and MP3 capability

Power moonroof

**Limited Technology Package** includes Intelligent Access with push-button start; power-adjustable pedals with memory; Audio System from Sony® with 12 speakers; auto-dimming driver's side sideview mirror; auto high-beam headlamps; BLIS® (Blind Spot Information System) with cross-traffic alert; and rain-sensing windshield wipers

## Exterior Colours

Exterior Colours	Interior Colours
Bordeaux Reserve Red Metallic	■ ■
Kona Blue Metallic	■ ■
Red Candy Metallic Tinted Clearcoat <sup>1</sup>	■ ■
White Platinum Metallic Tri-coat <sup>1</sup>	■ ■
Gold Leaf Metallic	■ ■
Ingot Silver Metallic	■ ■
Sterling Gray Metallic	■ ■
Tuxedo Black Metallic	■ ■

**Interiors:** ■ Light Stone Leather with perforated inserts ■ Charcoal Black Leather with perforated inserts

## INTERIOR



Light Stone Leather with Perforated Inserts  
Standard



Charcoal Black Leather with Perforated Inserts  
Standard

## EXTERIOR



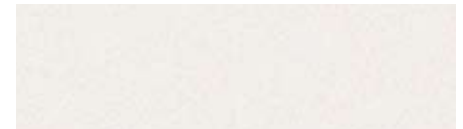
Bordeaux Reserve Red Metallic



Kona Blue Metallic



Red Candy Metallic Tinted Clearcoat



White Platinum Metallic Tri-coat



Gold Leaf Metallic



Ingot Silver Metallic



Sterling Gray Metallic



Tuxedo Black Metallic



19-in. Chrome-Clad Aluminum Wheels  
Standard

Colours are representative only. See your Ford of Canada Dealer for actual paint/trim options.

<sup>1</sup>Additional charge.

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**SHO**



CHARCOAL BLACK • AVAILABLE EQUIPMENT



RED CANDY METALLIC TINTED CLEARCOAT • AVAILABLE EQUIPMENT

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# SHO

## OPTIONAL FEATURES

### Available Options

Adaptive cruise control and collision warning with brake support

Hard drive-based, voice-activated Navigation System with 8-in. touch screen and nearly 10 gigabytes of digital storage for pictures and music; includes AM/FM stereo/single-CD/DVD, and MP3 capability

### Exterior Colours

Kona Blue Metallic

Red Candy Metallic Tinted Clearcoat<sup>1</sup>

White Platinum Metallic Tri-coat<sup>1</sup>

Ingot Silver Metallic

Sterling Gray Metallic

Tuxedo Black Metallic

### Interior Colour



**Interior:** ■ Charcoal Black Leather with Charcoal Black Miko Suede Perforated inserts

### INTERIOR



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



20-in. Premium Painted Aluminum Wheels  
Standard

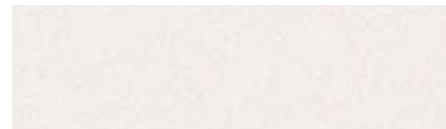
### EXTERIOR



Kona Blue Metallic



Red Candy Metallic Tinted Clearcoat



White Platinum Metallic Tri-coat



Ingot Silver Metallic



Sterling Gray Metallic



Tuxedo Black Metallic

Colours are representative only. See your Ford of Canada Dealer for actual paint/trim options.

<sup>1</sup>Additional charge.

## DRIVER-FOCUSED FEATURES

- A. 390-watt Audio System from Sony®** – This system uses Dolby® Automotive Entertainment Program (DAEP) 5.1 Surround Sound technology to create a home theatre-style experience in your Taurus. Standard on SHO, available on SEL and Limited.
- B. Ambient lighting** – 7 hues illuminate your cupholders, footwells and door pulls with this colourful available feature. Standard on Limited and SHO.
- C. Rear view camera** – This system displays a colour image with guidance markers on the available 8-in. navigation screen or in your rearview mirror if not equipped with Navigation System. Standard on Limited and SHO, available on SEL.
- D. Easy Fuel® capless fuel filler** – No messy cap to touch. You just gas up and go. Plus, it reduces evaporative emissions. Standard on every Taurus.
- E. SecuriCode™ invisible keypad** – Sits unseen on the driver's door pillar, until you touch it. Instantly, it glows red. Enter your 5-digit code, and you're in.
- F. Power rear sunshade** – Blocks solar rays and heat with the touch of a button. Standard on Limited and SHO.



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# FORD CUSTOM ACCESSORIES

custom  
accessories 



1. Cargo Area Protector
2. 20-in. 5-Spoke Chrome Wheel<sup>1</sup>
3. Dual Headrest DVD by INVISION™<sup>2</sup>
4. Rear Decklid Spoiler
5. Cargo Net
6. Sport Pedals
7. Splash Guards
8. Chrome Sideview Mirror Caps

**Also available:**

**Electronics**

- Portable Navigation Systems by Garmin®<sup>2</sup>
- Remote Start Systems
- Wiper De-Icer and Debris Cleaner by Wiper Shaker<sup>2</sup>

**Exterior**

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

**Interior**

- Soft Cargo Organizers (Large and Standard Sizes)
- Soft Cargo Cooler Bag
- Hard Cargo Organizer
- All-Weather Floor Mats
- Ash Cup/Coin Holder with or without Lighter Element
- Interior Light Kit

**Wheels**

- Wheel Locks



<sup>1</sup>Additional components required. <sup>2</sup>Ford Licensed Accessories. INVISION is a trademark of Audiovox Corporation. Garmin is a registered trademark of Garmin Ltd.

Ford of Canada warrants that its authorized Dealers will repair or replace any Genuine Ford Accessory that is properly installed by the authorized Dealer that sold the accessory and found to be defective in factory-supplied materials or workmanship. The accessory will be warranted for whichever provides you the greatest benefit: 12 months/20,000 km (whichever occurs first), or the remainder of your 36-month/60,000-km (whichever occurs first) Basic Coverage in the New Vehicle Limited Warranty. Contact your local Ford of Canada Dealer for details.

Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's limited warranty. The warranty coverage will vary by accessory manufacturer. Ford Licensed Accessories are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your local Ford of Canada Dealer for details regarding the accessory manufacturer's limited warranty and/or for a copy of the FLA product limited warranty offered by the accessory manufacturer.

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## Our commitment to you... Peace-of-Mind Protection

- **Basic Coverage:** 3 years/60,000 km
- **Powertrain Limited Warranty:** 5 years/100,000 km
- **Corrosion Warranty:** 5 years/unlimited distance
- **Roadside Assistance:** 5 years/100,000 km

Certain conditions apply. For more information on these warranties and coverages, ask your local Ford of Canada Dealer or visit [ford.ca](http://ford.ca).

### Ford Extended Service Plan

Help protect your investment and add to your peace of mind by complementing your vehicle purchase or lease with a Ford Extended Service Plan (ESP). Ford ESP protects you against unexpected repair costs after your New Vehicle Basic Warranty expires by covering many vehicle components. Enjoy the drive even more by complementing your ESP with a prepaid maintenance plan, which covers all required scheduled maintenance for your vehicle, plus 8 wear items. See your Ford of Canada Dealer for details.

### 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 local Ford of Canada Dealer for details or check us out at [fordcredit.ca](http://fordcredit.ca).

For prompt, courteous answers to your questions:

Ford Customer Relationship Centre  
1-800-565-3673

Ford Credit Customer Service Centre  
1-877-636-7346



### Drive smart.

With available features like Ford SYNC<sup>®</sup>, adaptive cruise control, Easy Fuel<sup>®</sup> and MyKey<sup>™</sup>, Ford cars and utility vehicles offer you more innovative and easy-to-use technology than ever before.



### Drive green.

Ford offers 30 vehicles that get 8.3L/100 km (34 mpg) highway or better.<sup>1</sup>



### Drive quality.

The ultimate proving ground for Ford's quality commitment is your driving experience. Drive one and you'll feel it.



### Drive safe.

Ford has received more NHTSA 5-Star ratings than any other brand... ever.<sup>2</sup>

<sup>1</sup>2011 and 2010 model year ratings: 8.3L/100 km highway and 12.7L/100 km city or better on 30 vehicles, based on powertrain and body style. Fuel consumption ratings based on Transport Canada approved test methods. Actual fuel consumption may vary based on road conditions, vehicle loading, vehicle equipment and driving habits.  
<sup>2</sup>Historic brand totals. 2011 model year to be tested. Star ratings are part of the U.S. Department of Transportation's Safercar.gov program ([www.safercar.gov](http://www.safercar.gov)).

Please note: The electronic version of the Ford of Canada vehicle brochure is a condensed version of the original printed version.

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