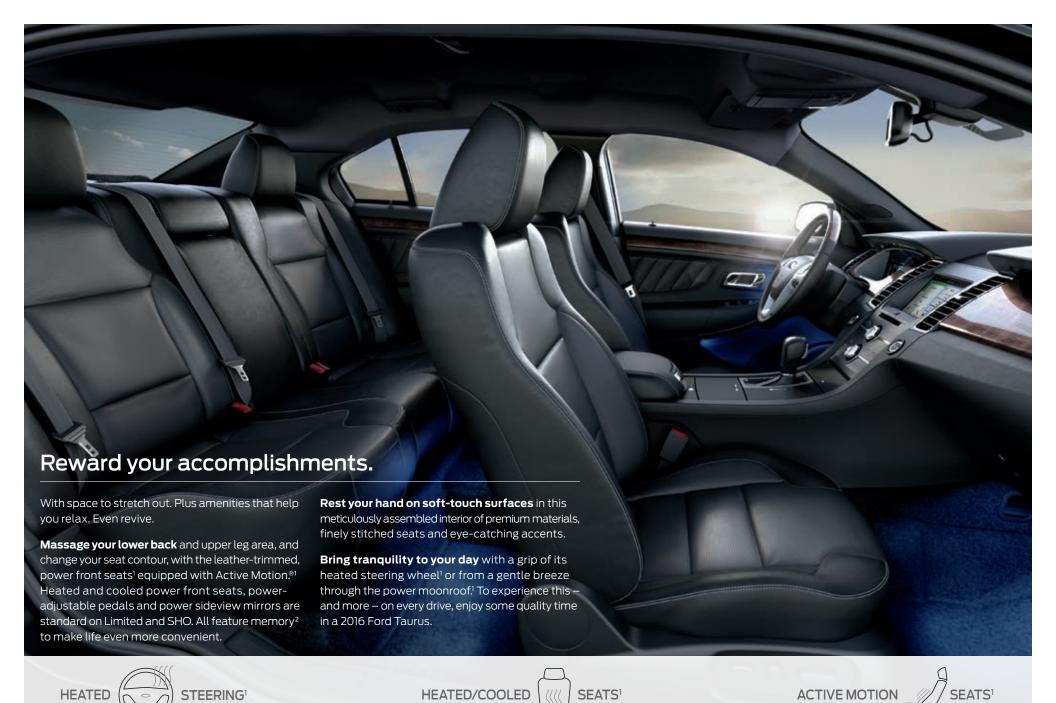




Limited. Shadow Black. Available equipment.

2016 TAURUS+SHO









# 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.

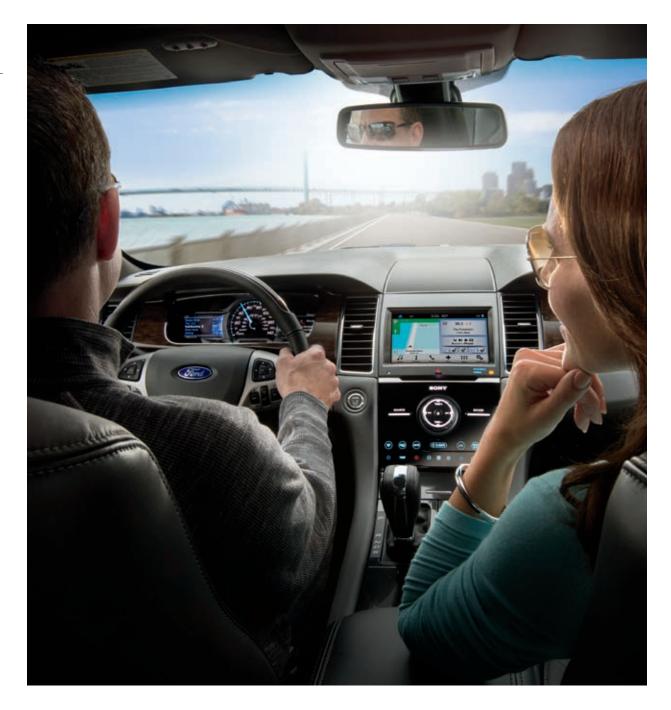
Upgrade to SYNC 3. Our next generation of voice-activated technology with an easy-to-use new design and new features.

- New hardware meets new software on the easy-to-read color touch screen that displays phone, audio and navigation<sup>4</sup> 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 navigation<sup>4</sup>).
- 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 navigation<sup>4</sup> helps you locate your favorite restaurants, nearest ATM and more.
- Siri® seamless integration brings the power of Siri Eyes Free<sup>5</sup> and your iPhone® into your vehicle.
- Automatic updates over Wi-Fi<sup>®6</sup> let you keep SYNC 3 up-to-date with the latest software as new updates become available.

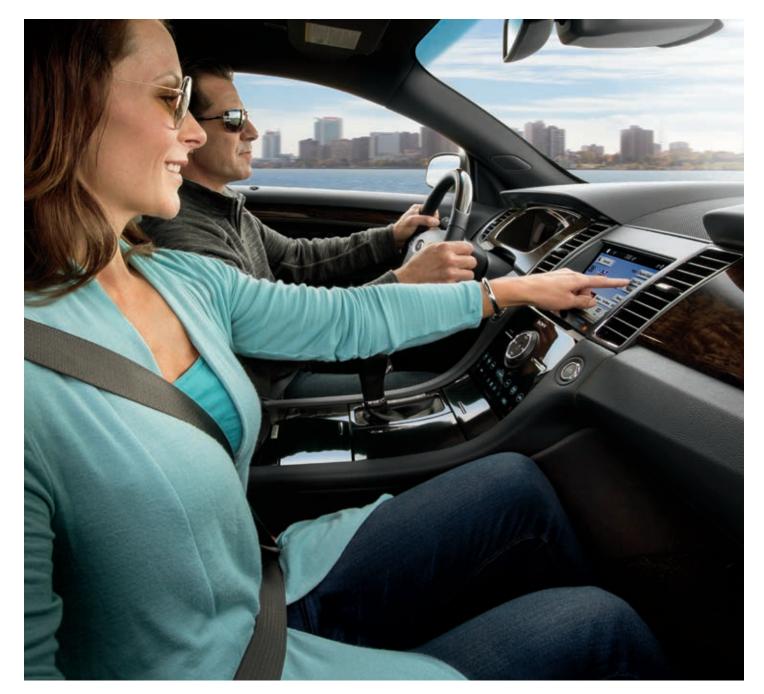


Limited. Charcoal Black leather trim with perforated inserts. SYNC 3. Available equipment.

Available 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. "SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and AppLink software. "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. 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. "Available feature. "You must have a Bluetooth-enabled phone paired to your SYNC system." Optional Navigation System map updates cannot be received via Wi-Fi and require a separate update.







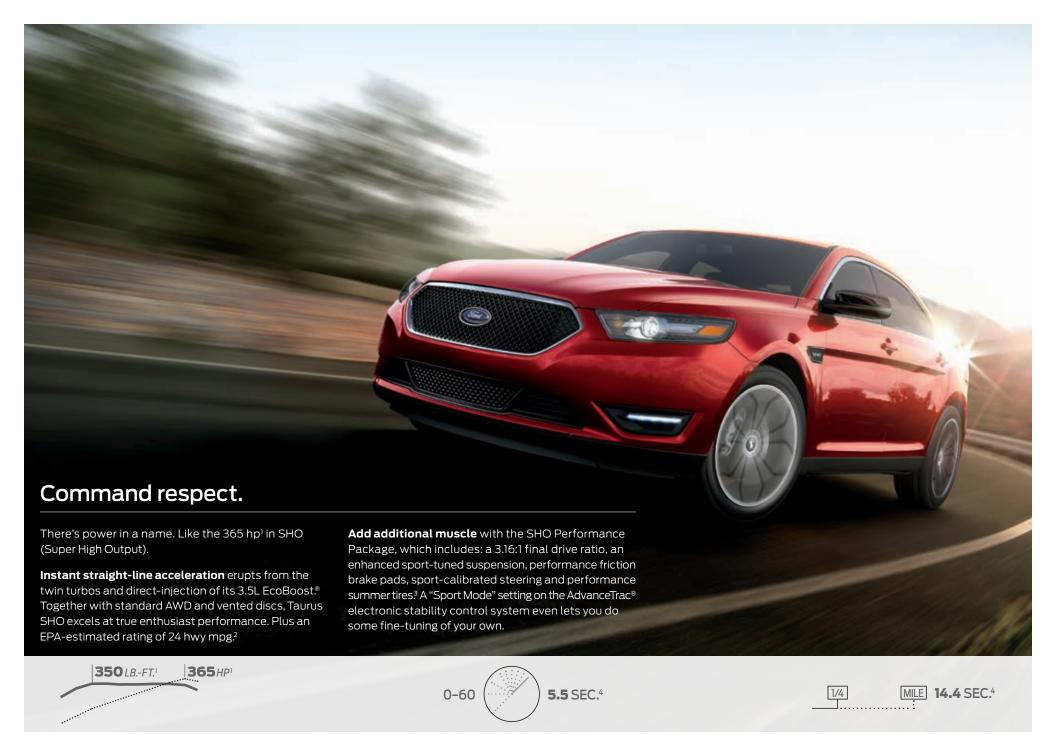
# Connect with your world.

**SiriusXM® Satellite Radio**¹ 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<sup>\*</sup>)))





SHO. Ruby Red Metallic Tinted Clearcoat. Available equipment.









# Adapt to your surroundings.

Smart technology powers Taurus. Using ultrasonic sensors and radar, driver-assist technologies<sup>1</sup> can help you parallel park, avoid collisions and more.

**Make parallel parking easier** with active park assist.<sup>1</sup> 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.<sup>1,2</sup> 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. 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.



# **Taurus Specifications**



# Engines/EPA-Estimated Ratings<sup>1</sup> & 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 rpm<sup>2</sup> 270 lb.-ft. of torque @ 1,675-4,800 rpm<sup>2</sup>

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

#### 3.5L EcoBoost V6

365 hp @ 5,500 rpm<sup>2</sup> 350 lb.-ft. of torque @ 3,000 rpm<sup>2</sup>

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

# **Exterior**Wheelbase

Length

Lengui	202.9			
Height	60.7"			
Width – Excluding mirrors	76.2"			
Width – Including mirrors	85.7"			
Interior	Front/Rear			
Head room	39.0"/37.8"			
Shoulderroom	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.)				

112.9"

202 9"

19.0

## 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 airbags³ 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<sup>3</sup>

Illuminated Entry System

LATCH (Lower Anchors and Tether Anchors for Children)

MyKey®

Rear view camera

Safety Canopy® System with side-curtain airbags³ and rollover sensor

SecuriCode<sup>™</sup> invisible keypad

SecuriLock® Passive Anti-Theft System

SOS Post-Crash Alert System™

Tire Pressure Monitoring System (excludes spare)

FWD/AWD









SEL. Blue Jeans. Available equipment.

SYNC with 4.2" color LCD screen in center stack.

Intelligent Access with push-button start.

Cargo organizer.

# SE

## Equipment Group 100A

Includes all standard features, plus:

#### Mechanical

3.5LTi-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

Ouasi-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<sup>®</sup> 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.OL 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)



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



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



# 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-tozoom capability, and integrated SiriusXM® Traffic and Travel Link® with 5-year subscription









Rear view camera.

Rear-window power sunshade!

"LIMITED" branded front floor mats!



19" Premium Luster Nickel-Painted Aluminum Standard



20" Polished Aluminum Optional



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











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

<u>Leather-trimmed seats with perforated inserts</u> "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 Compound; 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)



# 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



3 Charcoal Black Cloth



5 Charcoal Black Leather



**7** Charcoal Black Leather with Perforated Inserts



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



2 Dune Cloth



4 Dune Leather



**6** Dune Leather with Perforated Inserts



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

		Interiors							
Exteriors	SE		SEL			Limited	SHO		
White Platinum Metallic Tri-coat <sup>1</sup>		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 <sup>1</sup>		2	3	4	5	6 7	8	9	
Bronze Fire Metallic Tinted Clearcoat <sup>1</sup>		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

<sup>1</sup>Additional charge

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











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 System<sup>1</sup> Remote Access Remote Start System Vehicle Security System



# Go Further

ford.com/taurus

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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