



THE NEW

2010

TAURUS



SE

STARTING AT
\$25,995*

SEL

STARTING AT
\$27,995*

Standard Equipment:

Includes all SE Standard Equipment PLUS:

STANDARD EQUIPMENT

Powertrain/ Functional

- Brakes – Four-wheel disc Anti-lock Braking System (ABS)
- Drivetrain – front-wheel drive (FWD)
- Engine – 3.5L Duratec V6
- Tires – P235/60R17 all-season
- Transmission – 6-speed automatic



Exterior

- Defroster – rear window
- Easy Fuel™ capless fuel filler
- Exhaust tips – twin chrome
- Headlamps – projector-beam halogen with Autolamp and windshield wiper activation
- Mirrors – black, dual power
- Remote Keyless Entry with integrated keyhead transmitters (two)
- SecuriCode™ Keyless Entry Keypad
- Taillamps – incandescent with red surround
- Wheels, aluminum – 17-inch painted Sparkle Silver

Interior/Comfort

- Audio
 - Single-disc CD/MP3 capable audio system with 6 speakers
 - Auxiliary audio input jack
- Auxiliary power points, (three)
 - Two in front (one accessible to front and rear)
 - Second-row (one)
- Cabin particulate air filter
- Center console – front with armrest, storage bin and removable tray
- Climate control – single-zone with rear-seat heat ducts
- Floor mats – front and rear
- Lighting
 - Front-row dome/map lights in overhead console
 - Second-row reading lights
 - Delayed accessory lighting
 - Remote perimeter lighting
- Message Center with trip computer
- MyKey™
- Seats, cloth
 - Driver, 6-way power with manual recline and lumbar
 - Passenger, 2-way manual with manual recline
 - Front-seat rear map pockets
 - 60/40 split-folding rear
 - Folding rear center armrest with cup holders (two)
- Shifter knob – urethane with chrome insert
- Steering wheel
 - Audio and cruise controls
 - Tilt/telescoping
- Sun visors – driver and passenger, sliding with illuminated mirrors
- Windows – power with driver one-touch up/down

Safety/Security

- AdvanceTrac® Electronic Stability Control (ESC) with ABS and All-Speed Traction Control
- Airbags
 - Dual front
 - Front-seat side
 - Safety Canopy® System
- LATCH (Lower Anchors and Tethers for CHildren)
- Personal Safety System™
- SecuriLock® passive anti-theft system
- SOS Post Crash Alert System
- Tire Pressure Monitoring System (TPMS)

RAPID SPEC

OPTION GROUP 100A – Includes SE standard equipment

OPTIONS

- All-weather floor mats (**97M**)
- Cargo organizer (**97C**)
- Remote start system (**97S**)

STANDARD EQUIPMENT

Powertrain/ Functional

- Tires – P235/55R18 all-season
- Transmission – 6-speed SelectShift Automatic™ with paddle shift Manual Mode



Exterior

- Lighting – supplemental park lamps
- Mirrors – body-color caps, dual power heated with security approach lamps
- Wheels, aluminum – 18-inch painted Sparkle Silver

Interior/Comfort

- Audio
 - SIRIUS® Satellite Radio
- Climate control – Dual-zone Electronic Automatic Temperature Control
- Message Center with trip computer and compass
- Mirror – electrochromic automatic dimming
- Outside temperature display
- Seats – unique cloth
- Shifter knob – leather-wrapped with chrome insert
- Steering wheel – leather-wrapped

Safety/Security

- Anti-theft perimeter alarm

RAPID SPEC

OPTION GROUP 200A – Includes SEL standard equipment

OPTION GROUP 201A

- SYNC® hands-free communications and entertainment system
- Reverse Sensing System

OPTION GROUP 202A – Includes 201A, plus:

- Ambient interior lighting
- Intelligent Access with Push Button Start
- Power adjustable pedals (non-memory)
- Sony® Surround System with 12 speakers, 390 watts
- 19-inch painted Sparkle Silver aluminum wheels with P255/45R19 all-season tires

OPTIONS

- All-Wheel Drive (AWD; **P2H**)
- Leather-trimmed seats with heated front seats and 6-way power passenger seat (**88N**)
- Power moonroof (**439**; not available with 200A)
- Multi-Contour front seats with Active Motion™ (**61C**)
- White Platinum Metallic Tri-coat paint (**UG**)
- Red Candy Metallic with Tinted Clearcoat paint (**UG**)
- All-weather floor mats (**97M**)
- Cargo organizer (**97C**)
- Remote start system (**97S**); not available with 202A

* All prices are MSRP, including destination/delivery charge, excluding taxes, title and license fees.

LIMITED

STARTING AT

\$31,995*

SHO

STARTING AT

\$37,995*

Includes all SEL Standard Equipment PLUS:

Powertrain/ Functional

- Tires – P255/45R19 all-season



Exterior

- Mirror caps – chrome
- Sill plates – front doors with bright metal insert
- Taillamps – incandescent with chrome surround
- Wheels, aluminum – 19-inch chrome-clad

Interior/Comfort

- Appliqués – woodgrain
- Ambient interior lighting
- Cargo net
- Mirror – with microphone
- Premium 6-disc CD/MP3 capable audio system with additional IP center speaker and amplifier
- Reverse Sensing System
- Seats, perforated leather-trimmed
 - 10-way power driver and front passenger
 - Driver's-seat memory
- Steering wheel – leather-wrapped with wood inlay and audio/cruise control
- SYNC hands-free communications and entertainment system
- Universal garage door opener
- Window controls – global open feature

Powertrain/ Functional

- Drivetrain – All-Wheel Drive (AWD)
- Engine – 3.5L EcoBoost™ twin-turbo V6 engine with gasoline direct injection and 365 horsepower
- Steering – electric power assist
- Suspension – sport-tuned
- Tires – P255/45VR19 high-performance all-season



Exterior

- Badging – SHO/EcoBoost
- Brake calipers – black
- Exhaust – dual with chrome tips
- HID (High-Intensity Discharge) headlamps
- Mirror caps – body-color
- Spoiler – rear decklid
- Wheels, aluminum – 19-inch premium painted Luster Nickel

Interior/Comfort

- Door trim – color matched to seat inserts
- Floor mats – SHO branded, front
- Intelligent Access with Push Button Start
- Pedals – aluminum accelerator and brake
- Seats – leather-trimmed with Miko suede inserts
- Steering wheel – leather-wrapped with perforated insert

OPTION GROUP 300A –

Includes Limited standard equipment

OPTION GROUP 301A

- Heated and cooled front seats
- Rear heated seats
- Rear window power sunshade
- Limited branded front floor mats

OPTION GROUP 302A

- Power adjustable pedals with memory
- Auto high-beam headlamps
- Rain-sensing windshield wipers
- Limited branded front floor mats

OPTION GROUP 302A CONT'D

- BLIS™ (Blind Spot Information System) with Cross Traffic Alert
- Electrochromic auto-dimming driver exterior mirror
- Intelligent Access with Push Button Start
- Sony Surround System with 12 speakers, 390 watts

OPTION GROUP 303A –

Includes 302A, plus:

- Heated and cooled front seats
- Rear heated seats
- Rear window power sunshade

OPTION GROUP 400A – Includes SHO standard equipment

OPTION GROUP 401A

- Power moonroof
- Sony Surround System with 12 speakers, 390 watts
- Heated and cooled front seats

OPTION GROUP 402A – Includes 401A, plus:

- Rear window power sunshade
- Rear heated seats
- Power adjustable pedals with memory
- Auto high-beam headlamps
- Rain-sensing windshield wipers
- BLIS (Blind Spot Information System) with Cross Traffic Alert
- Rearview Camera System

▪ SHO Performance Package (late availability)

- Performance brake pads
- Sport-tuned Electronic Power Assisted Steering (EPAS)
- AdvanceTrac (ESC) Sport Mode/True Off
- 3.16:1 final drive ratio
- 20-inch premium painted Luster Nickel wheels with Performance Summer Tire Compound and Tire Mobility Kit^{(1),(2)}

(1) Not available with Adaptive Cruise Control.

(2) Deletes spare tire.

- All-Wheel Drive (AWD; **P2J**)
- Adaptive Cruise Control and Collision Warning with Brake Support (**51A**; 302A and 303A only)
- Power moonroof (**439**; not available with 300A)
- Multi-Contour front seats with Active Motion (**61C**; 301A and 303A only)
- Remote start system (**97S**; 300A and 301A only)

- Voice-activated Navigation System with SIRIUS Travel Link™ and 10 GB Music Jukebox (**58N**; 302A and 303A only)
- White Platinum Metallic Tri-coat paint (**UG**)
- Red Candy Metallic with Tinted Clearcoat paint (**U6**)
- All-weather floor mats (**97M**)
- Cargo organizer (**97C**)

- Adaptive Cruise Control and Collision Warning with Brake Support (**51A**; 401A and 402A)
- Multi-Contour front seats with Active Motion (**61C**; 401A and 402A)
- Voice-activated Navigation System with SIRIUS Travel Link and 10 GB Music Jukebox (**58N**; 401A and 402A)
- 20-inch premium painted Luster Nickel aluminum wheels (**64B**)

- SHO Performance Package (**12S**; 400A and 401A) includes _____
- White Platinum Metallic Tri-coat paint (**UG**)
- Red Candy Metallic with Tinted Clearcoat paint (**U6**)
- All-weather floor mats (**97M**)
- Cargo organizer (**97C**)

SEATING, COLORS AND WHEELS

Upholstery Selections

Light Stone

- Cloth bucket seats and 60/40 split-folding rear seatbacks (SE, SEL)
- Leather-trimmed bucket seats and 60/40 split-folding rear seatbacks (SEL)
- Perforated leather-trimmed bucket seats and 60/40 split-folding rear seatbacks (Limited)



Cloth



Perforated Leather-trimmed

Charcoal Black

- Cloth bucket seats with 60/40 split rear seatbacks (SEL)
- Leather-trimmed bucket seats with 60/40 split rear seatbacks (SEL)
- Perforated leather-trimmed bucket seats with 60/40 split rear seatbacks (Limited)

Exterior Colors



Red Candy Metallic with Tinted Clearcoat⁽¹⁾



White Platinum Metallic Tri-coat⁽¹⁾



Steel Blue Metallic



Gold Leaf Metallic (not available on SHO)



Ingot Silver Metallic



Tuxedo Black Metallic



Cinnamon Metallic



White Suede (not available on SHO)



17-inch Painted Sparkle Silver Aluminum Wheel Standard on SE



18-inch Painted Sparkle Silver Aluminum Wheel Standard on SEL

19-inch Premium Painted Sparkle Silver Aluminum Wheel Included with 202A on SEL



19-inch Chrome-clad Aluminum Wheel Standard on Limited



20-inch Premium Painted Luster Nickel Aluminum Wheel included with SHO Performance Package

⁽¹⁾ Additional cost.

Specifications and descriptions contained within are based upon the most current information available at the time of release.

SHO



Charcoal Black

Leather-trimmed front bucket seats with Black Miko suede inserts and Charcoal Black headrests and side bolsters with accent stitching (SHO)



Charcoal Black/Umber

Leather-trimmed front bucket seats with Umber Miko suede inserts and Charcoal Black head restraints and side bolsters with accent stitching (SHO)



NEW – Atlantis Green Metallic (SHO)



19-inch Premium Painted Luster Nickel Aluminum Wheel Standard on SHO



† Preproduction vehicles are shown for some of the images used in this Packaging Guide. Appearance may change at introduction.