



## 2010 TAURUS PRICE LIST

MODEL	SERIES CODE	BASE VEHICLE PRICE	SUGGESTED RETAIL
SE	P2D	SE – Front Wheel Drive	\$ 25,170
SEL	P2E	SEL – Front Wheel Drive	27,170
Limited	P2F	Limited – Front Wheel Drive	31,170
SEL	P2H	SEL – All Wheel Drive	29,020
Limited	P2J	Limited – All Wheel Drive	33,020
SHO	P2K	SHO – All Wheel Drive	37,170
ALL MODELS		Destination and Delivery	825

TRIM SERIES	ORDER CODE	RAPID SPEC EQUIPMENT PACKAGES	SUGGESTED RETAIL
SE	100A	Rapid Spec Package Price	N/C
SEL	200A	Rapid Spec Package Price	N/C
	201A	Rapid Spec Package Price	\$ 700
	202A	Rapid Spec Package Price	2,500
Limited	300A	Rapid Spec Package Price	N/C
	301A	Rapid Spec Package Price	1,000
	302A	Rapid Spec Package Price	2,000
	303A	Rapid Spec Package Price	2,500
SHO	400A	Rapid Spec Package Price	N/C
	401A	Rapid Spec Package Price	2,000
	402A	Rapid Spec Package Price	3,000

MODEL	OPTION CODE	POWERTRAINS	SUGGESTED RETAIL
ENGINE	99W	3.5L V6	Std
	99T	3.5L V6 EcoBoost (SHO only)	Std
TRANSMISSION	44J	6-Speed Automatic	Std
	44C	6-Speed Automatic (SHO only)	Std

MODEL	OPTION CODE	TIRES	SUGGESTED RETAIL
SE	TCK	P235/60R17 A/S BSW	Std
SEL FWD	TC7	P235/55TR18 A/S BSW (Rapid Spec 200A,201A)	Std
SEL AWD	TC5	P235/55HR18 A/S BSW (Rapid Spec 200A,201A)	Std
SEL	TBQ	P255/45R19 A/S BSW (Rapid Spec 202A)	Std
Limited, SHO	TBQ	P255/45R19 A/S BSW	Std
SE	64F	17-Inch Painted Aluminum Wheel	Std
SEL	64R	18 Inch Painted Sparkle Silver Aluminum Wheel	Std
Limited	64G	19-Inch Chrome Clad Wheel	Std
SHO	64J	19-Inch Premium Painted Luster Nickel Aluminum Wheel	Std
	64B	20-Inch Premium Painted Luster Nickel Aluminum Wheel	\$ 695

Model	OPTION CODE	SEATS	SUGGESTED RETAIL
SE	7	Cloth Trim	Std
SEL	M	Cloth Trim	Std
	N	Leather Trim	\$ 1,395
Limited	P	Leather Trim	Std
SHO	Q	Leather Trim	Std



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	OPTION CODE	OTHER OPTIONS	SUGGESTED RETAIL
<b>AVAILABLE ON ALL MODELS UNLESS OTHERWISE NOTED</b>	<b>439</b>	Power Moonroof (Rapid Spec 201A, 202A, 301A, 302A, 303A)	\$ 895
	<b>61C</b>	Multi-Contour Seat (Rapid Spec 301A, 303A, 401A, 402A)	595
	<b>PUG</b>	White Platinum Metallic Tri-Coat Paint	495
	<b>PU6</b>	Candy Red Metallic Tinted Paint	295
	<b>51A</b>	Adaptive Cruise Control (Rapid Spec 302A, 303A, 401A, 402A)	1,195
	<b>12S</b>	SHO Performance Package (Rapid Spec 400A, 401A)	995
	<b>153</b>	Front License Plate Bracket	N/C
		<b>AUDIO</b>	
	<b>582</b>	AM/FM Single CD	Std
	<b>586</b>	AM/FM In-Dash CDX6	Std
	<b>58N</b>	Voice-Activated Navigation System (Rapid Spec 302A, 303A, 401A)	1,995
		Voice-Activated Navigation System (Rapid Spec 402A)	1,695
	OPTION CODE	LIMITED PRODUCTION OPTIONS	SUGGESTED RETAIL
<b>AVAILABLE ON ALL MODELS UNLESS OTHERWISE NOTED</b>	<b>942</b>	Daytime Running Lamps (Fleet w/ Valid FIN)	\$ 50
	<b>41H</b>	Engine Block Heater (Fleet w/ Valid FIN)	35