

2011 Taurus SHO Overview

SPORTY 2011 FORD TAURUS SHO OFFERS 365-HP ECOBOOST V-6, AWD, SELECTSHIFT SIX-SPEED GEARBOX

- The Taurus SHO version of Ford's flagship sedan offers premium performance and fuel economy with the 3.5-liter EcoBoost™ V-6. This advanced engine delivers normally aspirated V-8 levels of power, without compromising its V-6 fuel economy
- The 2011 Taurus SHO features an enhanced SelectShift Automatic™ six-speed transmission with control paddles mounted on the steering wheel
- Taurus SHO has an advanced torque-sensing all-wheel-drive system, specifically tuned suspension and unique interior appointments

Taurus SHO is back for 2011, powered by a Super High Output (SHO) EcoBoost twin-turbocharged engine. Building on the legacy of the original model, Taurus SHO has again been embraced by the automotive enthusiast community, being named Esquire magazine's first-ever "Car of the Year."

Introduced in 1989, Taurus SHO was conceived as a discreet performance-oriented sports sedan, ideally suited to the automotive enthusiast needing the room and capability of a four-door full-size car. Produced through 1999, more than 100,000 models were sold.

In 2010, the Taurus SHO made its dramatic return.

EcoBoost twin-turbocharged power

The foundation of the 2011 Taurus SHO is a 3.5-liter twin-turbocharged EcoBoost V-6 engine. This advanced powerplant generates an estimated 365 horsepower at 5,500 rpm and 350 ft.-lb. of torque at 3,500 rpm, resulting in significantly improved power, torque and fuel economy compared with larger, normally aspirated engines.

A key feature of this EcoBoost engine is gasoline direct injection. The direct injection of fuel into the cylinder during the intake stroke, as opposed to port-style injection to an externally mounted intake, produces a well-mixed air-fuel charge. Fuel vaporization during the intake stroke cools the incoming air, improving volumetric efficiency and lowering the likelihood of knock.

The results are improved throttle response, reduced cold start emissions and improved fuel economy. The cooled charge enables an increased compression ratio, improving efficiency at partial load, while the higher compression ratio allows for better volumetric efficiency under full-load engine behavior. Customers will experience naturally aspirated V-8 power without compromise to the V-6 fuel economy.

The 3.5-liter EcoBoost V-6 uses twin turbochargers as opposed to a single unit. The reduced size of each turbocharger results in reduced internal inertia, allowing this advanced engine to avoid the "turbo lag" often prevalent in earlier-generation turbocharged applications.

From the driver's seat, the result is linear power delivery across a broad torque band from 1,500 to 5,500 rpm. Peak torque building quickly ensures responsive acceleration from a standing start.

SelectShift with paddle controls and all-wheel drive

The new Taurus SHO driveline combines a high-capacity six-speed SelectShift transmission with a sophisticated torque-sensing all-wheel-drive system. These components work in harmony to deliver ample traction when putting EcoBoost power on the road.

The six-speed transmission offers a wide array of gears to enable spirited acceleration, yet comfortable and economical high-speed cruising through a 2.77 to 1 final drive ratio.

SelectShift provides conventional automatic operation or a manual shift mode that gives the driver the option of manual control over gear selection. For performance-minded drivers, paddle controls allow “match-rev” downshifts and will hold manually selected gears for precise control. Intuitively operated, a squeeze on either paddle will deliver an economical upshift under acceleration, while a gentle push forward brings a smooth downshift, synchronizing the engine and transmission speeds for responsive, positive engagement.

The Taurus SHO driveline is contemporized with the incorporation of a sophisticated all-wheel-drive system that engages automatically and unobtrusively. The unit contains an advanced array of internal electromechanical clutches to efficiently distribute torque to the wheels with optimum traction. The standard all-wheel drive allows the Taurus SHO to efficiently deliver its high performance to the pavement under a wide variety of conditions.

SHO dynamics

Taurus SHO features an advanced Electric Power Assist Steering (EPAS) system providing responsive road feel and enhanced on-center balance while offering the additional benefit of increased fuel economy. SHO also features a sport-tuned suspension with unique shock absorbers, springs, stabilizer bars and strut mount bushings specifically developed and harmonized to deliver the highest level of road-holding, cornering agility and steering responsiveness available in a Ford full-size sedan.

Taurus SHO takes full advantage of the multilink SR1 rear suspension design. Named for the 1:1 shock absorber ratio, this configuration provides an inherently stable base for the SHO development team to fine-tune for enhanced driver control and agility. In addition, the SR1 rear suspension geometry provides increased travel, while enabling the use of 19- and 20-inch wheels and tires.

For the discriminating automotive enthusiast, Taurus SHO offers an available SHO Performance Package consisting of upgraded brake pads, recalibrated EPAS for even more responsiveness, a sport mode setting for the standard AdvanceTrac® with ESC (Electronic Stability Control) and a shorter 3.16 to 1 final drive ratio for faster acceleration. Summer-compound 20-inch Goodyear Eagle F1 performance tires on premium painted wheels also are included.

SHO specific subtlety

A key element of the authentic SHO formula is the subtlety of its unique exterior design cues. Features include sporty premium painted wheels wrapped in standard low-profile 19-inch Goodyear Eagle or optional 20-inch Michelin high-performance tires, a decklid-mounted spoiler and twin chrome exhaust tips. The car also features a uniquely finished interpretation of the Ford signature three-bar grille with SHO-specific parking lamp bezels.

The SHO interior encourages performance driving. Leather-trimmed seats with Miko suede inserts, made from recycled post-consumer yarns from plastic soft drink bottles, are comfortable and luxurious. A perforated leather-wrapped steering wheel puts the driver in smooth touch with the road. Front seats are 10-way power adjustable. SHO accelerator and brake pedals are trimmed in aluminum. The console, instrument and door panels feature SHO-specific authentic aluminum appliques. SHO branding appears on the unique floor mats and on the passenger side of the instrument panel.

New colors for 2011 are Kona Blue Metallic and Sterling Gray Metallic.

Technology and connectivity features

Standard and available 2011 Ford Taurus SHO technology features include:

- SYNC® voice-activated communications and entertainment system with Traffic, Directions & Information

- SIRIUS® satellite radio with initial six-month subscription
- Voice-activated navigation with SIRIUS Travel Link™ and HD Radio®, including iTunes song-tagging ability
- Multi-Contour seats with Active Motion
- Intelligent access with push-button start
- Integrated Blind Spot Mirrors for better blind-spot visibility
- Rear View Camera System to aid rear visibility while backing up
- Easy Fuel® Capless Fuel-Filler System
- Ambient lighting allowing drivers to change interior lighting color palette
- Steering wheel audio controls

Safety technologies

Standard and available 2011 Ford Taurus SHO safety features include:

- Side Protection And Cabin Enhancement (SPACE) Architecture® comprised of a hydroformed cross-car beam embedded in the floor between the door frames, providing additional strength in the side of the vehicle
- Personal Safety System® consisting of sensors that note right front occupant weight, seat belt usage, outboard seat belt tension and seating position to optimize airbag deployment force for occupant safety
- AdvanceTrac with ESC
- SOS Post-Crash Alert, an integrated system that automatically unlocks the doors, sounds the horn and activates the emergency flashers in the event of an airbag deployment
- MyKey™ programmable vehicle key
- Tire Pressure Monitoring System
- LATCH (Lower Anchors and Tether anchors for CHildren) system on rear seating positions

The 2011 Ford Taurus SHO is built at Ford's Chicago Assembly Plant.