

TAURUS

SE | SEL | LIMITED | SHO



2019



Among full-size sedans, it defines the experience.
As it has for over three decades.

With captivating performance. Sure-footed handling.
A spacious interior. And responsive voice-activated technology.



In a world where change is the only constant,
it remains dialed in to its driving heritage.

Choose SE. Well-equipped SEL. Lavish Limited.
Or a 365-horsepower SHO.¹

One is just right for you. The 2019 Ford Taurus.



The 3.5L Ti-VCT engine delivers 288 horsepower and is paired with a 6-speed automatic transmission with Sport Mode and SelectShift® capability. Automatic headlamps, a rear view camera, and the SYNC® Voice Recognition and Communications System with 911 Assist® and SYNC AppLink®¹ are standard driver-assist technologies² on Taurus SE.

SE



In addition to standard dual-zone electronic automatic temperature control, plus a leather-wrapped steering wheel and gear shift knob, choose from these options as you design your Taurus SEL. Leather-trimmed, heated driver and front-passenger seats.³ A power moonroof.³ Voice-activated Navigation with pinch-to-zoom capability and SiriusXM® Traffic & Travel Link.⁴ Plus, 20" low-gloss Ebony Black-painted machined aluminum wheels.³

SEL



Treat yourself to Limited. 10-way power, heated and cooled, perforated leather-trimmed front seats. Ambient lighting. A convenient driver's memory feature that recalls saved settings for the front seat, power-adjustable pedals and power sideview mirrors. A 500-watt Audio System from Sony® with Clear Phase® technology. Even the rear outboard seats are heated. Everyone enjoys the ride in Taurus Limited.

LIMITED



3.5L TI-VCT V6

288 horsepower

254 lb.-ft. of torque

Front-wheel drive

EPA-estimated
18 city/26 hwy/
21 combined mpg⁴

Standard: SE, SEL, Limited

All-wheel drive³

EPA-estimated
17 city/24 hwy/
19 combined mpg⁴

Available: SEL, Limited

3, 2, 1 ... SHO! In 5.5 seconds,¹ you'll reach 60 mph. In 14.4 seconds,¹ a quarter mile. True enthusiast performance defines this SHO. Under the hood, a 3.5L EcoBoost® V6 provides instant straight-line acceleration from twin turbos and direct injection. At the corners, a sport-tuned suspension, vented disc brakes and standard all-wheel drive (AWD) deliver optimal driving performance.

Take your experience to the next level with the SHO Performance Package: a 3.16:1 final drive ratio, sport-calibrated steering, high-performance front brake pads, performance summer tires,² and an enhanced sport-tuned suspension with unique shocks and springs. Plus, the "Sport Mode" setting on the AdvanceTrac® electronic stability control lets you do some fine-tuning of your own.

3.5L ECOBOOST

365 horsepower³

350 lb.-ft. of torque³

All-wheel drive

EPA-estimated
16 city/24 hwy/
19 combined mpg⁴

Standard: SHO

DRIVE CONFIDENTLY WITH A FRIENDLY ASSIST



IN TRAFFIC

Adaptive cruise control & forward collision warning with brake support¹ can adjust the speed of Taurus to maintain a preset gap from the vehicle in front of you. If a potential collision is detected, the system can visually and audibly alert you, and pre-charge the braking system to help provide full responsiveness when you brake. Included in the Driver Assist Package.

Available: Limited, SHO

BETWEEN THE LINES

Drifting out of your lane? The Lane-Keeping System¹ can help. By applying steering wheel torque, and even alerting you with steering wheel vibration, it helps direct you to return to your lane.² Included in the Driver Assist Package.

Available: Limited, SHO

CHANGING LANES

BLIS[®] (Blind Spot Information System) with cross-traffic alert^{1,3} warns you if it detects a vehicle in either of your blind spots while driving forward, or approaching from the sides while in Reverse.

Standard: Limited, SHO

WHEN PARALLEL PARKING

Active park assist¹ not only assists in finding a spot, it steers you in as you control the accelerator, brake and gear shifter. Included in the Driver Assist Package.

Available: Limited, SHO

KEEPING THINGS STABLE

AdvanceTrac[®] electronic stability control helps reduce skidding and fishtailing, which is beneficial in various kinds of inclement weather.⁴

Standard: All models





SURROUND YOURSELF IN COMFORT

Each meticulously assembled Taurus interior is filled with elements designed for your enjoyment. Finely stitched, leather-trimmed seats.¹ Eye-catching accents of wood¹ and woven aluminum.¹ Leather-wrapped steering wheel¹ and gear shift knob.¹ 7 colors of ambient lighting¹ that can be adjusted to match your mood. Three 12V powerpoints. Plus a 60/40 split, fold-down rear seat that expands the generous 20.1 cu. ft. of trunk space to accommodate longer items. Taurus is well-prepared to please.

6-way power driver and front-passenger seats with manual lumbar adjustments

Standard: SE, SEL

10-way power driver and front-passenger seats with driver's seat memory feature

Standard: Limited, SHO

Heated steering wheel

Standard: Limited, SHO

Heated and cooled front seats

Standard: Limited, SHO

Power-adjustable pedals with memory

Standard: Limited, SHO

Audio System from Sony[®] with Clear Phase[®] technology

Standard: Limited, SHO

Heated rear outboard seats

Standard: Limited, SHO



IT ALL STARTS HERE

This vibrant 8" touchscreen is the command center of SYNC® 3 voice-activated technology,^{1,2} which integrates your paired mobile phone with Ford Taurus as soon as you start your vehicle. Make calls. Send and receive text messages. And so much more. Just swipe left or right, or use simple voice commands, to help ensure that your life doesn't miss a beat. SYNC 3 also features 2 smart-charging USB ports to help keep your devices powered up.

LINK YOUR APPS

SYNC 3 AppLink^{®2,3} links your favorite compatible mobile apps with your voice, giving you convenient control. iPhone® users can view the Waze™ app's community-based navigation and traffic features on the large SYNC 3 touchscreen. Amazon Alexa users can access thousands of skills and services they enjoy on their Amazon Echo with the Ford+Alexa⁴ app.

CONNECT YOUR iPhone

Apple CarPlay™ compatibility^{2,5} displays the iPhone® interface on your vehicle's touchscreen. Send and receive text messages by voice. Get directions. Access playlists from Apple Music®. Just ask Siri® for help. She already knows your voice.

CONNECT YOUR ANDROID PHONE

Android Auto™ compatibility^{2,5} displays the Android™ interface on your vehicle's touchscreen. Get voice-guided navigation from Google Maps™ and Waze. Access your favorite music from your apps. Make calls. Send and receive messages. Just talk to Google Assistant™ and go.

MAP YOUR ROUTE

Voice-activated navigation² delivers turn-by-turn directions and vivid 3-D maps on the SYNC 3 touchscreen. Pinch-to-zoom capability allows for a closer look. SiriusXM® Traffic & Travel Link^{®2,6} helps you avoid traffic – before you're in the middle of it. It also provides fuel prices and station locations. Current and forecasted weather. Movie locations and showtimes. Plus, the scores of your favorite sports teams, and more.

ACCESS FORDPASS CONVENIENCE

With the FordPass™ smartphone app,⁷ you can find fuel and compare prices. Find, reserve and pre-pay for parking in select locations. Plus, get help 24/7 from our trained team of Ford Guides.

POWERTRAINS

3.5L Ti-VCT V6

288 hp @ 6,500 rpm
254 lb.-ft. of torque @ 4,000 rpm
6-speed SelectShift® automatic with Sport Mode and shifter button activation
EPA-estimated fuel economy ratings¹
FWD
18 city/26 hwy/21 combined mpg
AWD
17 city/24 hwy/19 combined mpg
Standard: SE, SEL, Limited

3.5L EcoBoost® V6

365 hp @ 5,550 rpm²
350 lb.-ft. of torque @ 1,500-5,000 rpm²
6-speed SelectShift automatic with Sport Mode and paddle shifters
EPA-estimated fuel economy ratings¹
AWD
16 city/24 hwy/19 combined mpg
Standard: SHO

DIMENSIONS	
Wheelbase	112.9"
Length	202.9"
Height	60.7"
Width – Including mirrors	85.7"
Width – Mirrors folded	77.3"
Head room (front/rear)	39.0"/37.8"
Leg room (front/rear)	44.2" (max.)/38.1"
Hip room (front/rear)	56.3"/55.8"
Shoulder room (front/rear)	57.9"/56.9"
Passenger volume (cu. ft.)	102.2
Luggage capacity (cu. ft.)	20.1
Total interior volume (cu. ft.)	122.3
Fuel tank (gal.)	19.0

STANDARD FEATURES

MECHANICAL
4-wheel disc brakes with Anti-Lock Brake System (ABS)
Electric power-assisted steering
Suspension – Front: independent MacPherson strut; rear: independent multilink
Torque Vectoring Control
Traction control
DRIVER-ASSIST TECHNOLOGY
Autolamp automatic on/off headlamps with wiper activation
Rear view camera
INTERIOR
12V powerpoints (3)
Cruise control
Driver and front-passenger sliding sun visors with illuminated visor mirrors
Front overhead console with dome/map lights
Manual tilt/telescoping steering column
Steering wheel-mounted cruise, audio and 5-way controls
EXTERIOR
Easy Fuel® capless fuel filler
LED taillamps
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
Front-seat side airbags³
Safety Canopy® System with side-curtain airbags³ and rollover sensor
3-point safety belts for all seating positions
AdvanceTrac® electronic stability control and Curve Control
Belt-Minder® front safety belt reminder
MyKey® technology to help encourage responsible driving
SecuriCode™ invisible keypad
SecuriLock® Passive Anti-Theft System
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)



SE



Includes STANDARD FEATURES, PLUS:

6-way power driver and front-passenger seats with manual lumbar adjustments

AM/FM stereo/single-CD player with MP3 capability and 6 speakers

Black, power sideview mirrors

Day/night rearview mirror

Front center floor console with armrest, cupholders and storage

Front-wheel drive (FWD)

Halogen projector-beam headlamps

Power windows with driver one-touch-up/-down feature

Quasi-dual exhaust with chrome tips

Remote Keyless Entry System with integrated keyhead transmitter remotes

Single-zone climate control with manual air conditioning

SYNC® Voice Recognition Communications and Entertainment System with 4.2" LCD screen, 911 Assist®, AppLink®, and 1 smart-charging USB port

AVAILABLE OPTIONS

All-weather floor mats

Ash cup/coin holder with lighter element

Daytime running lamps (DRL)

Engine block heater

SiriusXM® with 6-month trial subscription¹

Trunk cargo organizer

SEL



Includes SELECT SE FEATURES, PLUS:

Body-color, power, heated sideview mirrors with security approach lamps

Compass and outside temperature displays

Dual-zone electronic automatic temperature control

Front center floor console with armrest, covered cupholders and storage

Leather-wrapped steering wheel

LED supplemental park lamps

Perimeter alarm

Remote Start System

Reverse Sensing System

SiriusXM with 6-month trial subscription¹

AVAILABLE OPTIONS

Equipment Group 201A: SYNC 3 with 8" LCD capacitive touchscreen, 911 Assist, AppLink, Apple CarPlay™ compatibility, Android Auto™ compatibility, and 2 smart-charging USB ports + additional center channel speaker + Intelligent Access with push-button start

All-weather floor mats

All-wheel drive (AWD)²

Ash cup/coin holder with lighter element

Engine block heater

Heated front seats (requires leather trim)

Power moonroof²

Rear decklid spoiler

Trunk cargo organizer

Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription^{1,2}

LIMITED



Includes SELECT SEL FEATURES, PLUS:

10-way power driver and front-passenger seats with driver's seat memory feature

Additional center channel speaker

Ambient lighting

Audio System from Sony® with Clear Phase® technology, and HD Radio™ Technology

Auto-dimming rearview mirror

Automatic high-beam headlamps

BLIS® (Blind Spot Information System) with cross-traffic alert

Bright front door-sill scuff plates

Chrome-accented, power, heated sideview mirrors with memory, security approach lamps and auto-dimming driver's side

Heated and cooled front seats

Heated rear outboard seats

Heated steering wheel

Intelligent Access with push-button start

"LIMITED" branded front floor mats

Power-adjustable pedals with memory

Power windows with global open and driver/front-passenger one-touch-up/-down feature

Rain-sensing windshield wipers

SYNC 3

Top-grain leather-wrapped steering wheel

Universal garage door opener

AVAILABLE OPTIONS

Driver Assist Package: adaptive cruise control & forward collision warning with brake support, Lane-Keeping System, and active park assist

All-weather floor mats

All-wheel drive (AWD)

Ash cup/coin holder with lighter element

Power moonroof

Rear decklid spoiler

Trunk cargo organizer

Voice-activated Navigation System

SHO



Includes SELECT LIMITED FEATURES, PLUS:

Agate Black, power, heated sideview mirrors with memory, security approach lamps and auto-dimming driver's side

All-wheel drive (AWD)

Dual exhaust with chrome tips

High-intensity discharge (HID) headlamps

LED supplemental park lamps with Piano Black bezels

Rear decklid spoiler

"SHO" branded front floor mats

"SHO" graphics embroidered on front seats

Sport-tuned suspension

AVAILABLE OPTIONS

Driver Assist Package²

SHO Performance Package² enhanced sport-tuned suspension, high-performance front brake pads, sport-calibrated steering, AdvanceTrac electronic stability control with "Sport Mode" setting, 3.16 final drive, Alcantara® trimmed steering wheel, P245/45R20 Performance Summer-only tires³ and tire inflator and sealant kit

All-weather floor mats

Ash cup/coin holder with lighter element

Engine block heater

Power moonroof

Trunk cargo organizer

Voice-activated Navigation System

SE



Dune Cloth

1-4, 8

SEL



Dune Cloth

1-8

Charcoal Black Cloth

1-7



Dune Leather

1-8

Charcoal Black Leather

1-7

LIMITED



Dune Leather

1-7

Charcoal Black Leather

1-7

SHO



Charcoal Black Leather

1-7

Charcoal Black Leather/
Mayan Gray
Miko® Inserts

1-7



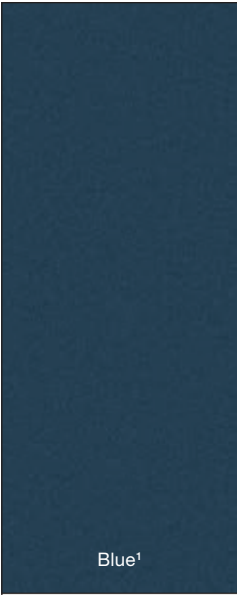
Magnetic¹

1



Ingot Silver¹

2



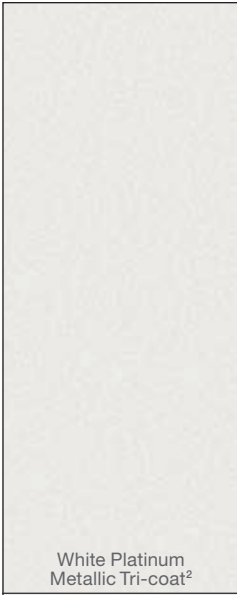
Blue¹

3



Agate Black¹

4



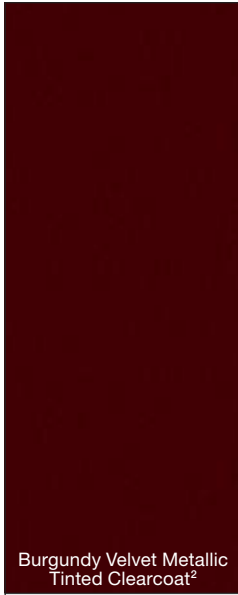
White Platinum
Metallic Tri-coat²

5



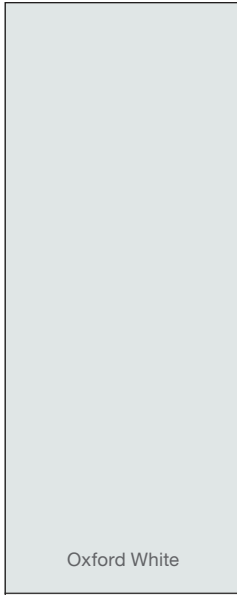
Ruby Red Metallic
Tinted Clearcoat²

6



Burgundy Velvet Metallic
Tinted Clearcoat²

7



Oxford White

8



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



19" Premium Luster Nickel-Painted Aluminum
Standard: Limited



20" Polished Aluminum
Optional: Limited



20" Ebony Black-Painted
Machined Aluminum with Painted Pockets
Standard: SHO



20" 15-Spoke Low-Gloss
Ebony Black-Painted Machined Aluminum
Available: SEL Optional: SHO



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 Protect™ Extended Service Plans. Whether you purchase or lease your Ford vehicle, insist on genuine Ford Protect extended service plans. Ford Protect has a variety of plans to give you peace-of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Ford and honored at all Ford dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Ford Protect extended service plans.

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. They're 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.

Alcantara is a registered trademark of Alcantara S.p.A., Italy. Amazon, Alexa, Echo and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Android, Android Auto, Google, Google Maps, Google Play and Waze are trademarks of Google Inc. Apple, Apple CarPlay, Apple Music, iPhone and Siri are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Clear Phase and Sony are registered trademarks of the Sony Corporation. "HD Radio" and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation. Miko is a registered trademark of Miko s.r.l. PANDORA, the PANDORA logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc. Used with permission. Sirius, XM, SiriusXM and all related marks and logos are trademarks of Sirius XM Radio Inc.

Comparisons based on competitive models (class is Full-Size Sedans 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.

ford.com/taurus



SEL in Ingot Silver accessorized with smoked moonroof deflector, side window deflectors,¹ molded splash guards, chrome mirror caps and chrome-plated wheel lock kit



Rear spoilers



All-weather floor mats



Sport pedals



Remote start systems

Shop the complete collection at accessories.ford.com

¹Ford Licensed Accessory.