

TAURUS

SAFETY

EXTERIOR

EXTERIOR FEATURES

INTERIOR

INTERIOR FEATURES

INTERIOR FEATURES
AND ACCESSORIES

COLORS





Six Technologies Designed For Enhanced Protection



Our standard Personal Safety System includes (clockwise from upper left) dual-stage front airbags, crash severity sensor, safety belt usage sensors, driver seat position sensor, safety belt energy management retractors and safety belt pretensioners.

TAURUS SAFETY & SECURITY FEATURES

	LX	SE	SE WAGON	SES	SEL
Personal Safety System	●	●	●	●	●
Dual-Stage Airbags - Driver and Right Front Passenger*	●	●	●	●	●
Side Impact Airbags - Driver and Right Front Passenger*	○	○	○	○	○
All-Speed Traction Control	-	○	○	○	○
Anti-Lock Braking System	○	○	○	●	●
SecuriLock™ Passive Anti-Theft System	●	●	●	●	●
Perimeter Anti-Theft System	-	-	-	-	●
Front Safety Belt Energy Management Retractors	●	●	●	●	●
Front Safety Belt Pretensioners	●	●	●	●	●
Rear Safety Belts feature automatic locking retractors for use with child safety seats in rear outboard seating positions.	●	●	●	●	●
Lower Anchors and Tethers for Children (LATCH)	●	●	●	●	●
Child Safety Door Locks (rear doors)	●	●	●	●	●

Standard ● Optional ○ *Always wear your safety belt and secure children in the rear seat. **Under normal driving conditions with routine fluid and filter changes.



If we only designed cars for drivers, our job might be a little easier. When developing a new model, we think very carefully about how that car will affect the people who ride in it. A newborn on her way home from the hospital. The elderly neighbor who needs a lift to the grocery store. Or a friend just going along for the ride. We incorporate truly innovative safety features to make sure you're as confident driving with others as you are driving by yourself. Because of this commitment, Taurus, Windstar, and Crown Victoria all share some very important features. For example, in 2000 they achieved a Five-Star Government Front Crash Test Rating for the driver and front passenger—the highest rating bestowed by the federal government. And Ford's own Personal Safety System tailors safety to drivers and front passengers with innovations like dual-stage front airbags. Special sensors can determine just how much energy should be used to deploy the airbags, depending on the severity of the accident. Now, more than ever, you can really take pleasure in driving. Remember, always wear your safety belt and secure children in the rear seat.

For those who crave
more flexibility.



Taurus SE Wagon shown in Silver Frost Clearcoat Metallic.



Taurus SEL shown in Toreador Red Clearcoat Metallic.



What was a
smart decision

is also a

safe one.

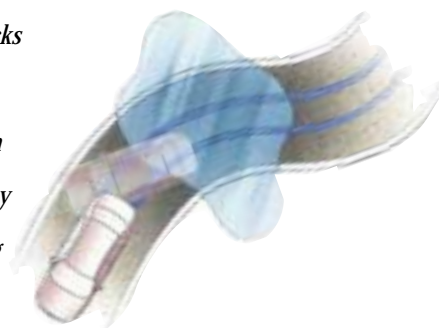
Taurus SES shown in Harvest Gold Clearcoat Metallic with the optional 3.0L 24-valve 200 horsepower Duratec V6 engine.

EXTERIOR / PERFORMANCE



Standard on Taurus SEL is our high-output 3.0-liter 24-valve Duratec V6. Awaiting your command are its 200 powerful horses. It's also designed to take you five times around the earth before the first scheduled tune-up.*

All-speed traction control kicks in and helps your car "think fast"—helping you maintain control when things get tricky on the roadway. And helping you to stay calm throughout.



Keep your windows rolled up. Your arms inside. Optional heated side mirrors help keep your views free and clear—even when rain, snow and frost are doing their best to mess them up.



It's pouring cats and dogs. You make the mad dash for the car. Thanks to your remote keyless entry you can get into your Taurus quickly - providing security and convenience. Standard on all but LX models.

TAURUS EXTERIOR FEATURES

	LX	SE	SE WAGON	SES	SEL
Remote Keyless Entry System	-	●	●	●	-
Remote Keyless Entry System with keypad	-	-	-	-	●
Heated Mirrors	-	-	○	○	●
Power Moonroof	-	-	-	○	○
Rear Spoiler	-	-	-	○	○
Rear Window - flip-up glass with gas cylinders	-	-	●	-	-
Body Colored Moldings	●	●	●	●	●
Luggage Rack (with adjustable crossbar and tiedowns)	-	-	●	-	-
Power Antenna	-	-	●	-	-



TAURUS LX



TAURUS SE



TAURUS SE WAGON



TAURUS SES



TAURUS SEL

TAURUS PERFORMANCE FEATURES

	LX	SE	SE WAGON	SES	SEL
Front-Wheel Drive	●	●	●	●	●
3.0-liter V6 Automatic Overdrive Transmission	●	●	●	●	-
3.0-liter 24-Valve 200 Horsepower Duratec V6 Automatic	-	-	○	○	●
3.0-liter V6 Flexible Fuel (any combination of methanol/ethanol/unleaded gasoline)	○	-	-	-	-
P215/60R16 All-Season Tires	●	●	●	●	●
Locking Wheelcovers	●	-	-	-	-
5-spoke Painted Wheels	-	●	●	●	-
5-spoke Machined Wheels	-	-	-	-	●
Suspension - Independent MacPherson Front Struts	●	●	●	●	●
Suspension - Independent Rear Quadralink Struts	●	●	-	●	●
Suspension - Independent rear short- and long-arm-type (rear) with nitrogen gas pressurized shock absorbers and progressive rate springs and rear stabilizer bar	-	-	●	-	-
Fuel Tank (18 gallons)	●	●	●	●	●

Standard ● Optional ○



Locking wheel covers are standard on Taurus LX. Look great and laugh at the pot holes.



5-spoke painted wheels are part of SE, SES, and SE Wagon models. Wheels that manage to live up to the great design they propel.



5-spoke machined wheels are standard on Taurus SEL. Powerful design for a powerful car.

MAJOR STANDARD FEATURES

Taurus LX features include halogen headlamps, black electric remote-controlled side mirrors, grocery bag hooks in trunk, electronic AM/FM stereo with four speakers, five-passenger seating, tilt steering, air conditioning, power brakes/door locks/windows, rear window defrosters, front-wheel drive, 3.0L V6 Vulcan engine.

Taurus SE adds to the LX features with remote keyless entry, speed control, electronic AM/FM stereo cassette with four speakers, 5-spoke painted wheels, body color electric remote control side mirrors.

Taurus SE Wagon adds to this impressive list with aerodynamic luggage rack, liftgate activated cargo courtesy light, hidden stowage, 4-wheel disc brakes, six-passenger seating.

Taurus SES includes 4-wheel anti-lock brakes, power driver's seat, single CD radio, 60/40 fold down rear seat, illuminated visor mirrors with secondary visor, six-passenger seating.

Taurus SEL adds a 24-valve 200 horsepower 3.0L Duratec V6 engine, 6-disc CD changer, leather-wrapped steering wheel, electronic automatic temperature control, 5-spoke machined wheels, keyless entry with keypad, autolamps, heated mirrors, perimeter anti-theft.

**TAURUS
INTERIOR FEATURES**

	LX	SE	SE WAGON	SES	SEL
Air Conditioning - Manual	•	•	•	•	-
Air Conditioning - Electronic Temperature Control	-	-	-	-	•
Power Windows, Door Locks, Mirrors	•	•	•	•	•
Power Adjustable Pedals	○	○	○	○	○
Rear Window Defroster	•	•	•	•	•
Remote Trunk Release	•	•	-	•	•
Secondary 12V Power Points	•	•	•	•	•
Speed Control	○	•	•	•	•
Illuminated Visor Mirrors with secondary visor	-	-	-	•	•
Auto Headlamps	-	-	-	-	•
Leather-Wrapped Steering Wheel	-	-	-	-	•
AM/FM Stereo Cassette	•	•	•	-	•
AM/FM Stereo/Single CD Player	-	○	○	•	-
Premium Audio Group 6-disc CD Changer/MACH® Stereo	-	-	○	○	-
MACH® Stereo	-	-	-	-	○
6-disc CD Changer	-	-	-	-	•
Floor Mats - Front/Rear	○	○	○	○	○
Grocery Bag Hooks	•	•	•	•	•
Tilt Steering	•	•	•	•	•
Solar Tinted Glass	•	•	•	•	•
Tachometer	•	•	•	•	•
Windshield Wipers; 2-speed with variable intermittent	•	•	•	•	•
Rear Wiper	-	-	•	-	-

SEATING

	LX	SE	SE WAGON	SES	SEL
5-passenger Seating with storage console	•	•	-	-	-
6-passenger Seating with flip-fold center console	○	○	•	•	•
5-passenger Seating with floor console	-	-	-	○	○
Cloth Bucket Seats	•	•	•	•	•
Leather-Trimmed Seats	-	-	○	-	○
Power Driver's Seat	-	○	○	•	•
Power Passenger Seat	-	-	-	-	○
Fixed Rear Seat	•	•	-	-	-
Split-Fold 60/40 Rear Seat	-	○	-	•	•
Rear-Facing Fold-Down 3rd Row Seat	-	-	○	-	-

Standard • Optional ○

Following publication of the catalog, certain changes in standard equipment, options and the like, or product delays, may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

On your next *journey*
surround yourself
with safety
and security.



*Taurus SEL shown with optional equipment including
Medium Parchment leather-trimmed seats.*

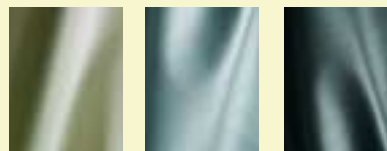
DEALER ACCESSORIES



1. THE 6-PASSENGER TAURUS LX AND SE FEATURE A FLIP-DOWN CONSOLE FOR EXTRA CONVENIENCE. A DESIGN THAT'S PATENTED.
2. THERE'S NO SHORTAGE OF CUPHOLDERS. THIS ONE ADJUSTS TO VIRTUALLY ANY SIZE CUP.
3. NOW AT YOUR FINGERTIPS...A REMOTE TRUNK RELEASE. AH, THE CONVENIENCE OF IT ALL.
4. AVAILABLE POWER ADJUSTABLE PEDALS. ANOTHER MEANINGFUL INNOVATION RESULTING IN INCREASED DRIVER COMFORT.
5. CONSIDER ORDERING A POWER MOONROOF YOU'LL THANK YOUR LUCKY STARS FOR IT.
6. FILL YOUR WORLD WITH MUSIC FROM A SINGLE CD PLAYER (OPTIONAL ON SE AND STANDARD ON SES). A GREAT ALTERNATIVE TO THE TOP 40 SONG THAT'S BEING OVERPLAYED ON EVERY RADIO STATION.



1. A CLEAN AND SIMPLE INSTRUMENT PANEL PUTS YOU IN TOUCH WITH YOUR SURROUNDINGS. IS IT COOL ENOUGH BACK THERE?
2. TAURUS SE WAGON HAS AN AVAILABLE FOLD-DOWN SEAT DESIGNED FOR THE YOUNGER SET CREATING ROOM FOR TWO MORE (8 ALL TOGETHER) AND SOME SPECIAL MEMORIES... "REMEMBER WHEN WE GOT TO SIT IN THE WAGON BACK..."
3. HERE'S A THEORY: A MORE COMFORTABLE PASSENGER MAKES FOR A MORE COMFORTABLE DRIVER. TAURUS SEATING PROVES IT SHOWN IN MEDIUM GRAPHITE CLOTH.



4. SEATING IS DRESSED IN CLOTH FABRIC DESIGNED TO HOLD UP TO THE HEAVY TRAFFIC ON THE INSIDE OF YOUR CAR.
5. GO AHEAD. OPT FOR AVAILABLE LEATHER SEATING SURFACES... YOU CAN ALWAYS DENY YOURSELF SOMETHING LATER.



1. The personal golf caddy helps keep golf bags from rattling around in the trunk.
2. More storage? You bet. This back-of-seat, multi-pocket organizer keeps things neat.
3. Trunk organizer has a place for everything.
4. Out of sight. Out of mind. Our cargo cover keeps things hidden.

See your dealer for availability.

**EXTERIOR COLOR /
INTERIOR TRIM**

Medium Medium Dark
Graphite Parchment Charcoal

Harvest Gold Clearcoat Metallic	-	•	•
Chestnut Clearcoat Metallic	-	•	-
Toreador Red Clearcoat Metallic	•	•	•
Spruce Green Clearcoat Metallic	•	•	-
Medium Royal Blue Clearcoat Metallic	•	•	•
Graphite Blue Clearcoat Metallic	•	•	-
Silver Frost Clearcoat Metallic	•	-	•
Black Clearcoat	•	•	•
Vibrant White Clearcoat	•	•	•

Please note that all Taurus models are available in all exterior colors. Vehicles shown may include optional equipment.



TAURUS SEL IN
BLACK CLEARCOAT



TAURUS SES IN GRAPHITE BLUE
CLEARCOAT METALLIC



TAURUS SES IN SILVER FROST
CLEARCOAT METALLIC



TAURUS SES IN VIBRANT
WHITE CLEARCOAT



TAURUS SE WAGON IN MEDIUM ROYAL BLUE
CLEARCOAT METALLIC



TAURUS SE IN CHESTNUT
CLEARCOAT METALLIC



TAURUS LX IN HARVEST GOLD
CLEARCOAT METALLIC



TAURUS SE WAGON IN SPRUCE GREEN
CLEARCOAT METALLIC



TAURUS SEL IN TOREADOR RED
CLEARCOAT METALLIC

Designing, building and servicing cars and trucks that meet our customers' needs is only part of the Ford equation. Making those vehicles and the facilities they are designed and built in as environmentally responsible as possible is a corporate objective that we take very seriously.

As our environmental pledge says;

"Our actions will demonstrate that we care about preserving the environment for future generations."



Ford Credit's Red Carpet Lease
Many lease managers have completed many hours of training in a Red Carpet Lease program designed to make us the best in the business. We think you'll find a Red Carpet Lease is the best way to lease.

Under the New Vehicle Limited Warranty, you'll receive bumper-to-bumper no-deductible coverage on your new Ford vehicle for 3-years/36,000-miles. You'll also receive unlimited-mileage, no-deductible corrosion perforation coverage for five years. Ask your Ford Dealer for a copy of this warranty.

During its 3-year/36,000-mile limited warranty period, every new Ford vehicle includes the assurance and support of a 24-hour emergency Roadside Assistance program. Roadside Assistance includes such services as fuel delivery, tire changes, jump starts, and help when you are locked out of your vehicle. Ask your Ford Dealer for complete details about this program.

Complete information on our vehicle lineup is available on our web site. To get more information before you visit your Ford Dealer, please visit us at www.fordvehicles.com.

Likewise, to get details on various financing options available on your new Ford vehicle, please visit our web site at www.fordcredit.com. Doing so can give you a head start before talking to your Ford Dealer about financing your new Ford vehicle.

