



2009 TAURUS



Rated America's safest full-size car, the Taurus adds a new base series and even more safety technology for 2009, with new standard features that build on the Taurus safety leadership story.

Taurus has been rated the safest full-size car in North America and is a segment leader for safety, capable of achieving five-star ratings in all four categories of the U.S. government's crash tests. It also has been named a Top Safety Pick by the Insurance Institute of Highway Safety.

The newest member of the Taurus family is the Taurus SE, which joins the Taurus SEL, SEL AWD, Limited and Limited AWD to bring the array of choices to five. Taurus SE's impressive list of base model standard equipment includes the proven Duratec 3.5-liter V-6 engine, a 6-speed automatic transmission, AM/FM/CD audio with an integrated MP3 input jack, climate control with ducts for rear-seat passengers, 6-way power driver's seat and two-way power, fold-flat front passenger seat, premium sound insulation, halogen headlamps, 17-inch bright machined aluminum wheels with silver painted accents and an array of safety equipment.

For 2009, Ford's innovative AdvanceTrac® electronic stability control technology is now standard, along with the SOS-Post Crash Alert System, which activates in the event of deployment of the vehicle air bags. When this occurs, the system unlocks the doors, and activates the horn and emergency flashers.



LOOK FOR IN 2009

- New series designation, Taurus SE
- New standard safety equipment – AdvanceTrac electronic stability control and SOS-Post Crash Alert System.
- Seven new exterior paint color choices
- SIRIUS now standard on SEL series along with autolamp, folding power, heated exterior mirrors in body color with puddle lamps and AM/FM 6CD audio. Also standard on SEL is dual zone climate control, eight-way power driver seat, leather and woodgrain appearance touches, 17-inch, and eight-spoke bright machined aluminum wheels with painted accents.



VITAL STATISTICS

Production location: Chicago, Illinois.

Powertrain: 3.5-liter Duratec V-6 engine, with 6-speed automatic transmission, 263 hp @ 6,250 rpm, 249 lb-ft torque @ 4,500 rpm.

Safety/standard: AdvanceTrac; SOS-Post Crash Alert; Safety Canopy™; side air bags; SPACE Architecture™; Ford Personal Safety System.

Series: SE, SEL and Limited

The popular Ford SYNC® technology is standard on the 2009 Taurus Limited.

Ford SYNC is the voice-activated, hands-free communications and entertainment system, developed in collaboration with Microsoft. It integrates mobile phones and media players with the vehicle using Bluetooth technology and USB connectivity. Ford SYNC-equipped vehicles feature an electrochromic rearview mirror with integral compass and microphone features. (The system is optional on SEL models.)



HomeLink gives the vehicle the technology to learn up to three garage door and power gate remote control codes, eliminating the need to clutter the interior with separate remote control units.

Other Taurus Limited features include chrome-accented door handles and license plate molding, 18-inch, seven-spoke chrome clad aluminum wheels, adjustable pedals with memory feature, leather seating surfaces, memory settings for driver seat and exterior mirrors, heated driver and passenger seats, audiophile audio with subwoofer and reverse sensing.



An Incredibly Safe SPACE

When you get behind the wheel of the 2009 Ford Taurus, you've actually entered a high-tech safety cage that's been designed to provide you with outstanding protection.

That's because the 2009 Ford Taurus is engineered with SPACE Architecture™, or Side Protection And Cabin Enhancement. It's Ford's patented technology that diverts and absorbs the force of a crash so that you and your passengers don't.

The innovative SPACE Architecture is made up of a complex configuration of strategically placed long steel rails and square tubes located in four key locations:

- Under the car body
- Along the vertical door posts (or "B-pillars")
- In between the front and rear seats
- Along the roof lines (or "A-pillars")

In a severe crash, the rails are designed to bend and the tubes to compress, creating "crush zones" over different areas of the car. They deflect the energy generated in a crash away from the passenger compartment and into the SPACE high-strength safety cage to help keep you safe.

A side benefit of SPACE is that its mounting points raise the seats a bit, so you can sit higher for a more commanding view of the road.

SPACE, combined with other leading-edge safety features like AdvanceTrac®, BeltMinder® and Personal Safety System®, is why the 2009 Taurus is rated America's safest full-size car* and shows why Ford is a leader in safety technology.

*Based on both NHTSA five-star ratings and IIHS Top Safety Pick. Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov).



Drive one.

Ford's commitment to research and innovation is about real-world solutions that make our vehicles safer, cleaner, smarter and more reliable. For more info visit forddriveone.com.



Peace of Mind

Now you can have your favorite tunes and peace of mind with the new SYNC 911 Assist smart feature in your 2009 Taurus.

Powered by Microsoft, SYNC's in-car technology lets you voice-activate your Bluetooth-enabled phone to send and receive hands-free calls via uninterrupted connections.

And that's the key advantage of SYNC 911 Assist because unlike competitive systems, should an air bag deploy during an accident, SYNC directly places a call to local 911 emergency operators when a phone is properly paired, turned on and connected. That means:

- No need to speak to a call-center operator first.
- There's no additional fee.

SYNC 911 Assist keeps you and your 2009 Taurus connected and safe while on the road.



Big Shift Is on for Better FE

More really is better when it comes to Ford's new generation of 6-speed transmissions that are replacing less-efficient 4- and 5-speed gearboxes to gain better mpg.

In fact, the new 6-speed transmission in the 2009 Taurus will deliver a 4 to 6 percent boost in fuel economy – along with better performance, smoother acceleration and a quieter ride.

Ford plans to produce about 1.4 million 6-speed transmissions by the end of 2009 and is part of Ford's commitment to produce sustainable, fuel efficient, quality vehicles.



Ultra-Quiet Interior

The 2009 Taurus delivers interior quietness rivaling many luxury cars thanks to the use of an advanced sound-deadening material that's in the doors, headliner and pillars to minimize engine and road noise.

- Sound-deadening efficiency increased by 20 percent while retaining the same thickness as the material it replaces.
- Other sound-deadening features include expandable foam pellets in the roof pillars that reduce wind noise.