



2010 FORD TAURUS



Ford Taurus – the car that changed America’s view of full-size sedans – is all-new for 2010 and ready to take on the world’s best, with an upscale new design, impeccable driving dynamics, class-leading technologies and an unbeatable price tag.

Exterior design details are more sculpted and powerful – from the powerdome hood that speaks to the strength behind its confident grille to the pronounced fenders and fascia. Bold new headlights combined with recessed parking lamps frame a new expression of the signature Ford three-bar grille – and the lowered roofline helps make the new Taurus more aspirational.



Inside, a forward-leaning center stack – home to the climate controls, audio components and available navigation screen – flows in a continuous unbroken form through the instrument panel and down into the center console. The smart design allows for the interior to be formed with unbroken lines to impart seamless quality and craftsmanship.

Taurus features an impressive set of standard and available technologies that add convenience, connectivity, safety and value for customers. They include Adaptive Cruise Control with Collision Warning, Intelligent Access with Push Button Start, MyKey™ parental programmability, Blind Spot Information System (BLIS™) with Cross Traffic Alert, Rain-Sensing Wipers, Easy Fuel™ capless refueling, Ford SYNC® and Voice-Activated Navigation with SIRIUS® Travel Link™.

NEW IN 2010

- Easy Fuel™
- Keyless Entry –SecuriCode™ keypad
- Projector Beam Halogen headlamps with autolamps
- MyKey™
- Manual tilt/telescoping steering wheel
- Available Ambient Lighting
- Available 10-speaker premium audio sound system
- Available Multi-Contour seats (driver and passenger)
- Available heated/cooled front seats
- Available second row heated seats



SAFETY/STANDARD

- AdvanceTrac® with ESC® (Electronic Stability Control)
- Side impact air bags
- Safety Canopy™ with rollover sensor
- SOS Post-Crash Alert System, which automatically flashes the turn signal lamps and sounds the horn following deployment of an air bag or activation of a safety belt pretensioner

VITAL STATS

Production Location: Chicago Assembly Plant
Powertrain: Duratec 3.5-liter V-6, 263 hp @ 6,250 rpm (estimated), 249 lb.-ft. torque @ 4,500 rpm (estimated)
Series: SE, SEL, Limited



SELECTSHIFT TRANSMISSION

To match its more athletic looks, the new Taurus features sportier driving dynamics. SEL and Limited series models are offered with

SelectShift®, featuring racing-inspired shift control paddles mounted on the steering wheel.

SelectShift offers the convenience of conventional automatic operation, or a manual shift mode that gives the driver complete control over gear selection. The SelectShift transmission enables “match-rev” downshifts and will hold manually selected gears, unlike some competitive transmissions that second-guess the driver.

Chassis and suspension components are tuned to deliver on the sporty and aggressive design with optimized roll stiffness for cornering control, responsive steering with sharp turn-in and precision accuracy. This chassis tuning of the MacPherson front struts and multi-link rear suspension reflects Ford Global DNA, defined by responsive steering and handling, while maintaining a comfortable ride quality.