



2012 FORD TAURUS

The Ford Taurus – the smartest Ford sedan, ever – was completely reinvented for 2010, challenging conventional notions of full-size sedan design, on-road dynamics, fuel economy, safety, technology and craftsmanship. For 2012, the standard Taurus 3.5-liter V6 provides as much as 28 mpg on the highway, which is class-leading. The Taurus offers front-wheel-drive and all-wheel-drive models across SE, SEL and Limited series. No other full-size sedan offers segment-exclusive multicontour seats with Active Motion™, to help keep drivers alert yet relaxed, over the long haul.



NEW AND NOTABLE

- A new color offering for 2012 is Ginger Ale Metallic
- All Taurus models add an integrated spotter mirror

CRAFTSMANSHIP

Exterior craftsmanship for the new Taurus has been improved through the employment of digital pre-assembly. This advanced technology enables engineers to address potential issues in Taurus manufacturing while still in the online phase and ensures precise, uniform surface gaps and margins once series production is initiated. Taurus was benchmarked against premium European sedans for exterior fit-and-finish superiority. Taurus interior craftsmanship is elevated through expanded use of soft-touch, high-quality materials inside the cabin. Upgraded materials across the instrument panel and throughout the center console are evidence of continuous improvement.



LEGACY OF SAFETY

Taurus continues to build on a legacy of safety, as the 2011 model earned the Insurance Institute for Highway Safety Top Safety Pick rating. The stiff structure contains a significant portion of high-strength and ultra-high-strength steels, including boron. Taurus features the Trinity front-crash architecture, named for the three elements that are designed to absorb and redirect crash forces away from vehicle occupants. These components consist of an ultra-high-strength boron front beam to absorb initial impact force, boron “shotgun rails” that transfer impact forces in a diagonal path to the roof panel, and a decoupling engine cradle within the front subframe to help prevent the powertrain from interfering with the cabin.



FUEL ECONOMY

3.5-liter V6: Taurus models with the standard V6 deliver a class-leading EPA-rated 18 mpg city/28 mpg highway

Did you know? Taurus fuel economy is aided by aggressive deceleration fuel shutoff (ADFSO), six-speed automatic transmissions and optimized aerodynamics

VITAL STATS

Engine: 3.5-liter V6, 263 hp @ 6,250 rpm, 249 lb.-ft. torque @ 4,500 rpm

Transmission: Six-speed automatic with overdrive

Series: SE, SEL and Limited

Production location: Chicago Assembly Plant, Chicago

MSRP: Starting at \$26,350

SAFETY/STANDARD

Standard and available 2012 Ford Taurus safety features include:

- AdvanceTrac® with ESC (electronic stability control)
- Second-generation first-row airbags, side seat airbags
- Belt-Minder® for driver and first-row passenger
- Energy-management system pretensioning for height-adjustable first-row seat belts
- LATCH (Lower Anchors and Tethers for Children) system for outboard second-row positions, for safely securing child safety seats
- SOS Post-Crash Alert System™
- Safety Canopy® side curtain airbags
- Tire Pressure Monitoring System
- Adaptive cruise control and collision warning with brake support
- BLIS® (Blind Spot Information System) with cross-traffic alert

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