2016 | TAURUS+SHO
Treat yourself to the driver’s seat.


*Available feature. *Driving while distracted can result in loss of vehicle control. Only use SYNC/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. Message and data rates may apply.
Embrace curves and devour straightaways.

Ford Taurus does. Our engineers tuned the suspension calibration of each Taurus model to deliver an engaging driving experience.

Stay poised through the corners, even when accelerating, with standard Torque Vectoring Control. The system applies slight braking force to the inside front wheel as needed to help more torque reach the road and keep Taurus firmly planted.

Keep on track through sharp turns with standard Curve Control! When it senses you’re taking a curve too quickly, the system can slow the vehicle by as much as 10 mph in about a second to help maintain control. All-wheel drive (AWD) balances torque between the front and rear wheels to enhance handling and maximize traction. Also equipped with AdvanceTrac electronic stability control and vented front rotors (all rotors are vented for SHO), the 2016 Taurus is engineered for maximum agility.

Taurus has an EPA-estimated rating of 29 hwy mpg with the 2.0L EcoBoost® engine. This turbocharged, direct-injection powerplant supplies immediate straight-line acceleration, and is teamed with a 6-speed SelectShift® automatic transmission for impressive highway fuel efficiency. The 3.5L Ti-VCT V6 engine features twin independent variable camshaft timing, allowing for a robust 288 hp while also contributing to efficiency.


1Remember that even advanced technology cannot overcome the laws of physics. It’s always possible to lose control of a vehicle due to inappropriate driver input for the conditions. 2Available feature. 3EPA-estimated rating: 20 city/29 hwy/23 combined mpg, 2.0L EcoBoost, FWD. Actual mileage will vary. 4EPA-estimated rating: 18 city/27 hwy/21 combined mpg, 3.5L Ti-VCT V6, FWD. Actual mileage will vary.
Reward your accomplishments.

With space to stretch out. Plus amenities that help you relax. Even revive.

Massage your lower back and upper leg area, and change your seat contour, with the leather-trimmed, power front seats1 equipped with Active Motion®. Heated and cooled power front seats, power-adjustable pedals and power sideview mirrors are standard on Limited and SHO. All feature memory2 to make life even more convenient.

Rest your hand on soft-touch surfaces in this meticulously assembled interior of premium materials, finely stitched seats and eye-catching accents.

Bring tranquility to your day with a grip of its heated steering wheel1 or from a gentle breeze through the power moonroof1. To experience this—and more—on every drive, enjoy some quality time in a 2016 Ford Taurus.


1Available feature. 2Memory feature not on front-passenger seat.
Maximize your connections.

Voice-activated SYNC\textsuperscript{1} technology helps you keep your eyes on the road and hands on the wheel. SYNC. Say the word.\textsuperscript{2}

• **Hands-free calling** lets you make a call with a simple push of a button along with the sound of your voice.

• **Automatic phone book download** transfers the names and numbers in your compatible phone automatically, once paired.

• **Voice-activated music commands** let you say what music you want to hear and listen to it easily with voice-activated search, or say “Bluetooth\textsuperscript{®} audio” to stream content from your phone.

• **SYNC AppLink\textsuperscript{™}** lets you control some of your favorite compatible mobile apps with your voice.

• **911 Assist\textsuperscript{3}** is a convenient no-charge feature that allows you to connect your compatible cell phone to help call 911 in the event of an accident.

Upgrade to SYNC 3: Our next generation of voice-activated technology with an easy-to-use new design and new features.

• **New hardware meets new software** on the easy-to-read color touch screen that displays phone, audio and navigation\textsuperscript{4} functions on the home screen.

• **High-speed performance** means you’ll experience quick reactions to your commands. Plus, the capacitive touch screen includes a convenient swipe feature similar to your smartphone (as well as pinch-to-zoom capability within navigation\textsuperscript{4}).

• **Enhanced voice recognition** lets you talk with simple, real-world voice commands and the system responds naturally to your voice.

• **Easy destination entry** feature within navigation\textsuperscript{4} helps you locate your favorite restaurants, nearest ATM and more.

• **Siri\textsuperscript{®} seamless integration** brings the power of Siri Eyes Free\textsuperscript{5} and your iPhone\textsuperscript{®} into your vehicle.

• **Automatic updates over Wi-Fi\textsuperscript{6}** let you keep SYNC 3 up-to-date with the latest software as new updates become available.

\textsuperscript{1}Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear.

\textsuperscript{2}Not all features are compatible with all phones. Message and data rates may apply.

\textsuperscript{3}SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and AppLink software.

\textsuperscript{4}The vehicle’s electrical system (including the battery), the wireless service provider’s signal and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed. When the feature is ON, 911 Assist uses your paired and connected mobile phone to assist occupants to contact emergency services by dialing 911 if your airbag deploys or, on certain vehicles, if the emergency fuel pump shut-off is activated. Aftermarket on-board diagnostic devices may interfere with various vehicle systems including Vehicle Health Report and 911 Assist. To avoid interference, remove the device or contact the device maker for more information on compatibility. \textsuperscript{5}Available feature. \textsuperscript{6}You must have a Bluetooth-enabled phone paired to your SYNC system. Optional Navigation System map updates cannot be received via Wi-Fi and require a separate update.
Connect with your world.

SiriusXM® Satellite Radio welcomes you to the World of SiriusXM. Enjoy more than 150 channels including commercial-free music, plus live sports, news and exclusive entertainment, with a 6-month trial subscription to the All Access package included with your new vehicle. You’ll hear every channel available, plus you can listen online and on the SiriusXM app.

Navigation with SiriusXM Traffic and Travel Link includes a 5-year complimentary SiriusXM Traffic and Travel Link trial subscription. Global Positioning System (GPS) technology is combined with 3-D mapping and provides voice-guided turn-by-turn directions. With SiriusXM Traffic and Travel Link, you’ll get detailed traffic information, plus current and forecasted weather, gas station locations and prices, sports scores and schedules, and movie theater locations with show listings and times.

Command respect.

There's power in a name. Like the 365 hp\(^1\) in SHO (Super High Output).

**Instant straight-line acceleration** erupts from the twin turbos and direct-injection of its 3.5L EcoBoost.\(^2\) Together with standard AWD and vented discs, Taurus SHO excels at true enthusiast performance. Plus an EPA-estimated rating of 24 hwy mpg.\(^2\)

**Add additional muscle** with the SHO Performance Package, which includes: a 3.16:1 final drive ratio, an enhanced sport-tuned suspension, performance friction brake pads, sport-calibrated steering and performance summer tires.\(^3\) A "Sport Mode" setting on the AdvanceTrac electronic stability control system even lets you do some fine-tuning of your own.

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\(^{1}\)Tested with 93-octane fuel. \(^{2}\)EPA-estimated rating: 16 city/24 hwy/19 combined mpg, 3.5L EcoBoost, AWD. Actual mileage will vary. \(^{3}\)Ford does not recommend using summer tires when temperatures drop to approximately 45°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires. \(^{4}\)Based on Ford testing.
Adapt to your surroundings.

Smart technology powers Taurus. Using ultrasonic sensors and radar, driver-assist technologies\(^1\) can help you parallel park, avoid collisions and more.

**Make parallel parking easier** with active park assist.\(^1\) This system not only helps you find a spot, it actually steers the vehicle into place while you control the gear shifter, and brake and accelerator pedals.

**Maintain your lane** with help from our Lane-Keeping System.\(^1,2\) It can detect lane markings with a forward-facing camera and send vibration pulses to the steering wheel. If needed, it can apply steering torque to prompt you to steer back toward center.

**Stay alert to traffic detected in blind spots** as you drive forward, or traffic nearing either side of the vehicle as you slowly back up, thanks to BLIS\(^3\) (Blind Spot Information System) with cross-traffic alert.\(^1\) It helps warn you using lights embedded in the sideview mirrors.\(^3\)

**Get a heads-up** from adaptive cruise control and collision warning with brake support.\(^1\) This system helps maintain your choice of 4 preset gaps from the vehicle in front of you and can alert you to a potential collision. If one is detected, it flashes a warning on the windshield, sounds an alarm, and preps the braking system to help.

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\(^1\)Available feature. Driver-assist features are supplemental and do not replace the driver’s attention, judgment and need to control the vehicle.

\(^2\)Lane-Keeping System does not control steering.

\(^3\)BLIS replaces standard integrated blind spot mirrors.
Taurus Specifications

**Engines/EPA-Estimated Ratings & Dimensions**

<table>
<thead>
<tr>
<th>Engine</th>
<th>HP @ RPM</th>
<th>lb.-ft. @ RPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5L Ti-VCT V6</td>
<td>288 hp @ 6,500 rpm</td>
<td>254 lb.-ft. @ 4,000 rpm</td>
</tr>
<tr>
<td>2.0L EcoBoost I-4</td>
<td>240 hp @ 5,500 rpm</td>
<td>270 lb.-ft. @ 1,675–4,800 rpm</td>
</tr>
<tr>
<td>3.5L EcoBoost V6</td>
<td>365 hp @ 5,500 rpm</td>
<td>350 lb.-ft. @ 3,000 rpm</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Transmission</th>
<th>FWD/20 city/29 hwy/23 combined mpg</th>
<th>AWD/16 city/24 hwy/19 combined mpg</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-speed SelectShift automatic</td>
<td>FWD/18 city/27 hwy/21 combined mpg</td>
<td>AWD/17 city/24 hwy/19 combined mpg</td>
</tr>
</tbody>
</table>

**Exterior**
- Wheelbase: 112.9"
- Length: 202.9"
- Height: 60.7"
- Width - Excluding mirrors: 76.2"
- Width - Including mirrors: 85.7"

**Interior**
- Head room: 39.0"/37.8"
- Shoulder room: 57.9"/56.9"
- Hip room: 56.3"/55.8"
- Leg room: 44.2" (max.)/38.1"

<table>
<thead>
<tr>
<th>Capacities (cu. ft.)</th>
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<tbody>
<tr>
<td>Passenger volume</td>
<td>102.2</td>
</tr>
<tr>
<td>Luggage capacity</td>
<td>20.1</td>
</tr>
<tr>
<td>Total interior volume</td>
<td>122.3</td>
</tr>
</tbody>
</table>

**Fuel Tank (gal.)**
- FWD/AWD: 19.0

**Mechanical**
- 4-wheel disc Anti-Lock Brake System (ABS)
- Brake- and engine-actuated traction control
- Compact spare wheel and tire
- Electric power-assisted steering (EPAS)
- Suspension – Front: independent MacPherson strut
- Suspension – Rear: independent multilink
- Torque Vectoring Control

**Seating**
- 4-way adjustable front head restraints
- Front bucket seats
- 60/40 split-fold rear seat back with fold-down center armrest

**Interior**
- 12-volt powerpoints (3)
- Accessory delay for power features
- Adjustable rear air vents
- Cruise control
- Driver and front-passenger seat back map pockets
- Front and rear carpeted floor mats
- Front overhead console with dome and map lights
- Power door locks
- Rear-seat reading lights
- Sliding sun visors with illuminated vanity mirrors
- Steering wheel-mounted cruise, audio, and 5-way controls (2)
- Tilt/telescoping steering column

**Exterior**
- Easy Fuel® capless fuel filler
- Light-emitting diode (LED) taillamps
- Power sideview mirrors with integrated blind spot mirrors
- Rear-window defroster
- Solar-tinted glass

**Safety & Security**
- Personal Safety System™ for driver and front passenger includes dual-stage front airbags, 3-point safety belts, 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
- AdvanceTrac® electronic stability control and Curve Control
- Battery saver
- Belt-Minder® front safety belt reminder
- Child-safety rear door locks
- Emergency trunk release
- Front-seat side airbags
- Illuminated Entry System
- LATCH (Lower Anchors and Tether Anchors for Children)
- MyKey®
- Rear view camera
- Safety Canopy® System with side-curtain airbags and rollover sensor
- SecuriCode™ Invisible keypad
- SecuriLock® Passive Anti-Theft System
- SOS Post-Crash Alert System™
- Tire Pressure Monitoring System (excludes spare)

Dimensions may vary by trim level.
1 Actual mileage will vary. 2 Tested with 93-octane fuel. 3 Always wear your safety belt and secure children in the rear seat.
**SE**

**Equipment Group 100A**
Includes all standard features, plus:

**Mechanical**
- 3.5L Ti-VCT V6 engine
- 6-speed SelectShift™ automatic transmission with Sport Mode and shifter button activation
- Front-wheel drive (FWD)

**Seating**
- 6-way power driver and front-passenger seats with manual lumbar adjustment
- Cloth seats

**Interior**
- AM/FM stereo/single-CD player with MP3 capability and 6 speakers
- Auxiliary audio input jack
- Day/night rearview mirror
- Front center floor console with armrest, cupholders and storage
- Message center
- Power windows with one-touch-up/-down driver’s side window feature
- Single-zone manual air conditioning
- SYNC™ Enhanced Voice Recognition Communications and Entertainment System with 4.2” color LCD screen in center stack, 911 Assist, AppLink™ and 1 smart-charging USB port

**Exterior**
- 18” Sparkle Silver-painted aluminum wheels with P235/55R18 all-season tires
- Black, power sideview mirrors
- Bright-painted grille
- Quasi-dual exhaust with bright tips
- Remote Keyless Entry System with integrated keyhead transmitter remotes (2)
- Wiper-activated halogen headlamps with autolamp

**Available Options**
- 2.0L EcoBoost® I-4 engine with 6-speed SelectShift automatic transmission with shifter button activation (n/a with AWD)
- All-weather floor mats
- All-wheel drive (AWD)
- Ash cup/coin holder with lighter element
- Cargo organizer
- Leather-trimmed seats with heated front seats
- Power moonroof (requires 201A)
- Rear decklid spoiler
- Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription (requires 201A)

**SEL**

**Equipment Group 200A**
Includes select SE features, plus:

**Seating**
- Unique cloth seats

**Interior**
- Auto-dimming rearview mirror
- Covered front-row cupholders and storage
- Dual-zone electronic automatic temperature control
- Leather-wrapped steering wheel
- Outside temperature display
- Remote Start System
- SiriusXM® Satellite Radio with 6-month All Access trial subscription

**Exterior**
- Anti-theft perimeter alarm
- Body-color, power, heated sideview mirrors with security approach lamps
- LED supplemental park lamps
- Reverse Sensing System

**Available Equipment Group**

**Equipment Group 201A – SYNC 3 Convenience Package** includes SYNC 3 Enhanced Voice Recognition Communications and Entertainment System with 8” color LCD screen in center stack with swiping capability, 911 Assist, AppLink, and 2 smart-charging USB ports • additional center channel speaker • power-adjustable pedals • Intelligent Access with push-button start (2 key fob transmitters)

**Available Options**
- 2.0L EcoBoost® I-4 engine with 6-speed SelectShift automatic transmission with shifter button activation (n/a with AWD)
- 20” 10-spoke machined and low-gloss ebony-painted aluminum wheels with P245/45R20 all-season tires (requires 201A)
- All-weather floor mats
- All-wheel drive (AWD)
- Ash cup/coin holder with lighter element
- Cargo organizer
- Leather-trimmed seats with heated front seats
- Power moonroof (requires 201A)
- Rear decklid spoiler
- Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription (requires 201A)

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1Available feature.

**SE**

2. SYNC with 4.2” color LCD screen in center stack.
3. Intelligent Access with push-button start.
Available Equipment Group

Equipment Group 301A – Auto high beams with rain-sensing windshield wipers + auto-dimming driver’s sideview mirror + BLIS® (Blind Spot Information System) with cross-traffic alert + heated steering wheel + heated rear outboard seats + rear-window power sunshade + “LIMITED” branded front floor mats + Audio System from Sony® with 12 speakers and HD Radio™ Technology

Available Options & Package

2.0L EcoBoost® I-4 engine with 6-speed SelectShift® automatic transmission with Sport Mode and shifter button activation (n/a with AWD)
20” 10-spoke machined and low-gloss ebony-painted aluminum wheels with P245/45R20 all-season tires (requires 301A)
20” polished aluminum wheels with P245/45R20 all-season tires (requires 301A)
All-weather floor mats
All-wheel drive (AWD)
Ash cup/coin holder with lighter element
Cargo organizer
Driver Assist Package includes adaptive cruise control and collision warning with brake support, Lane-Keeping System, and active park assist (requires 301A)
Multicontour front seats with Active Motion® (requires 301A)
Power moonroof
Rear decklid spoiler
Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM® Traffic and Travel Link® with 5-year subscription

Limited

Equipment Group 300A
Includes select SEL features plus:

Seating
10-way power driver and front-passenger seats with driver’s side memory feature
Heated and cooled front seats
Leather-trimmed seats with perforated leather inserts

Interior
Additional center channel speaker
Ambient lighting
Bright front door-sill plates
Cargo net
Intelligent Access with push-button start (2 key fob transmitters)
Leather-wrapped steering wheel with wood accent
Power-adjustable pedals with memory
Power-tilt-/telescoping steering column
Power windows with global open and one-touch-up/-down for driver and front passenger
SYNC® 3 Enhanced Voice Recognition Communications and Entertainment System with 8” color LCD screen in center stack with swiping capability, 911 Assist®, AppLink® and 2 smart-charging USB ports
Universal garage door opener

Exterior
19” premium Luster Nickel-painted aluminum wheels with P255/45R19 LRR all-season tires
Chrome-accented, body-color-painted grille
Chrome-accented, power heated sideview mirrors with memory and security approach lamps

Limited Shadow Black. Available equipment.
Rear view camera.
Rear-window power sunshade.¹
“LIMITED” branded front floor mats.¹

¹Available feature.
Charcoal Black leather-trimmed seats with Charcoal Black perforated inserts and embroidered “SHO” graphics on front seats.

Heated rear-seat controls, included in Equipment Group 401A.

“SHO” 3.5L EcoBoost V6 engine cover.

Rear decklid spoiler.

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1Ford does not recommend using summer tires when temperatures drop to approximately 45°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires.
**Exteriors**

- White Platinum Metallic Tri-coat
- Oxford White
- Ingot Silver*
- Ruby Red Metallic Tinted Clearcoat
- Bronze Fire Metallic Tinted Clearcoat
- Blue Jeans*
- Caribou*
- Magnetic*
- Guard*
- Shadow Black

**Interiors**

1. Dune Cloth
2. Dune Cloth
3. Charcoal Black Cloth
4. Dune Leather
5. Charcoal Black Leather
6. Dune Leather with Perforated Inserts
7. Charcoal Black Leather with Perforated Inserts
8. Charcoal Black Leather with Charcoal Black Perforated Inserts and front-seat embroidered “SHO” graphics
9. Charcoal Black Leather with Mayan Gray Miko® Suede Perforated Inserts and front-seat embroidered “SHO” graphics

**Colors and Interior Options**

- Exteriors Interiors
- SE SEL Limited SHO
- White Platinum Metallic Tri-coat
- Oxford White
- Ingot Silver
- Ruby Red Metallic Tinted Clearcoat
- Bronze Fire Metallic Tinted Clearcoat
- Blue Jeans
- Caribou
- Magnetic
- Guard
- Shadow Black

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<td>Shadow Black</td>
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4, 5 Optional on SEL

*Additional charge.

Colors are representative only. See your dealer for actual paint/trim options.
SEL in Ingot Silver customized with smoked moonroof and side window deflectors, molded splash guards, chrome mirror caps and chrome-plated wheel lock kit

Sport pedals
All-weather floor mats
Remote Access
Rear spoiler

Exterior
Chrome mirror caps
Full vehicle cover\(^1\)
Hood protector\(^1\)
Locking fuel plug
Moonroof deflector
Rear spoilers
Side window deflectors
Splash guards
Wheel lock kit

Interior
All-weather and premium carpeted floor mats
Ash cup/coin holders
Auto-dimming rearview mirror
Cargo organizers and protectors
First aid and roadside assistance kits\(^1\)
Interior light kit
Sport pedals
Tablet cradle\(^1\)

Electronics
Bumper-Mounted Warning Sensor System\(^1\)
Remote Access
Remote Start System
Vehicle Security System

\(^1\)Ford Licensed Accessory.
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 Extended Service Plan. For a purchase or lease, the Ford Extended Service Plan (ESP) gives you peace-of-mind protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln dealerships.


Ford Original Accessories will be 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.