



TAURUS
Built for the road ahead.



JOHN DOE

HERE IS THE INFORMATION YOU REQUESTED.

Custom designed for:

JOHN DOE

Thank you for your interest in the Ford Taurus. Included in this brochure is information about:

- **New Interior Accents.** Lending an air of sophistication to the Taurus interior are plush carpeting, leather-trimmed seats and a 6-disc CD changer with cassette.
- **Award-winning safety.** Ford's Safety and Security Package includes side-impact airbags, anti-lock brakes and traction control for enhanced protection.
- **Offers and Incentives.** Find out what great deals are currently available for your Taurus.
- **Dealer Information.** Find up-to-date contact information for your local Ford dealer. To visit a local dealer website and view a map of their location, click on one of the links below.

Sawgrass Ford	14501 West Sunrise Blvd Sunrise, FL 33323	(954) 851-9000
Plantation Ford	707 N. State Road 7 Plantation, FL 33317	(954) 584-2400
Maroone Ford of Margate	5401 West Copans Road/Royal Palm Blvd Margate, FL 33063	(954) 972-7200
Atlantic Ford Truck Sales, Inc	2565 State Rd 84 Ft Lauderdale, FL 33312	(954) 587-8220

Experienced My Ford yet? Get an inside look at the benefits of Ford ownership at the My Ford owner website. It's a one-stop spot for managing important vehicle information – 24/7, whenever you need it. It's free to register for personalized maintenance schedules, incentives and offers, and much more. You can even access your Ford Credit information and online bill payment services! Log on to www.myford.fordvehicles.com to get started.



BUILT FOR THE ROAD AHEAD.

AVAILABLE INCENTIVES ON FORD TAURUS

Listed below are just a few of the current available Ford vehicle offers and incentives in your area. For details on these and other great offers, contact your Ford dealer directly.

2005 RETAIL OFFERS FOR ZIP CODE: 33345													
OFFER DATES/VALUE	COMBINABLE CASH OFFERS		-OR-	CASH COMBINED WITH APR OFFERS				-OR-	APR ONLY OFFERS				
VALID DATES: OFFER VALUE:	CASH BACK* ⁺	FORD CREDIT BONUS CASH**		FORD CREDIT BONUS CASH** ⁺	SPECIAL FINANCING RATES					SPECIAL FINANCING RATES ONLY			
					36 mo.	48 mo.	60 mo.	72 mo.		36 mo.	48 mo.	60 mo.	72 mo.
Taurus													
Valid Dates:	10/04-01/03 ⁺	10/04-11/30	-OR-	10/04-11/30 ⁺					-OR-	10/04-01/03			
Offer Value:	\$4000	\$1000		\$1000						0.0%	0.0%	0.0%	2.9%

2005 LEASE OFFERS FOR ZIP CODE: 33345				
APPLICABLE MODEL	OFFER DATES/VALUE	COMBINABLE CASH OFFERS		
MODEL NAME	VALID DATES: OFFER VALUE:	RCL CASH *† ⁺	FORD CREDIT BONUS CASH **	
Taurus	Valid Dates: Offer Value:		⁺ 10/04-11/30 \$1000	

* Not all buyers will qualify for Ford Credit financing. Please use the chart below to determine the monthly charge per \$1000 financed regardless of down payment. National incentives are effective on retail deliveries from dealer stock through November, 30 2005 but subject to change. A combined customer cash reduced financing rate option is available on most models. Regional programs may vary.

†Not all lessees qualify for Ford Credit RCL. Some payments higher, some lower. Residency restrictions apply. Take new retail delivery from dealer stock by November, 30 2005.

** Take new retail delivery from dealer stock by November 30, 2005. See dealer for complete details.

*** When financed through Ford Credit. Not all buyers will qualify for Ford Credit financing. Take new retail delivery from dealer stock by November, 30 2005. See dealer for qualifications and complete details. Ford Credit Bonus Cash is compatible with Ford Credit Financing Offer.

PRICE IS THE ONLY COMPROMISE WE MAKE.

Ford Taurus is the type of car that takes you by surprise. Sit inside and you'll see why. Elegant details like woodgrain accents and leather-trimmed seats on SEL. A Premium Package that offers extras like Electronic Temperature Control, a 6-disc in-dash CD changer and power seats. Not to mention a long list of features that come standard. Four-wheel independent suspension. A 200-horsepower engine. Power rack-and-pinion steering. The latest safety technologies. It goes on. And as it does, it becomes more and more apparent that price-conscious and style-conscious can easily, and unexpectedly, coexist.



Taurus SEL Sedan



1. Standard on SEL, the Homelink® Universal Transceiver can be programmed to activate up to three units like your garage door opener, alarm system or house lights.
2. Conveniently illuminated, visor vanity mirrors are standard on SEL models.
3. To the right of the wood- and leather-trimmed steering wheel, you'll find the AM/FM stereo cassette with available 6-disc CD changer. And just below that is the Electronic Temperature Control (in SEL Premium Package). Set your preferred temperature and this system will maintain it for you.
4. Style meets comfort and convenience. On top of temperature control, the SEL Premium Package offers leather-trimmed seats, automatic headlamps, a power passenger's seat and a rear spoiler on the sedan.
5. Optional heated, power side mirrors come in handy on cold, icy mornings.



Taurus SEL Sedan

SAFETY FIRST.

We take safety seriously because you take safety seriously. And why shouldn't you? When it comes to carrying your most precious cargo, you deserve the best. That's why we make sure Taurus has the latest safety technology. At the core, you'll find the standard Personal Safety System.[™] Sensors measure the severity of the crash, the driver's seat position and front passenger's weight. In an instant, the system uses that information to control safety belt tension and manage the energy levels at which an airbag* deploys. But that's not all that's at work. Our engineers also created a "safety cell" unitized body construction that consists of special crumple zones. These absorb the force of a collision, while the passenger cabin structure helps dissipate impact energy around and away from those inside the car. Now add on to that with the Safety/Security Package that's available on all Taurus models. Its features include side impact airbags, anti-lock brakes and traction control so you can put what matters most first.

*Always wear your safety belt and secure children in the rear seat.

FORD TAURUS MODEL LINEUP

TAURUS SE



Price: **\$21,595***
EPA: +

Best-selling classic blends style and value.

- AM/FM stereo/cassette player with 4 speakers
- Remote keyless entry system
- Optional five-spoke painted aluminum wheels
- Speed control

+ 20 city/27 highway**

TAURUS SEL



Price: **\$23,505***
EPA: +

Sporty performer with added luxury.

- Wood interior trim and accents on center stack, instrument panel, steering wheel, gear shift knob and door switch bezels
- Standard power driver's seat with manual lumbar
- AM/FM stereo with in-dash CD player and 4 speakers
- Electronic temperature control air conditioning (SEL Premium Package Only)

+ 20 city/27 highway**

TAURUS SE WAGON



Price: **\$23,215***
EPA: +

Roominess, comfort and convenience for the whole family.

- Second-row 60/40 split/fold seat back
- Optional third-row seat and cargo area cover
- Aerodynamic adjustable luggage rack with crossbars
- Hidden, right quarter-panel and under-load-floor storage compartments

+ 19 city/25 highway**

TAURUS SEL WAGON



Upscale accommodations for 8 passengers.

- Wood interior trim and accents on center stack, instrument panel, steering wheel, gear shift knob and door switch bezels
- Electronic temperature control air conditioning
- 16" seven-spoke machined aluminum wheels
- AM/FM stereo with in-dash CD player and 4 speakers

Price: **\$24,205***

EPA: +

+ 19 city/25 highway**

* Starting Manufacturing Retail Price, excluding taxes, title, and registration fees. Optional equipment not included.

**EPA estimated city/highway mpg based on base engine/transmission configuration.

FORD TAURUS VS. CHEVROLET IMPALA

Taurus has built its reputation on safety, comfort and value. Which is why it's one of the most popular cars on the road today. In fact, why don't you take a look and see how Ford Taurus compares to the Chevrolet Impala? Then, experience it for yourself with a test-drive. For even more comparisons, visit www.fordvehicles.com.

SPECIFICATIONS	2005 Ford Taurus SEL Sedan	2005 Chevrolet Impala Sedan
Standard Seating	5	5
Cloth Seats	Standard	Standard
Manual Air Conditioning	Standard	Standard
Power Windows	Standard	Standard
Interval Wipers	Standard	Standard
Power Door Locks	Standard	Standard
Remote Keyless Entry	Standard	Standard
Driver Airbag	Standard	Standard
Passenger Airbag	Standard	Standard
Front Head Room (inches)	40	39.2
Front Leg Room (inches)	42.2	42.2
6-Cylinder Engine	Standard	Standard
Flexible Fuel Engine	Optional	Not Available
Automatic Transmission	Standard	Standard
Cruise Control	Standard	Optional
Traction Control	Optional	Optional



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Taurus SE Wagon



DAILY ACCOMMODATIONS.

The wagon is synonymous with versatility, but the Taurus SE and SEL wagons take it to a new level. Along with seating for up to eight, every Taurus wagon comes standard with a 60/40 split/folding seat. Got canoe paddles? Some skis? Just fold that second-row seat down, and you'll have all the room you need to store your stuff. Want to cart extra passengers instead? Then an available rear-facing third-row seat makes way for two more. And when you finally get to wherever it is you're going, you can simply fold the seat down for the perfect place to picnic or tailgate.



FEATURED TAURUS SPECIFICATIONS

INTERIOR FEATURES - SEATING	SE	SEL	SE Wagon	SEL Wagon
6-passenger seating: cloth bucket seats with dual recliners, front armrest, 2-way head restraints, front seat map pockets and flip/fold center seating console	S	O	S	S
5-passenger seating: cloth bucket seats with dual recliners, front armrest, 2-way head restraints, front seat map pockets, floor console and floor shift	O	S	O	S
Leather seating surfaces	-	O	-	O
60/40 split/fold-down rear seat back	O	S	S	S
Rear seating: 2nd-row 3-passenger bench	-	-	S	S
Rear seating: rear-facing 3 rd -row 2-passenger bench with adjustable head restraints and folding seat back load floor (available in Wagon Group)	-	-	O	O
Power driver's seat with manual lumbar	O	S	O	S
Power passenger seat (requires premium leather seat trim)	-	O	-	-
INTERIOR FEATURES - CLIMATE CONTROL	SE	SEL	SE Wagon	SEL Wagon
CFC-free air conditioning with manual temperature control	S	S	S	S
CFC-free air conditioning with electronic automatic temperature control	-	O	-	O
INTERIOR FEATURES - ENTERTAINMENT SYSTEMS	SE	SEL	SE Wagon	SEL Wagon
AM/FM Full Logic stereo/cassette player with 4 speakers	S	-	S	-
AM/FM Full Logic stereo with in-dash single CD player and 4 speakers	O	S	O	S
AM/FM stereo w/6-disc CD changer and in-dash cassette player (NA with in-dash CD)	-	O	-	O
MACH Sound System: AM/FM cassette/6 disc trunk or console mounted CD changer with 6 speakers and 80 watts of peak power (requires 6-disc CD or SEL Premium)	-	O	-	O
INTERIOR FEATURES - COMFORT AND CONVENIENCE	SE	SEL	SE Wagon	SEL Wagon
Tilt steering column	S	S	S	S
Speed control — steering wheel-mounted illuminated controls	S	S	S	S
Steering wheel—color keyed 4-spoke soft feel w/center horn engagement	S	-	S	-
Leather-wrapped steering wheel	O	-	O	-
Windshield wipers: two-speed, variable intermittent	S	S	S	S
Rear wiper/washer (Wagon) and rear window defroster	S	S	S	S
Battery saver feature	S	S	S	S
Rear under seat heat ducts	S	S	S	S
Power remote-control mirrors	S	S	S	S
Auto-dim inside mirror with compass	-	S	-	S
Heated Power Outside Mirrors	O	O	O	O
Warning indicators: airbags, door ajar (liftgate ajar on wagon), battery, oil pressure, brake, service engine soon, and low fuel warning lights; safety belt reminder, headlamp on and door open/key in ignition reminder chimes	S	S	S	S
Electronic digital clock w/dimming feature, integral w/radio	S	S	S	S

Integrated control panel; with climate controls, radio, rear window defrost and clock controls	S	S	S	S
Message Center with trip computer and systems check (compass and outside air temperature also on SEL)	S	S	S	S
Instrumentation—temperature and fuel gauges, electric 120-mph speedometer, low brake fluid alert light, trip odometer, 1-million-mile odometer and tachometer	S	S	S	S
Homelink® garage door opener	-	S	-	S
Sun visors with covered vanity mirrors	S	-	S	-
Sun visors: dual cloth-covered with illuminated visor and vanity mirrors	-	S	-	S
Cupholders and cassette storage in console	S	S	S	S
One-piece liftgate, hinged at top, with flip open rear window	-	-	S	S
Luggage rack: aerodynamic with adjustable crossbars and tie-downs	-	-	S	S
Storage: hidden, right-quarter-panel and under-load-floor storage compartments	-	-	S	S
Power door locks with illuminated controls	S	S	S	S
Power windows with illuminated controls, lockout switch, express-down feature for the driver and accessory delay	S	S	S	S
Remote decklid release (Sedan) instrument panel: two-tone, with backlit cluster, positive shut-off outboard climate control registers, side window demisters and full-width windshield defroster	S	S	S	S
Grocery bag hooks: located on scuff plate inside trunk	S	S	-	-
Light Group: dual beam map/reading and dome lights (includes cargo light with Wagon)	S	S	S	S
Floor mats, front and rear	S	S	S	S
Wood interior trim and accents: includes center stack, instrument panel, steering wheel, gear shift knob and door switch bezels	S	-	S	-
Wagon Group: 3rd row seat and cargo area cover	-	-	O	O
SE Preferred Equipment Package: includes 5-spoke aluminum wheels, rear spoiler (Sedan only), power driver seat w/lumbar, 60/40 split-folding rear seat (standard on Wagon)	O	-	O	-
SEL Premium Package: includes 6-disc CD changer with AM/FM cassette, Electronic Automatic Temperature Control (EATC), leather seating surfaces, rear spoiler (Sedan only), power passenger seat, automatic headlamps	-	O	-	O
Safety/Security Package: includes side impact airbags†, anti-lock braking system (ABS), traction control	O	O	O	O
EXTERIOR FEATURES - APPEARANCE	SE	SEL	SE Wagon	SEL Wagon
Clearcoat paint	S	S	S	S
Bumpers: body color	S	S	S	S
Bumpers: body color front and unique rear unique shape with step pads	-	-	S	S
Rear decklid spoiler	O	O	-	-
EXTERIOR FEATURES - PROTECTION	SE	SEL	SE Wagon	SEL Wagon
Bodyside protection moldings, color-keyed	S	S	S	S
EXTERIOR FEATURES - WINDOWS AND GLASS	SE	SEL	SE Wagon	SEL Wagon
Solar tinted glass	S	S	S	S
Multi-reflector halogen headlamps	S	S	S	S
Auto headlamps with delay	-	S	-	S

Security approach lamps	-	S	-	S
Power moonroof	O	O	O	O
POWER AND HANDLING - POWER	SE	SEL	SE Wagon	SEL Wagon
3.0L 12V Vulcan V6 engine with automatic overdrive transaxle	S	S	S	S
3.0L Duratec V6 engine with automatic overdrive transaxle	-	-	O	O
3.0L 12V Vulcan V6 Flex-Fuel engine with automatic overdrive transaxle (see your dealer for availability)	O	O	O	O
Sequential electronic fuel injection, multi-port	S	S	S	S
Engine Electronics – EEC-V	S	S	S	S
Fuel shut-off switch: deactivates fuel pump upon rear impact	S	S	S	S
Fuel tank: 18-gallon	S	S	S	S
Front-wheel drive	S	S	S	S
POWER AND HANDLING - HANDLING	SE	SEL	SE Wagon	SEL Wagon
Front suspension: independent MacPherson struts with nitrogen gas-pressurized hydraulic struts and stabilizer bar	S	S	S	S
Sedan rear suspension: independent Quadralink (parallel control arms) system with nitrogen gas-pressurized hydraulic struts	S	S	-	-
Wagon rear suspension: independent SLA system with nitrogen gas-pressurized shocks, progressive rate springs and stabilizer bar	-	-	S	S
Power rack-and-pinion steering	S	S	S	S
POWER AND HANDLING - WHEELS AND TIRES	SE	SEL	SE Wagon	SEL Wagon
Wheels, 16" wheels w/deluxe wheel covers	S	-	S	-
Wheels, 5-spoke painted aluminum wheels	O	-	O	-
Wheels, 16" 7-spoke machined aluminum wheels	-	S	-	S
Mini spare tire	S	S	S	S
P215/60R16 94T all-season tires	S	S	S	S
SAFETY AND SECURITY - SAFETY	SE	SEL	SE Wagon	SEL Wagon
Personal Safety System™, includes restraints control module, safety belt pretensioners, front passenger weight sensor, driver's seat position sensor, dual-stage front airbags, front safety belt usage sensors, energy management retractors, front crash test severity sensors	S	S	S	S
Dual-stage driver and right front passenger airbags †	S	S	S	S
Side impact airbags †	O	O	O	O
Safety belts: manual lap/shoulder belts with adjustable D-rings on front outboard positions, pretensioners and energy management retractors on outside front positions	S	S	S	S
Child safety rear door locks	S	S	S	S
Side Intrusion Door Beams	S	S	S	S
LATCH — lower anchor and tether anchors for child safety seats in rear outboard seating positions	S	S	S	S
Emergency inside trunk release	S	S	-	-
4-wheel anti-lock braking system (front disc/rear drum on sedan; 4-wheel disc on wagon)	O	S	O	S

Traction Control System

O O O O

SAFETY AND SECURITY - SECURITY	SE	SEL	SE Wagon	SEL Wagon
SecuriLock® Passive anti-theft System*	S	S	S	S
Perimeter anti-theft system	-	S	-	S
Remote keyless entry system	S	-	S	-
Remote Keyless Entry system with keypad	-	S	-	S
Security approach lamps	-	S	-	S

S = Standard O = Optional - = Unavailable

Ford Division reserves the right to change product specifications at any time without incurring obligations.

† Always wear your safety belt and secure children in the rear seat.

DEALER ACCESSORIES

Your local Ford Dealer has just the right car for you, plus a host of accessories to tailor it perfectly to your needs.



Keyless Entry

Never worry about locking your keys in the car again with the keyless entry keypad. Just type in your code and it unlocks.



Remote Start

Start your Taurus from up to 500 feet away with remote start, allowing you to warm it up or cool it down before you get inside.



Safety Kit

This highway safety kit has you covered in case of a roadside emergency. Inside its convenient canvas bag, you'll find a reflective triangle, flashlight (batteries included), fire extinguisher, bungee cords, thermal blanket and more.

WHY FORD CREDIT?

At Ford Credit, auto financing is our specialty. Whether you purchase or opt for a Red Carpet Lease, we offer a range of terms and features that make your experience hassle-free. Contact your local Ford Dealer or visit us on the Web at www.fordcredit.com.



ROADSIDE ASSISTANCE

Every new Ford includes the assurance of a 24-hour emergency Roadside Assistance Program provided during the 3-year/36,000-mile limited warranty period. Ask your Ford Dealer for complete details on this program, which includes such services as fuel delivery, tire change, jump start, or even help when you're locked out of your vehicle.

NEW VEHICLE LIMITED WARRANTY

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

COLOR OPTIONS & WHEEL STYLES



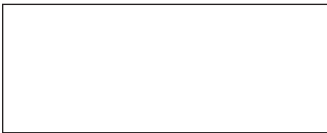
16" Steel Wheel
with Full Locking Wheelcover



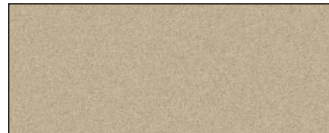
16" 5-Spoke
Painted Aluminum Wheel



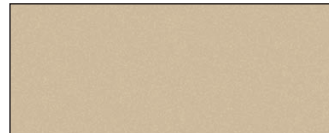
16" 7-Spoke
Machined Aluminum Wheel



Vibrant White



Arizona Beige Metallic



Gold Ash Metallic



Merlot Metallic



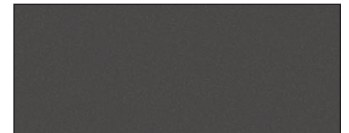
Light Tundra Metallic



Windveil Blue Metallic



Silver Frost Metallic



Dark Shadow Grey Metallic



Black

HELPFUL FORD LINKS

Now that you've learned more about this Ford vehicle, we would like to recommend the following links that can help you get all the information you need about finding, purchasing and owning the Ford that's just right for you:



BUILT FOR THE ROAD AHEAD.

[Fordvehicles.com](#) - The best place to get information about Ford cars, trucks, and SUVs.

[Get a Price Quote](#) - Request a quick price quote from a Ford Dealer in your area.

[Competitive Comparisons](#) - Get a detailed comparison of your favorite Ford vehicle and how it stacks up against the competition.

[Payment Calculator](#) - Find out how much you'll have to spend on your new vehicle with Ford Credit's Payment Estimator.

[Build & Price Your Ford](#) - Build and price your vehicle online - From performance to interior colors and everything in between.

[Search Dealer Inventory](#) - Find your vehicle at a Dealer near you.

[Locate a Dealer](#) - Our dealer locator lets you view your Ford dealer's services, hours, special promotions, and check new and used inventory.

[Incentives & Financing](#) - Keep up to date with current incentives and financing offers in your area.

[Schedule a Test Drive](#) - Sign up online to drive a next generation of Ford vehicle at a dealership near you.

[Certified Pre-Owned](#) - Ford Quality Checked Certified Pre-Owned Dealers - For pre-owned vehicles with Ford confidence!

[Ford Accessories Store](#) - These great accessories can make your Ford vehicle truly unique.

[Ford Credit](#) - Ford Credit online vehicle financing offers the tools you need to aid in your purchase decision including a Payment Estimator and instant credit approval

[My Ford](#) - The Official Website for Ford Vehicle Owners. Personalized maintenance schedules, exclusive offers & incentives, your service expense log and much more!

Disclaimer

Competitive comparisons based on publicly available information and Ford certification data at time of brochure creation. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Following creation of the brochure, 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.