



IF YOU HAVEN'T LOOKED AT FORD LATELY...
LOOK AGAIN.

When it comes to winning races in the NASCAR® Winston Cup Series, no manufacturer has done it better than Ford. So, if you love NASCAR, join Team Ford Racing and start tracking your favorite team.

Just pit-stop at www.raceteamtaurus.com and fill up on the latest news and offers.

NASCAR® is a registered trademark of the National Association for Stock Car Auto Racing, Inc.

© 2003 Ford Motor Company Litho in USA on recycled paper (20% post consumer) 04TRSCAT

fordvehicles.com

04
TAURUS



Designed with your family in mind.



Safety, quality and convenience have been part of the Taurus story since its introduction. It changed the way people thought about the American family sedan. For 2004, the tradition continues with a wide range of model choices designed to suit your driving style and your lifestyle. It's even designed to appeal to your sense of style, with a new look featuring clean, sculpted lines.

High Standards Make Taurus the Smart Choice:

- Comfort** Enhanced interior design and materials [PAGE 5]
- Convenience** New options and packages provide the features you want [PAGE 7]
- Safety** The Ford Personal Safety System™ [PAGE 15]
- Value** Taurus delivers more of what you're looking for [PAGE 16]



TAURUS SEL IN SILVER FROST METALLIC.
SHOWN ON COVER: TAURUS SEL IN GOLD ASH METALLIC.

Taurus SEL

You may think that a luxury car doesn't quite fit in with the rough-and-tumble life of most families. That's where Taurus SEL comes in. Its 4-wheel independent suspension and 200 horsepower combine agile handling with the power you'd expect from a fine automobile. The roomy interior is filled with features that make every trip a pleasure, like an AM/FM stereo/cassette audio system with a 6-disc CD changer, and the Electronic Automatic Temperature Control system. Available premium leather trim makes this top-of-the-line model even more luxurious. At the same time, it's a Taurus. So it's durable and reliable to handle an all-American family, like yours.

The standard 3.0L 24-valve Duratec V6 engine is a high-torque, high-tech powerplant that gives Taurus SEL smooth, quiet performance with plenty of punch.



Luxury for the real world.



TAURUS SEL IN SILVER FROST METALLIC WITH EXCLUSIVE 7-SPOKE MACHINED-ALUMINUM WHEELS.



SINK INTO THE LUXURY OF TWO-TONE PREMIUM LEATHER-TRIMMED SEATS, AVAILABLE ONLY IN TAURUS SEL SEDAN.

A classic combination.

Two materials define the interior of a luxury car: wood and leather. Taurus SEL offers you both to create a refined, elegant driving environment. Enjoy the substantial feel of the wood and leather-wrapped steering wheel, the pleasing sight of woodgrain accents on the shifter, plus the rich scent of premium leather-trimmed seats, all available in Taurus SEL. In fact, all the interior materials, from the carpet to the dash and door coverings, have been carefully selected to enhance your driving experience.

But materials are only half the story. Superior design makes the seats feel right and puts the controls right where you'd expect them to be. All of which makes Taurus a very comfortable and relaxing place to be... for 5 miles, or 500.



Details make the difference.

A lot of care goes into creating an interior that feels truly comfortable and refined. Seats are crafted to support you in a relaxed position. Switch placement is tested so each control is easy to find and use. Even the curve of the dash is designed to reduce glare and please the eye. Taurus offers a long list of standard features, plus options to make time spent in your Taurus even more enjoyable.

The message center, standard on all Taurus models, delivers up-to-the-minute information on average fuel economy, distance-to-empty and several other diagnostics. It also includes a trip elapsed time setting/odometer.



TAURUS SEL SHOWN WITH AVAILABLE WOOD STEERING WHEEL AND SHIFT KNOB PACKAGE.

Comfort and convenience



1 An Electronic Automatic Temperature Control system operates the heater and air conditioner to keep the temp to your liking. The AM/FM stereo and cassette with 6-disc CD changer gets your favorite tunes rolling. Both are standard on Taurus SEL.
2 Power adjustable accelerator and brake pedals provide greater comfort and convenience by allowing you to position the pedals where you feel most comfortable. Available on most Taurus models.



3 To simplify your life and minimize interior clutter, just program the HomeLink® universal transmitter to activate your garage door opener and 2 additional home-based units (like remote-frequency-controlled lighting, gates or a security system). Available on Taurus SEL Sedan and Wagon.

Available first-class upgrades for Taurus SEL and SES Sedans



Open the shade on your power moonroof to brighten the interior. Open the glass and let the sun *and* the breeze enhance your drive.



Turn up the MACH® Audio System and enjoy crystal-clear sound from its AM/FM stereo with cassette player, 6 premium speakers and 80 watts of peak power.



TAURUS SES IN MEDIUM TRUE BLUE METALLIC.

A standout in any crowd: Taurus SES.

There's no better combination of standard features, confidence-inspiring road manners and impressive style than Taurus SES. Want to spice things up? Add the optional rear spoiler. Then choose the 200-hp 24-valve Duratec engine. A standard 4-wheel anti-lock braking system helps you maintain control and steer out of trouble in most driving conditions.

With all the amenities of the SES, plus the room and comfort that have made Taurus an American favorite, what possible excuse could you have for driving any other family sedan?

4-WHEEL INDEPENDENT SUSPENSION

The solid, quiet ride and confident handling of the Taurus come from a design long appreciated by race car drivers and driving enthusiasts: 4-wheel independent suspension. All Taurus Sedans use a MacPherson-strut design in front and Quadralink parallel control arms in the rear, with nitrogen-gas-pressurized dampers at each wheel, as well as front and rear stabilizer bars.

In the Taurus Wagon, a Short- and Long-Arm rear suspension with progressive-rate springs and a stabilizer bar combines steady handling and a compact design that allows more room for cargo and 3rd-row seating. All these systems are finely tuned to balance response with comfort.





Taurus SES: more than meets the eye.



The clean, crisp design of the interior belies the wealth of features that make driving the Taurus SES Sedan such a pleasure. Like the standard power driver's seat, available 60/40 split-fold rear seat and AM/FM stereo/CD audio system. The 6-passenger interior greets you with plush cloth upholstery. Plus, a range of additional options makes it easy to personalize your Taurus SES to suit your tastes. Like seating for 5 and a leather-wrapped steering wheel.

- 1 The standard power driver's seat adjusts 6 ways and features an adjustable lumbar support.
- 2 SES includes an electronic AM/FM stereo with a single-CD player and 4 speakers to surround you with clear, full-range sound.
- 3 Standard dual illuminated visor vanity mirrors let you check your look in the parking lot.
- 4 On a freezing day, heated sideview mirrors add a margin of safety. Part of the Luxury and Convenience Package.
- 5 Details like an auto-dimming rearview mirror highlight the Luxury and Convenience Package.



INCREASE THE COMFORT FACTOR WITH TAURUS SES'S AVAILABLE SPORT BUCKET SEATS, LEATHER-WRAPPED STEERING WHEEL AND FLOOR-MOUNTED SHIFT KNOB.

Taurus SE: the family express.

If you want a smooth, quiet way to get 6 or even 8 people from here to there, look no further than the Taurus Sedan or Wagon. 6-passenger seating is standard in the SE Sedan, and you can treat yourself right by adding the SE Value Package. It includes a 6-way power driver's seat plus a 6-disc CD changer. Taurus Wagon holds up to 8 with a standard front bench and available 3rd-row seat (part of Wagon Group). Order the Wagon Comfort Package to add a 6-way power driver's seat and power adjustable pedals.

And even when you don't need maximum capacity, you still have a quick-handling, easy-parking alternative to the soccer-mobile parked in your neighbor's driveway.



IN TAURUS SE, THERE'S STANDARD SEATING FOR 6. CLOTH INTERIOR SHOWN IN MEDIUM GRAPHITE.

Peace of mind is built in.

Every day, Ford safety engineers come to work with a single goal: to design a safer Taurus for you and your family. They run thousands of computer simulations to design a strong, unitized body capable of dissipating the energy of a collision. They seek out the latest technologies, from dual-stage front airbags to safety belts with energy management retractors that help hold occupants securely and prevent injuries. Finally, they perform exhaustive testing to establish safety performance benchmarks for the car and all of its systems. Why do Ford engineers go to all this trouble? Because they have families, too.

TAURUS SEL IN SILVER FROST METALLIC.

4-wheel anti-lock braking system (ABS)

When computer-controlled sensors indicate wheel lockup during hard braking, ABS automatically "pumps" the brakes several times per second, providing straighter stops and greater steering control under most driving conditions. Standard on SES and SEL. Optional on LX and SE.

All-Speed Traction Control

Improves traction on slippery or loose surfaces by using a combination of braking and/or engine control to reduce wheel spin. It's especially useful when a lane is slippery on one or both sides, when pulling out from an icy parking lot or highway shoulder, or when accelerating while cornering. Available on most Taurus models.

"Safety cell" unitized body construction

Special crumple zones were designed to absorb the force of a collision, while the passenger cabin structure helps dissipate impact energy around and away from occupants. Standard on all Taurus models.

Dual-stage front airbags

Special sensors deploy these airbags at the right pressure based on the following: the severity of the impact, whether the safety belts are in use, the weight of the right-front passenger and the distance of the driver's seat from the steering wheel. Standard on all Taurus models.

Side-impact airbags

Available on most Taurus models, they stand ready to help protect the driver and right-front passenger by deploying in certain side-impact collisions.

LATCH child safety seat system

Designed to work with LATCH-compatible child safety seats, this standard system eliminates the use of the vehicle's safety belts to install a safety seat. It provides secure anchor points and reduces the likelihood of incorrect installation. You'll also find child safety locks on the rear doors of every Taurus.

SecuriLock® passive anti-theft system

Standard on every Taurus, it uses a sophisticated electronically coded ignition key to start the vehicle. If the key does not have the correct code, the vehicle will not start. There are 72 quadrillion possible codes.



Personal Safety System™

This standard system manages safety belt tension and airbag deployment to better protect the driver and right-front passenger. Crash severity sensors measure the impact of a front collision. Front-seat sensors determine the driver's seat position and front-passenger weight. The system uses safety belt pretensioners and energy management retractors to control belt tension and hold occupants securely during impact. It also manages the energy levels at which the front airbags deploy in order to provide improved protection for occupants. To see how well these safety systems work, read on...

Stellar crash test ratings

Awarded by the National Highway Traffic Safety Administration (NHTSA), Taurus has received the highest government frontal crash safety rating 5 years in a row (1999-2003). It also received the highest rating in the Insurance Institute for Highway Safety's (IIHS) frontal offset crash test. Two very important reasons to put Taurus at the top of your list.



On all points, the smart choice.

Now that you're considering your options, it's time to take another good look at Taurus. It features the exclusive Ford Personal Safety System,[™] plus a huge range of models and options. With its classic good looks, roomy, artfully designed interior and responsive handling, this is one car you can be proud to own and drive. And it's nice to know that Taurus comes with 3 years of 24-hour Roadside Assistance, a 3-year/36,000-mile Bumper-to-Bumper Limited Warranty and 5 years of corrosion perforation coverage. Above all, Taurus' safety, quality, convenience and solid value shine through.



TAURUS SES IN MERLOT METALLIC AND IN BLACK.

Dealer Accessories



1 Choose remote start and warm up or cool down your Taurus as you please.



2 The radio-frequency keyless entry keypad allows you to unlock the car without a key or fob. It can be programmed with your own code.



3 A ski rack is a convenient storage solution, leaving valuable trunk space available for all your other winter gear.

4 The Yakima[®] LoadWarrior rack system is every bit as rugged and dependable as its name implies. Load it up so you and your family can stretch out inside.



5 These all-weather floor mats do a great job of controlling mud, water and snow. Just pick the color that goes with the interior of your new Taurus.

6 Secure cargo with the Cargo-Logic System. Its liner protects the trunk floor from stains and moisture, while the L-shaped Cargo-Loks fasten where you need them to keep items from shifting.



See your dealer for these and other great dealer-installed Genuine Ford Accessories or visit us at www.fordaccessoriesstore.com.

WHEELS



16" Steel Wheel with Full Locking Wheelcover Standard on LX



16" 5-Spoke Painted Aluminum Wheel Standard on SE and SES



16" 7-Spoke Machined-Aluminum Wheel Standard on SEL

ENGINES

	3.0L OHV 12-Valve V6*	3.0L DOHC 24-Valve Duratec V6
Horsepower (hp @ rpm)	NA	200 @ 5500
Torque (lb.-ft. @ rpm)	NA	207 @ 4500

*At time of catalog publication, the '04 model-year ratings had not yet been certified.

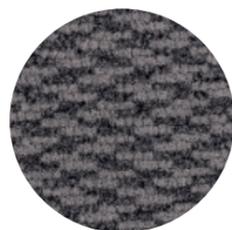
INTERIOR/EXTERIOR COLORS



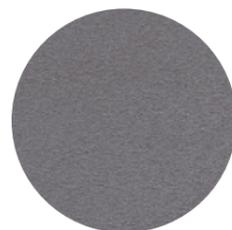
Medium Parchment Cloth



Medium Parchment Leather



Medium Graphite Cloth



Medium Graphite Leather



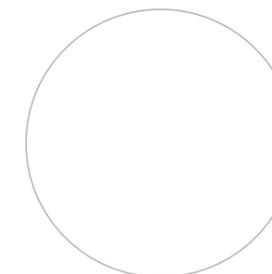
Dark Charcoal Cloth



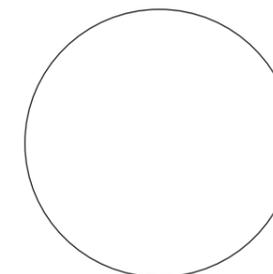
Dark Charcoal Leather

Medium Parchment	
Medium Graphite	
Dark Charcoal	
All Models	
● ●	Vibrant White
● ●	Gold Ash Metallic
● ●	Arizona Beige Metallic
● ● ●	Merlot Metallic
● ●	Spruce Green Metallic
● ● ●	Medium True Blue Metallic
● ● ●	Silver Frost Metallic
● ● ●	Dark Shadow Grey Metallic
● ● ●	Black

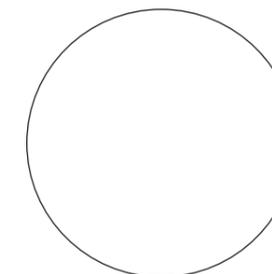
Ford uses clearcoat paint for beauty and protection. Colors shown are representative only. See your dealer for actual paint/trim options.



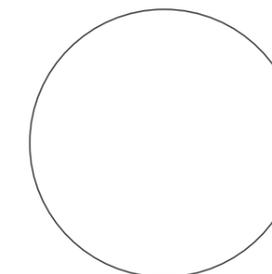
Vibrant White



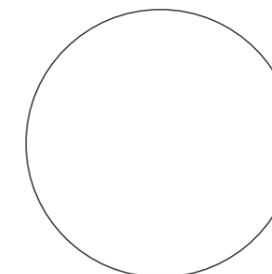
Gold Ash Metallic



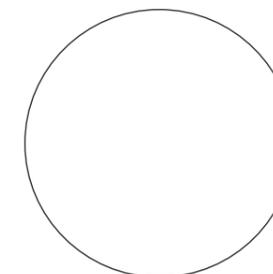
Arizona Beige Metallic



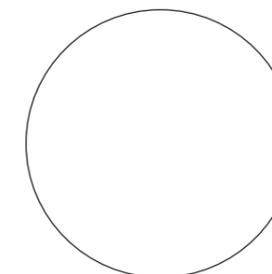
Merlot Metallic



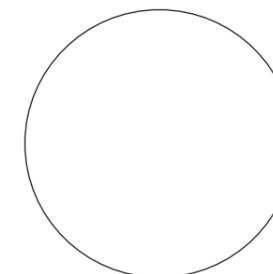
Spruce Green Metallic



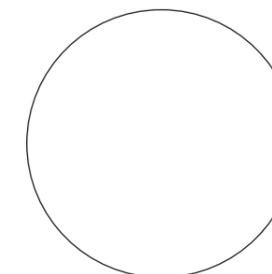
Medium True Blue Metallic



Silver Frost Metallic



Dark Shadow Grey Metallic



Black

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 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 an ESP backed by Ford Motor Company and honored at all Ford dealerships.

Ford Ford Motor Company Insurance Services
Choose the insurance program that's designed for your vehicle - Ford Motor Company Insurance Services. Our program helps you receive the rates and service you deserve. Call 1-877-367-3847 or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.