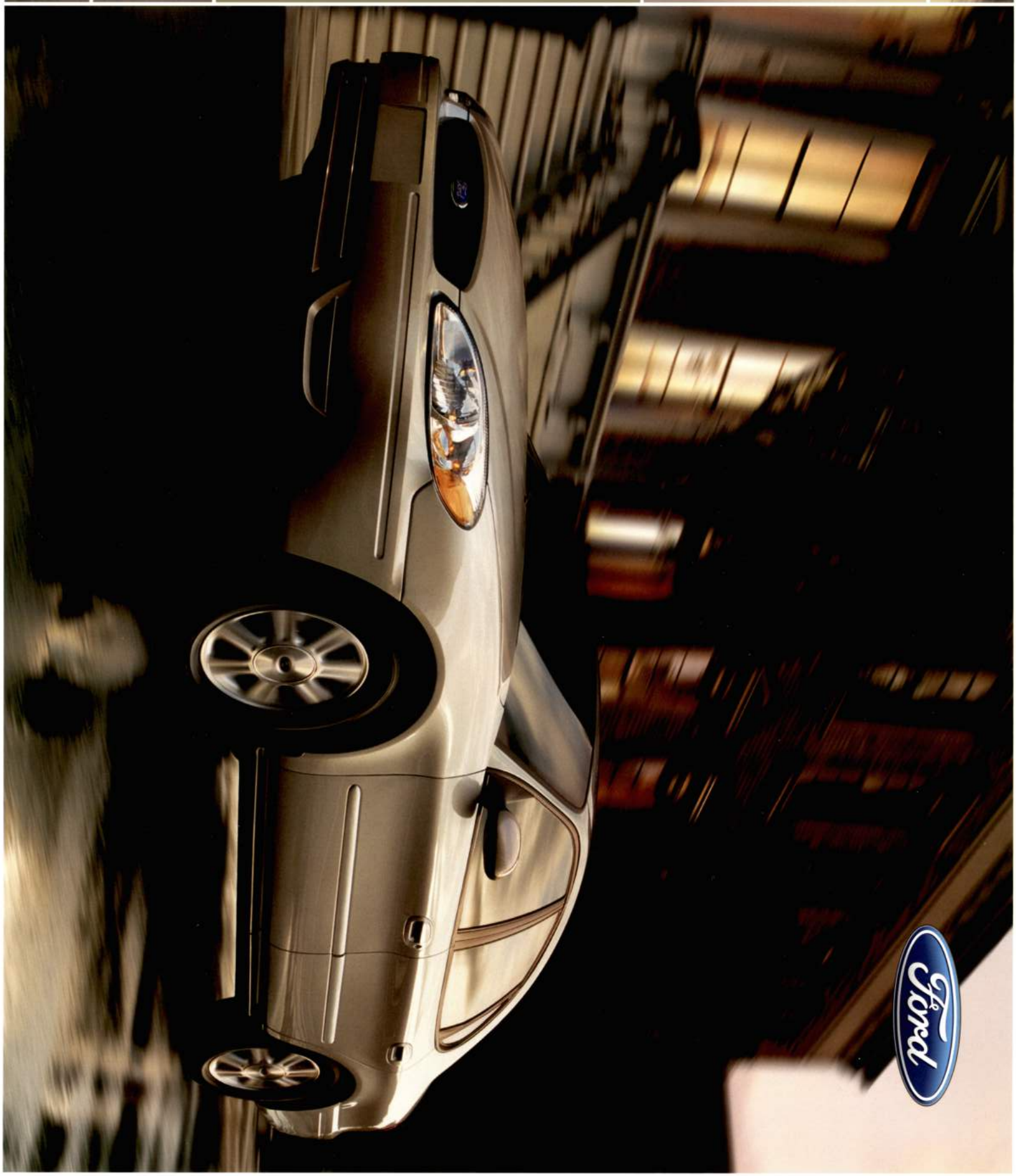
04 TAURUS



Designed with your family in mind.



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



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]

Specifications Standard and optional features [PAGE 18]

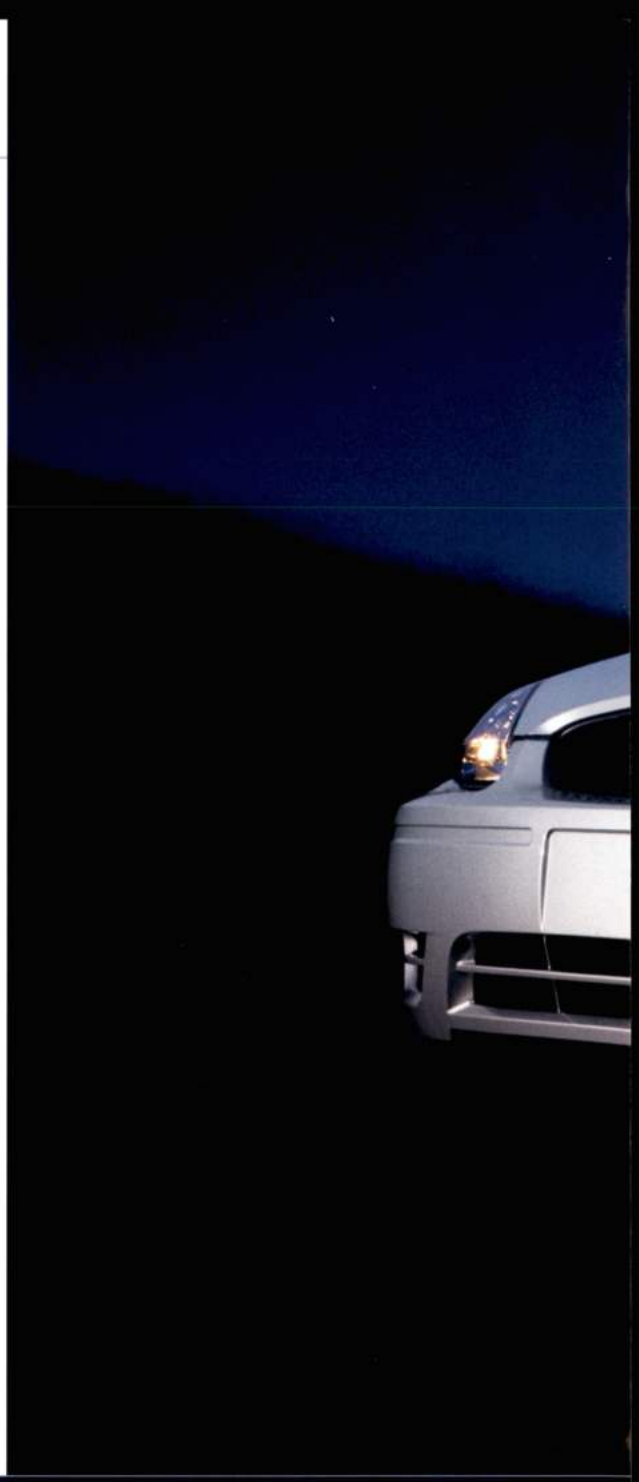


Taurus SEL



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.

Taurus SEL



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 shift knob, 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. Exterior temperature/compass display is also available.

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



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



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

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.


1


2


3


4


5

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.



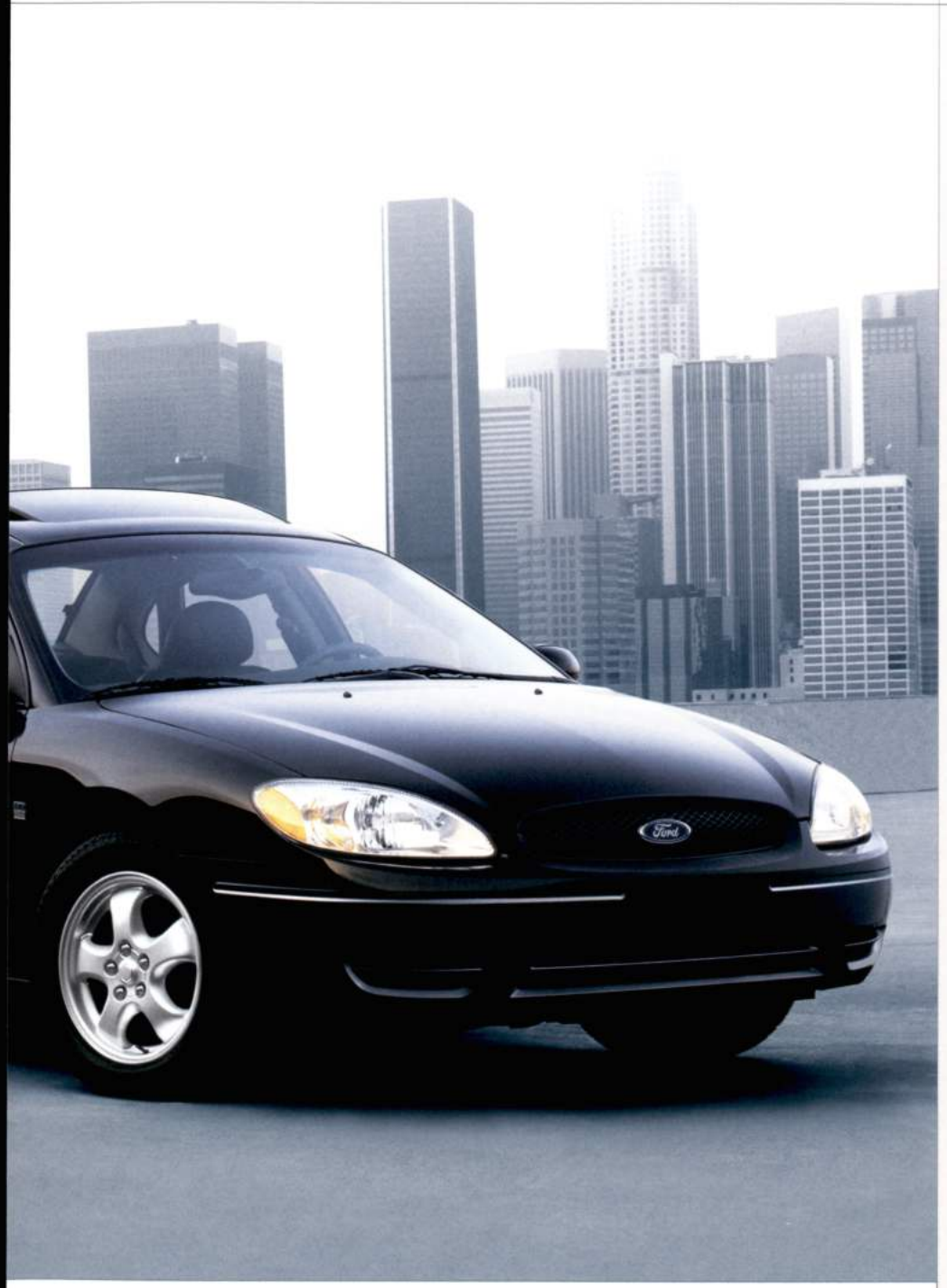
On all points, the smart choice.

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.





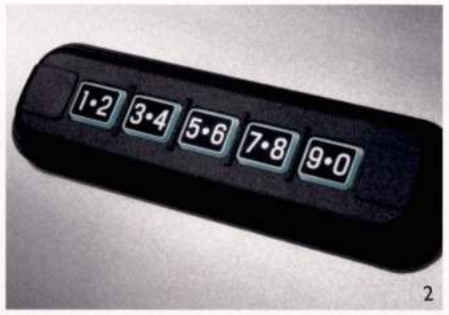
Dealer Accessories



TAURUS SES IN MERLOT METALLIC AND IN BLACK.



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 your 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.



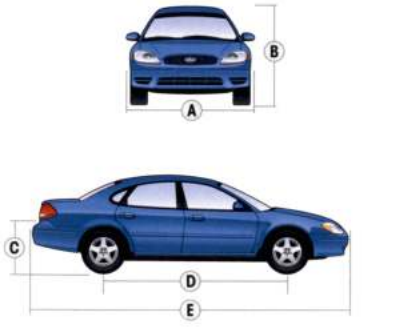
6 Secure cargo with the Cargo-Logic System. Its liner protects the trunk floor from stains and moisture, while the L-shaped Cargo-Loks fasten where you need them to keep items from shifting.





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

DIMENSIONS



Exterior	Sedan	Wagon
A. Overall width	73.0"	73.0"
B. Height	56.1"	57.8"
C. Liftover height	26.0"	—
D. Wheelbase	108.5"	108.5"
E. Overall length	197.6"	197.7"
Interior		
1st row		
Head room	40.0"	39.4"
Shoulder room	57.3"	57.3"
Hip room	54.4"	54.4"
Leg room	42.2"	42.2"
2nd row		
Head room	38.1"	38.9"
Shoulder room	56.6"	56.6"
Hip room	55.7"	55.4"
Leg room	38.9"	38.5"
3rd row		
Head room	—	35.4"
Shoulder room	—	51.0"
Hip room	—	38.2"
Leg room	—	25.2"
Cargo Volume (cu. ft.)		
Maximum cargo volume	17.0	38.8*

*38.8 with 2nd-row seatback up. 81.3 with 2nd-row seatback down.

STANDARD FEATURES

Safety/Security

Personal Safety System™ for driver and right-front passenger – With dual-stage airbags,* safety belt pretensioners, safety belt energy management retractors, safety belt usage sensors, driver's-seat position sensor, front-passenger-seat weight sensor, crash severity sensor and restraint control module
Autolock – Doors lock automatically when driving
Belt-Minder® safety belt reminder
Brake/shift interlock
Bumpers – 5-mph energy-absorbing
Emergency glow-in-the-dark trunk release
Fuel pump inertia shutoff switch
Headlamps-on alert chime
Key-in-ignition alert chime
LATCH – Lower anchors and tether anchors for child safety seats in rear outboard seating positions
Power window lockout feature
Rear-door child safety locks
"Safety cell" unitized body construction
SecuriLock® passive anti-theft system
Side-intrusion door beams

Mechanical

3.0L V6 engine
4-speed electronic automatic transaxle with overdrive lockout
4-wheel power disc brakes (Wagon)
4-wheel power front disc/rear drum brakes (Sedan)
100,000-mile tune-up interval**
Battery saver system
Front-wheel drive
Fuel tank – 18-gallon capacity
Hood assist struts
P215/60R16 all-season tires
Power rack-and-pinion steering (variable-assist with Duratec engine)
Spare – Compact
Stabilizer bar – Front
Stabilizer bar – Rear (with Duratec engine and Wagon)
Stainless steel exhaust system
Suspension – Front: independent MacPherson strut (Sedan and Wagon); rear: independent Quadralink (Sedan) or Short- and Long-Arm (Wagon)

Interior

Accessory delay for power features
Air conditioning
AM/FM stereo with digital clock and 4 speakers
Assist handles – Rear
Cupholders
Decklid release (Sedan)
Floor mats – Front and rear carpeted
Light Group – Dual-beam dome/map lights
Low fuel warning light
Power door locks
Power windows – With one-touch-down driver's-side feature
Power points – 2
Rear floor air ducts
Shoulder belt height adjusters – Front outboard positions
Tilt steering column
Underfloor storage (Wagon models only)
Visor vanity mirrors

Exterior

Bodyside moldings
Headlamps – Multi-reflector halogen
Luggage rack (Wagon models only)
Power sideview mirrors
Rear-window defroster
Rear-window wiper and washer (Wagon models only)
Solar-tinted glass
Windshield wipers – Front variable-intermittent

*Always wear your safety belt and secure children in the rear seat.
**Under normal driving conditions with regular fluid and filter changes.

Brochure effective for models produced after 12-1-03. Comparisons based on 2003 competitive models, publicly available information and Ford certification data at time of printing. 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 publication of the catalog, 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.

LX Sedan	SE Sedan	SES Sedan	SEL Sedan	
				Safety/Security
—	○	○	○	All-Speed Traction Control
—	—	—	●	Perimeter anti-theft system
—	●	●	●	Remote keyless entry system – 2 key fobs
—	—	○	●	Security approach lamps
—	○	○	○	Side-impact airbags*
				Mechanical
●	●	●	—	3.0L OHV 12-valve V6 engine
—	—	○	●	3.0L DOHC 24-valve Duratec V6 engine
○	○	○	—	3.0L Flexible Fuel Vehicle (FFV) engine
○	○	●	●	4-wheel anti-lock braking system (ABS)
●	●	—	—	16" steel wheels with full locking wheelcovers
—	○	●	—	16" 5-spoke painted aluminum wheels
—	—	—	●	16" 7-spoke machined-aluminum wheels
				Seating
—	○	○	●	5-passenger cloth seating with front bucket seats and floor-mounted shifter and console
●	●	●	○	6-passenger cloth seating with flip-down center seating console and column-mounted shifter
—	○	○	●	60/40 split-fold rear seatback
—	—	○	○	Leather-trimmed seats
—	◐	●	●	Power driver's seat with lumbar support – 6-way
—	—	—	◐	Power passenger's seat – 6-way
—	—	—	○	Two-tone premium leather
				Interior
●	●	●	—	Air conditioning – Manual
—	—	—	●	Air conditioning – Electronic Automatic Temperature Control
●	—	—	—	AM/FM stereo with digital clock
○	●	◐	●	AM/FM stereo with cassette and digital clock
—	◐	●	—	AM/FM stereo with single-CD player and digital clock
—	—	○	○	MACH® Audio System with cassette
—	◐	○	●	6-disc CD changer (available with cassette stereo only)
—	—	—	●	Autolamp – Automatic on/off headlamps
—	—	—	●	Exterior temperature display
●	●	●	●	Grocery bag hooks – Located in trunk
—	—	—	○	HomeLink® universal transmitter
—	—	○	●	Leather-wrapped steering wheel
—	—	○	○	Luxury and Convenience Package – Includes heated sideview mirrors, automatic-dimming rearview mirror and compass display in message center
○	—	—	—	LX Speed Control and Cassette Package – Includes speed control and cassette player
—	○	○	○	Power adjustable accelerator and brake pedals
—	○	—	—	SE Value Package – Includes power driver's seat and 6-disc CD changer
—	—	○	—	SES Wood Package – Includes real wood and leather-wrapped steering wheel with faux wood shift knob, and wood accents on front door trim, console and instrument panel
◐	●	●	●	Speed control
—	—	●	●	Visor vanity mirrors – Dual illuminated
—	—	—	○	Wood Steering Wheel and Shift Knob Package – Includes real wood and leather-wrapped steering wheel and faux wood shift knob
				Exterior
—	○	○	●	Heated sideview mirrors with puddle lamps
—	—	◐	◐	Keyless entry keypad
—	—	○	○	Power moonroof
—	○	○	○	Rear spoiler

● Standard ◐ Select Availability ○ Optional — Not Available

SE Wagon	SEL Wagon	
		Safety/Security
◐	○	All-Speed Traction Control
—	●	Perimeter anti-theft system
●	●	Remote keyless entry system – 2 key fobs
—	●	Security approach lamps
○	○	Side-impact airbags*
		Mechanical
●	●	3.0L OHV 12-valve V6 engine
○	◐	3.0L DOHC 24-valve Duratec V6 engine
○	—	3.0L Flexible Fuel Vehicle (FFV) engine
○	●	4-wheel anti-lock braking system (ABS)
●	—	16" steel wheels with full locking wheelcovers
○	—	16" 5-spoke painted aluminum wheels
—	●	16" 7-spoke machined-aluminum wheels
		Seating
●	●	6-passenger cloth seating with flip-down center seating console and column-mounted shift knob
●	●	60/40 split-fold 2nd-row seatback
—	○	Leather-trimmed seats
◐	●	Power driver's seat with lumbar support – 6-way
○	○	Wagon Group – 3rd-row seat and cargo area cover
		Interior
●	—	Air conditioning – Manual
—	●	Air conditioning – Electronic Automatic Temperature Control
●	●	AM/FM stereo with cassette and digital clock
○	—	AM/FM stereo with single-CD player and digital clock
—	●	6-disc CD changer (available with cassette stereo only)
—	●	Autolamp – Automatic on/off headlamps
—	○	Duratec Package – Includes Duratec V6 engine, 6-disc CD changer, MACH® Audio System, 5-passenger seating with floor console and shift (also available with 6-passenger seating and column shift)
—	●	Exterior temperature display
—	○	HomeLink universal transmitter
—	●	Leather-wrapped steering wheel
—	○	Luxury and Convenience Package – Includes heated sideview mirrors, automatic-dimming rearview mirror and compass display in message center
◐	●	Power adjustable accelerator and brake pedals
●	●	Speed control
—	●	Visor vanity mirrors – Dual illuminated
○	●	Wagon Comfort Package – Includes power driver's seat and power adjustable accelerator and brake pedals
—	◐	Wood Steering Wheel and Shift Knob Package – Includes real wood and leather-wrapped steering wheel and faux wood shift knob
		Exterior
○	◐	Heated sideview mirrors with puddle lamps
—	●	Keyless entry keypad

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

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)	153 @ 5000	200 @ 5500
Torque (lb.-ft. @ rpm)	186 @ 3250	207 @ 4500

INTERIOR/EXTERIOR COLORS



Medium Parchment Cloth



Medium Parchment Leather



Medium Graphite Cloth



Medium Graphite Leather



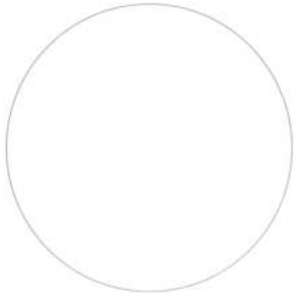
Dark Charcoal Cloth



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

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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.

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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.





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