



**FORD. NO BOUNDARIES.** WHEN YOU LIVE WITH SPIRIT AND PASSION, THE POSSIBILITIES OF LIFE AND ACHIEVEMENT ARE LIMITLESS. THERE ARE *NO BOUNDARIES*. EVERY PRODUCT FORD MOTOR COMPANY DESIGNS AND BUILDS IS THE DIRECT RESULT OF 100 YEARS OF THAT SPIRIT AND PASSION. IT WAS PRESENT WHEN HENRY FORD FOUNDED THE COMPANY IN 1903 AND WHEN THE FIRST AUTOMOBILE ROLLED FROM HIS WORKSHOP. TODAY, IT IS MORE ALIVE THAN EVER. THERE ARE *NO BOUNDARIES* TO OUR ENDLESS DRIVE TO TURN A NO INTO A RESOUNDING YES. TO GO BEYOND WHAT WE THOUGHT WAS POSSIBLE. TO CREATE AN ARRAY OF VEHICLES THAT HELP PROVIDE A PLACE WHERE FAMILY AND FRIENDS CAN CONNECT WITH EACH OTHER AS WELL AS WITH THEIR COMMUNITY. AND THERE ARE *NO BOUNDARIES* TO OUR DEDICATION – STRIVING TO BRING YOU THE HIGHEST QUALITY, MOST EXCITING, BEST ENGINEERED, MOST RELIABLE PRODUCTS IN THE WORLD.



*Ford Motor Company*  
100 YEARS



# 03 TAURUS



SEL  
SEL  
SEL INTERIOR  
WAGON  
SAFETY/SECURITY  
SPECIFICATIONS  
PAINT AND TRIM  
WHEELS/ENGINES





## Obviously, good looks run in the family.

So does the fun-to-be-with personality. Whether you favor the deluxe or dashing, quality traits are inherent in Taurus SES: 5-passenger seating, center console, stereo with in-dash CD player and 4 speakers, ABS brakes, visor vanity mirrors with secondary driver's-side visor... the list goes on and on. The SES Deluxe with optional Sport Package further distinguishes you with uniquely designed 5-spoke sport wheels, rear spoiler and monochromatic grille accent. Whichever Taurus SES you prefer, it brings comfort, style and, especially, quality time to you and your family. Welcome to the family.

- 1 The SES Deluxe with a Sport Package option is the ticket to a fine, leather-wrapped steering wheel, two-tone cloth sport seats for five, and a unique pewter-brush center console.



taurus SES

## The sensation of how driving should feel.

Slide into Taurus SEL and experience the beauty of design. It's not simply the multitude of conveniences, for certainly they are all there. It's the placement, the quality, the purity of function. The elegance of the interior strikes a harmonious balance with the confident forces powering this masterwork. An aggressive V6 serves up a mighty 200 horsepower, and a 4-wheel independent suspension gives you firm control of the road. If you've forgotten what a joy driving can be, experience the Taurus SEL. It'll all come back to you.

- 1 Adjustable accelerator and brake pedals bring you a comfortable driving position.
- 2 The available auto-dimming rearview mirror with compass reduces that annoying reflective glare from headlights behind you.
- 3 With an optional premium MACH® Audio System, including a 6-disc CD changer and cassette, the idea of just tunin' in, turnin' up and takin' off definitely sounds appealing. Hit it.
- 4 With electronic automatic temperature controls, you find your perfect temperature once and be done with it. No fumbling to find it again once you've hit the road.



taurus SEL





## Inner magnetism.

Drawn to its bold exterior styling, you'll be compelled to know more about Taurus SEL. That's right, slide inside. What happens next is pure magic. Comfort. Relaxation. Welcomed by the available premium leather seating surfaces of 6-way power front seats, you find yourself in a richly appointed cockpit that feels like it was designed just for you. Everything is within easy reach, like the electronic automatic temperature control and available MACH® Audio System with a 6-disc CD changer. It's fundamental planning with a richness meant to impress. A wood appearance adorns the door panels and console control panel, and the redesigned instrument cluster boasts an attractive satin-finish background. You can even add a touch of real wood to the steering wheel with the optional Wood Package. Look up, and you'll see sky through the optional power moonroof – just another Taurus SEL secret waiting to be enjoyed.



taurus SEL

## Pack up, pick up and go.

Time to load up. You want it? Take it along. That's right, not only is this one of the most uniquely designed wagons on the road today, it is also one of the roomiest. Lots of space, yes, but even with 8 passengers, this machine still rides like a touring car. Its confident V6 engine has plenty of low-end torque and, combined with the optional All-Speed Traction Control system, can navigate around the sloppiest road like a champ. So what can you do with all this room? Pretty much anything you want. Flip the 3rd-row bench seat up or down. A handy 60/40 split/fold 2nd-row seat makes room for long items, and a cargo cover in back keeps smaller ones under wraps. Taurus SE Wagon is always ready for the unexpected adventure.

- 1 Snow and ice buildups don't stand a chance with available **heated side mirrors**. In just seconds, they're history, and you're seeing everything beautifully again.
- 2 Unlock the doors, pop the hatch, even signal for help. With just the click of a button, the **remote keyless entry system** quickly becomes a favorite standard feature.
- 3 With standard **3rd-row seats**, Taurus Wagon accommodates people easily. The view is great, too.



taurus SE WAGON



## Taurus' inner beauty: safety.

- 1 The available Taurus 4-wheel anti-lock braking system (ABS) will do amazing things for your confidence level. By reducing wheel lockup when braking, it helps to maintain steering control even on the most slippery surfaces.
- 2 Available side airbags\* deploy almost instantaneously to help protect you and your front passenger in the event of a side-impact collision.
- 3 You and your child can rest assured. The **LATCH** child safety seat restraint system makes attaching your child's safety seat properly a snap.
- 4 This glow-in-the-dark trunk release handle allows for an emergency exit with just a simple pull.



### PERSONAL SAFETY SYSTEM™:

#### SIX TECHNOLOGIES DESIGNED FOR YOUR COMPREHENSIVE PROTECTION

In a front crash, dual-stage airbags are properly deployed with the help of a crash severity sensor. Depending on the severity of the impact, it's determined how much energy is needed to deploy the airbags. Safety belt pretensioners act to tighten the belts to ensure that the passenger is held securely in their seated position. The driver's-seat position sensor relays data to the airbag's computer as to how far away the driver is seated from the steering wheel. The safety belt usage sensors determine if the driver and front passenger are belted. This information helps select the inflation rate and timing of the airbags. If a severe accident occurs, safety belt energy management retractors limit the belt forces to a predetermined maximum and then "hand off" to the deploying airbag. In an accident, this electronic coordination is carried out in a split second. Actually quicker. All in all, the Personal Safety System is one of the most sophisticated vehicle safety systems available to you today.

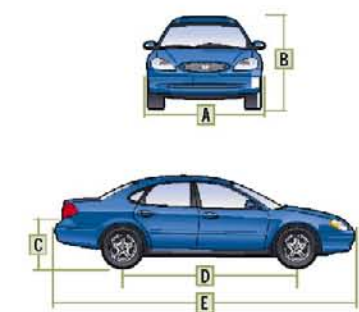


- 1 Available 4-wheel ABS brakes help maintain steering control in hard braking situations to help avoid a possible accident.
- 2 Taurus' built-in **LATCH** child safety seat system makes attaching a child's safety seat a snap, and you less frustrated and more assured about doing it.
- 3 Ready to deploy in a moment's notice, available side-impact airbags help protect you and your front passenger in certain side-impact collisions.
- 4 Once locked, the available perimeter anti-theft system monitors the doors, hood and decklid against anyone but you entering them.
- 5 Taurus' dual-stage front airbags\* make sure just the right amount of airbag pressure is used in the event of a frontal crash.
- 6 Its "safety cell" unitized body construction helps Taurus absorb collision impact by transferring collision forces throughout the passenger compartment.
- 7 The SecuriLock™ passive anti-theft system immobilizes the engine until your specially coded ignition key gives the signal.
- 8 Available All-Speed Traction Control helps maintain traction and steering control on a variety of slippery surfaces by using anti-lock braking system components to monitor wheel slippage.

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



SPECIFICATIONS



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"
F. Overall length	197.6"	197.7"
Interior		
<b>1st row</b>		
Head room	40.0"	39.4"
Shoulder room	57.3"	57.3"
Hip room	54.4"	54.4"
Leg room	42.2"	42.2"
<b>2nd row</b>		
Head room	38.1"	38.9"
Shoulder room	56.6"	56.6"
Hip room	55.7"	55.4"
Leg room	38.9"	38.5"
<b>3rd row</b>		
Head room	—	35.4"
Shoulder room	—	51.0"
Hip room	—	38.2"
Leg room	—	25.2"
<b>Cargo (cu. ft.)</b>		
Maximum cargo volume	17.0	38.8

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, 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

Power window lockout feature

LATCH – Lower anchors and top tethers for child safety seats in outboard seating positions

"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

Front-wheel drive

Fuel tank – 18 gallon capacity

Hood assist struts

P215/60R16 94T all-season tires

Power rack-and-pinion steering

Spare – Compact

Stabilizer bars – Front and rear

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

Cargo area cover (wagon models only)

Cupholders

Decklid/hatch release

Floor mats – Front and rear

Light group – Dual-beam dome/map lights

Low fuel warning light

Particulate air filter

Power door locks with rear-door child safety 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 mirrors

Rear defroster

Rear wiper and washer (wagon models only)

Solar tinted glass

Windshield wipers – Front variable-interval

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

MODEL-SPECIFIC FEATURES/OPTIONS

	LX Sedan	SE Sedan	SFS Sedan	SEL Sedan
<b>Safety/Security</b>				
All-Speed Traction Control*	—	—	—	—
Perimeter anti-theft system	—	—	—	—
Remote keyless entry system – 2 key fobs	—	—	—	—
Safety Package – Includes side-impact airbags** and Traction Control (requires ABS brakes)	—	—	—	—
Side-impact airbags*	—	—	—	—
<b>Mechanical</b>				
3.0L OHV 12-valve V6 engine	—	—	—	—
3.0L DOHC 24-valve Duratec V6 engine	—	—	—	—
3.0L FFV (Flexible Fuel Vehicle) 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	—	—	—	—
Power, engine-speed-sensitive rack-and-pinion steering	—	—	—	—
<b>Seating</b>				
5-passenger seating with front bucket seats and floor-mounted shifter and console	—	—	—	—
6-passenger seating with flip-down center seating console and column-mounted shifter	—	—	—	—
60/40 split-fold rear seat back	—	—	—	—
Leather seating surfaces	—	—	—	—
Power driver's seat – 6-way	—	—	—	—
Power passenger's seat – 6-way	—	—	—	—
Two-tone Premium leather (requires power passenger's seat)	—	—	—	—
<b>Interior</b>				
Air conditioning – Manual	—	—	—	—
Air conditioning – Electronic automatic temperature control	—	—	—	—
AM/FM stereo with digital clock	—	—	—	—
AM/FM stereo with single CD and digital clock	—	—	—	—
AM/FM stereo with cassette and digital clock	—	—	—	—
MACII® Audio System with 6-disc CD changer and cassette	—	—	—	—
6-disc CD changer (available with cassette stereo only)	—	—	—	—
Autolamp – Automatic on/off headlamps	—	—	—	—
Grocery bag hooks – Located in trunk	—	—	—	—
Instrument cluster – Color-coordinated	—	—	—	—
Leather-wrapped steering wheel	—	—	—	—
Luxury and Convenience Package – Includes heated side mirrors and auto-dimming rearview mirror with compass	—	—	—	—
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 Sport Package – Includes 5-spoke aluminum sport wheels, monochromatic spear on grille and rear decklid, two-tone cloth sport seats, pewter brush finish on center of instrument panel and floor console surround (requires rear spoiler and not available with leather seating surfaces)	—	—	—	—
Speed control	—	—	—	—
Visor vanity mirrors – Dual illuminated	—	—	—	—
Wood appearance trim – Center stack, instrument panel and door switch bezels	—	—	—	—
Wood Package – Includes real wood and leather-trimmed steering wheel with faux wood shift knob	—	—	—	—
<b>Exterior</b>				
Keyless entry keypad	—	—	—	—
Power moonroof	—	—	—	—
Rear spoiler	—	—	—	—
Security approach lamps	—	—	—	—

■ Standard    ■ Select Availability    □ Optional    — Not Available

SPECIFICATIONS

	SE Wagon	SEL Wagon
<b>Safety/Security</b>		
All-Speed Traction Control*	—	—
Perimeter anti-theft system	—	—
Remote keyless entry system – 2 key fobs	—	—
Safety Package – Includes side-impact airbags** and Traction Control (requires ABS brakes)	—	—
Side-impact airbags*	—	—
<b>Mechanical</b>		
3.0L OHV 12-valve V6 engine	—	—
3.0L DOHC 24-valve Duratec V6 engine	—	—
4-wheel anti-lock braking system (ABS)	—	—
16" 5-spoke painted aluminum wheels	—	—
16" 7-spoke machined-aluminum wheels	—	—
Power, engine-speed-sensitive rack-and-pinion steering	—	—
<b>Seating</b>		
8-passenger seating with flip-down center seating console and column-mounted shifter	—	—
3rd-row fold-down seat	—	—
60/40 split-fold 2nd-row seat back	—	—
Leather seating surfaces	—	—
Power driver's seat – 6-way	—	—
<b>Interior</b>		
Air conditioning – Manual	—	—
Air conditioning – Electronic automatic temperature control	—	—
AM/FM stereo with single CD and digital clock	—	—
AM/FM stereo with cassette 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, MACII® Audio System, 5-passenger seating with floor console and shift or also available with 6-passenger seating and column shift	—	—
Instrument cluster – Color-coordinated	—	—
Leather-wrapped steering wheel	—	—
Luxury and Convenience Package – Includes heated side mirrors and auto-dimming rearview mirror with compass	—	—
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 appearance trim – Center stack, instrument panel and door switch bezels	—	—
Wood Package – Includes real wood and leather-trimmed steering wheel and faux wood shift knob	—	—
<b>Exterior</b>		
Keyless entry keypad	—	—
Security approach lamps	—	—

\*Available as part of Safety Package, requires ABS brakes.  
\*\*Always wear your safety belt and secure children in the rear seat.

Competitive comparisons based on 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.



PAINT AND TRIM COLORS



Vibrant White

Arizona Beige Metallic

Gold Ash Metallic



Medium Parchment Cloth



Medium Parchment Leather



Medium Graphite Cloth



Medium Graphite Leather



Dark Charcoal Leather



Matador Red Metallic



Spruce Green Metallic



Patriot Blue Metallic



Silver Frost Metallic



Dark Shadow Grey Metallic



Black

INTERIOR/EXTERIOR COMBINATIONS

			Medium Parchment
			Medium Graphite
			Dark Charcoal
			All Models
			Vibrant White
			Arizona Beige Metallic
			Gold Ash Metallic
			Matador Red Metallic
			Spruce Green Metallic
			Patriot Blue Metallic
			Silver Frost Metallic
			Dark Shadow Grey Metallic
			Black
			Sport Edition (SES Deluxe option)
			Matador Red Metallic
			Patriot Blue Metallic
			Silver Frost Metallic
			Dark Shadow Grey Metallic
			Black

WHEELS/ENGINES



16" Painted Aluminum Wheel  
Standard on SE and SES



16" Machined-Aluminum Wheel  
Standard on SEL



16" Steel Wheel  
Standard on LX



16" Aluminum Sport Wheel  
Standard on SES Sport Package



	3.0L OHV 12-Valve V6	3.0L DOHC 24-Valve Duratec V6
Horsepower (hp @ rpm)	155 @ 4900	200 @ 5650
Torque (lb. ft. @ rpm)	186 @ 3900	200 @ 4400