

2005 Taurus

Index of Key Features

What's New	2
What's Important	3
Model Lineup	4-5
Purchase Motivators	
Safety/Security	5-8
Comfort/Convenience	9-10
Performance/Handling	11-12
Design/Styling	13-14
Quality/Reliability/Durability	15
Reference	16-22

Index of Key Features

Accessories	21, 22	Instrument Cluster	18
Adaptive Shift Control	12	Insurance Institute for Highway Safety	5
Airbags	5, 6	Integrated Control Panel (ICP)	10
Side-impact Head/Chest		Intrusion Beams, Side Door	8
Engineering Insights		LATCH Child Safety Seat System	5, 6
Anti-lock Braking System (ABS)	5	(Lower Anchors and Tethers for CHildren)	
Anti-theft System, Perimeter	6	Liftgate, Wagon, with Flip-up Rear Window	10, 13
Anti-theft System, SecuriLock® Passive	6	Mirrors, Heated Exterior	9
Approach Lamps, Security	5	Molding, Color-keyed Bodyside	13
Audio	16	Moonroof, Power	10
AM/FM Stereo/Cassette		Noise Reduction	9, 10
AM/FM Stereo/Single-disc CD Player		Personal Safety System™	5, 7
MACH® Audio System with AM/FM Stereo/Cassette		Driver's Seat Position Sensor	
6-disc Radio-controlled CD Changer		Dual-stage Driver and Right Front Passenger Airbags	
Autolock/Smart Locks	6	Front Crash Severity Sensor	
Belt-Minder™ System	8	Front Outboard Safety Belt Energy Management Retractors	
Cargo Volume	9, 10	Front Outboard Safety Belt Pretensioners	
Center Seat Console, Flip/fold	9	Front Outboard Safety Belt Usage Sensors	
Colors	14	Front Passenger Occupant Classification Sensor	
Exterior		Personal Safety System Restraint Control Module (RCM)	
Interior		Roadside Assistance	15
Construction	8, 15	Seating	10, 17
"Safety Cell"		Spark Plugs, Platinum-tipped	15
One-piece Bodyside		Speed Control, Electronic	10
Crash Test Ratings	5	Spoiler, Rear Decklid	14
Crumple Zones, Front and Rear	8	Steering, Engine Speed-sensitive Variable-assist	11
Electronic Engine Controls (EEC-V)	15	Power Rack-and-pinion	
Emissions	11	Styling, Aerodynamic	13, 14
Energy-absorbing Material	8	Suspension	11, 12
Engines	11, 12	Independent MacPherson Strut, Front	
3.0L OHV Vulcan V-6 Flexible Fuel Vehicle (FFV)		Independent Quadralink, Rear/SLA, Rear	
3.0L OHV Vulcan V-6		Taillamps	13
3.0L DOHC Duratec V-6		Traction Control, All-Speed	8
Exhaust System, Stainless Steel	15	Transaxle, Digital Range Selector	12
Floor Mats, Front and Rear	9	Transaxle, Electronic 4-speed Automatic Overdrive	11
Front-wheel Drive	11	Trunk Release Handle, Emergency	5
Handles, Passenger Assist	9	Tune-up Interval, 100,000-mile Scheduled	15
Head Restraints, Locking Front	5	Warranty, New Vehicle Limited	15
Headlamps, Multi-reflector Halogen	13, 14	Wheels	14, 17

WHAT'S NEW

2005 Taurus

This page is about:

- Model/Series Availability
- Exterior Changes
- Interior Changes
- New Package Changes
- Taurus Awards
- Key Competitors and How They're Positioned

What's New⁽¹⁾

Model/Series Availability

- Four arrays delivering the most comprehensive equipment levels (SE Sedan and Wagon, SEL Sedan and Wagon)

Exterior Changes

- Colors Added
 - Windveil Blue Clearcoat Metallic (P3)
 - Light Tundra Clearcoat Metallic (DV)
- Colors Deleted
 - True Blue Clearcoat Metallic
 - Spruce Green Clearcoat Metallic

Interior Changes

- Wood steering wheel, shift knob and woodgrain appearance appliqué trim on the center console, door trim and center instrument panel. Standard on SEL

Safety Changes

- Safety and Security Package is available on all series and consists of:
 - Side-impact airbags
 - Anti-lock Braking System (ABS)
 - Traction control

New Package Changes

Added New Packages:

- SE Preferred Equipment Package (SE Sedan and Wagon only)
- SEL Premium Package (SEL Sedan and Wagon only)
- Safety/Security Package (optional on all series)
- Fleet SE Value Package (new content) (SE Sedan and Wagon — Fleet only with valid FIN code)

Deleted Packages:

- LX Speed Control/Cassette Package
- Luxury and Convenience Package
- SE Value Package
- SES Wood Package
- Wood Steering Wheel and Shift Knob Package
- Duratec Package
- Wagon Comfort Package
- SES Sport Package



Taurus Awards

Listed below are a couple of Taurus' many awards:

- The 2004 Taurus received a recommended Best Pick — Insurance Institute for Highway Safety for the 13th year in a row
- In a leading consumer magazine, the 2004 Taurus was rated a Recommended Buy

Key Competitors and How They're Positioned

- **Honda Accord** — all-new in 2003, Accord is luxuriously and tastefully refined with many standard amenities
- **Toyota Camry** — all-new in 2002, Camry has strong owner loyalty and a reputation for value, reliability, safety and ride quality
- **Chevrolet Impala** — marketed as a large vehicle with powerful engines. Replaced the aging Lumina
- **Dodge Intrepid** — positioned as a vehicle known for its styling, performance and advanced safety technology
- **Saturn L-Series** — positioned as sporty and athletic, and a great value, along with a superior dealership experience
- **Nissan Altima** — all-new in 2002, Altima was named 2002 North American Car of the Year, raising the bar for design and performance in the midsize sedan segment

(1) For a complete list of what's new for 2005, please refer to the latest Dealer Ordering Guide.

2005 Taurus

What's Important

WHAT'S IMPORTANT

This page is about:

Product Highlights

Key Features

Taurus

Product Highlights

HERE ARE THE MOST IMPORTANT 2005 TAURUS FEATURES TO MENTION TO YOUR CUSTOMERS:

**Best Pick rating in IIHS
frontal offset crash
testing**
(pgs. 2, 5)

**Five-star government frontal
crash test rating**
(pg. 5)

**Large interior room
and cargo space**
(pgs. 9, 10)

**A leading
consumer magazine
Recommended Buy
in 2004**
(pg. 2)



Personal Safety System™
(pgs. 5, 7)

**A choice of V-6
engines**
(pgs. 11, 12)

Key Features

Use the Taurus information in this Source Book to enhance your sales presentations. Pay particular attention to those key features that address the specific needs of your customers. Refer to your Dealer Ordering Guide for specific feature availability.

Safety/Security

- **Personal Safety System™**
- **Best Pick rating in IIHS frontal offset crash testing**
- **Five-star government frontal crash test rating**
- Anti-lock Braking System (ABS)
- All-Speed Traction Control
- LATCH Child Safety Seat System (Lower Anchors and Tethers for CHildren)⁽¹⁾
- Side-impact head/chest airbags
- Emergency decklid release handle

Comfort/Convenience

- **Large interior volume**
- 6-passenger flip/fold enhanced center seating console design
- Large and versatile luggage compartment
- HomeLink® (optional on SEL models)
- Newly designed instrument cluster

Performance/Handling

- **3.0L OHV Vulcan V-6 engine**
- **3.0L DOHC Duratec V-6 engine**
- Independent front and rear suspension
- Electronic 4-speed automatic overdrive transaxle
- Engine-speed-sensitive, variable-assist power rack-and-pinion steering (Duratec only)
- Front-wheel drive

Design/Styling

- Robust, aerodynamic styling
- Color-keyed bodyside molding

Quality/Reliability/Durability

- **A leading consumer magazine Recommended Buy in 2004**
- Roadside Assistance
- One-piece bodyside construction
- Electronic Engine Controls (EEC-V/OBD II)
- 100,000-mile scheduled tune-up interval

(1) No tether straps, only upper tether anchor provided.

MODEL LINEUP

This page is about:

- Taurus SE Sedan and Wagon
- Taurus SEL Sedan and Wagon

2005 Taurus

Model Lineup

Taurus SE Sedan and Wagon



SAFETY/SECURITY

- Personal Safety System™
- Battery Saver feature
- Emergency trunk release handle (sedan)
- SecuriLock® Passive Anti-theft System
- LATCH Child Safety Seat System
- Illuminated entry
- Belt-Minder™ System

COMFORT/CONVENIENCE

- Remote Keyless Entry System
- Power exterior rearview windows
- Variable intermittent windshield wipers
- Air conditioning
- AM/FM stereo/cassette
- Cargo cover (wagon)
- Front and rear floor mats
- Message center with trip computer
- Power windows and door locks
- 6-passenger seating (sedan)
- 8-passenger seating (wagon)
- 60/40 split folding rear seatbacks (wagon)
- Electronic speed control
- Dual visors with covered mirrors

PERFORMANCE/HANDLING

- 3.0L OHV V-6 FFV engine
- 4-speed automatic overdrive transaxle
- Power front disc/rear drum brakes (sedan)
- Power 4-wheel disc brakes (wagon)

DESIGN/STYLING

- Color-keyed bodyside moldings
- 16-inch steel wheels with locking full wheel covers
- Black power exterior mirrors
- Multi-reflector halogen headlamps

QUALITY/RELIABILITY/DURABILITY

- 100,000-mile scheduled tune-up interval
- Stainless steel exhaust system
- Unitized body construction

Taurus SEL Sedan and Wagon



SAFETY/SECURITY

Includes all the features of Taurus SE Sedan and Wagon plus the following upgrade:

- Security approach lamps
- Perimeter anti-theft alarm
- Keyless entry keypad

COMFORT/CONVENIENCE

Includes all the features of Taurus SE Sedan and Wagon plus the following upgrade:

- AM/FM stereo/single-disc CD player
- Compass
- Electrochromic auto-dimming rearview mirror
- Exterior temperature display
- HomeLink™ universal garage door opener
- 5-passenger seating (sedan)
- 8-passenger seating (wagon)
- 6-way power driver's seat
- 60/40 split folding rear seatbacks
- Visor with illuminated vanity mirror

PERFORMANCE/HANDLING

Key features are the same as Taurus SE Sedan and Wagon.

DESIGN/STYLING

Includes all the features of Taurus SE Sedan and Wagon plus the following upgrade:

- 16-inch 7-spoke machined aluminum wheels
- Body-color exterior rearview mirrors
- Woodgrain interior accents

QUALITY/RELIABILITY/DURABILITY

Key features are the same as Taurus SE Sedan and Wagon.

2005 Taurus

Safety/Security

SAFETY/SECURITY

This page is about:

Frontal Crash Test Ratings	—
Emergency Trunk Release Handle	—
Side-impact Head/Chest Airbags	—
LATCH Child Safety Seat System	—
Head Restraints	—
Personal Safety System™	—

Taurus

Key Features

IIHS Frontal Offset Crash Test Ratings

Best Pick overall in frontal offset crash test results by the Insurance Institute for Highway Safety (IIHS) for 2004. 2004 marks the 13th consecutive year that Taurus has been recommended a Best Pick by the Insurance Institute for Highway Safety.

- Vehicles undergo a 40-mph offset crash test, in which 40 percent of the total width of each vehicle strikes a barrier on the driver's side
- The forces in the test are similar to those involved in a frontal offset crash between two vehicles of the same weight, each traveling just less than 40 mph
- Test results can be compared meaningfully only among vehicles of similar weight

Government Frontal Crash Test Ratings

Ford Taurus' reputation for safety is well founded. In two different frontal crash tests conducted by two impartial third-party agencies, Taurus received outstanding ratings.

- In 2004, Taurus received a five-star passenger rating and a four-star driver rating, and it is anticipated that Taurus will again receive these same ratings for 2005 (for information on the differences between four-star and five-star ratings, refer to the chart below)
- Testing is performed as follows:
 - Vehicles with belted front seat test dummies are crashed into a fixed barrier at 35 mph, which is equivalent to a head-on collision between two similar vehicles, each moving at 35 mph
 - Ratings can be meaningfully compared only within the same weight class (within 250 lbs.)



Emergency Trunk Release Handle — provides a means of escape in case anyone is accidentally or intentionally locked in the trunk

What Do the Stars Mean?

Frontal Impact Testing

- ★★★★★ 5 stars = 10 percent or less chance of serious injury
- ★★★★ 4 stars = 11 percent to 20 percent chance of serious injury
- ★★★ 3 stars = 21 percent to 35 percent chance of serious injury
- ★★ 2 stars = 36 percent to 45 percent chance of serious injury
- ★ 1 star = 46 percent or greater chance of serious injury

Side-impact Head/Chest Airbags — help protect both the head and chest of front outboard occupants in certain side-impact collisions. They inflate out of the front bolster so they are always in the optimal deployment position. Optional on all models (included in the Safety and Security Package)

LATCH Child Safety Seat System (Lower Anchors and Tethers for Children)⁽¹⁾ — provides lower anchors and top tether anchors to securely fasten LATCH-compatible child safety seats. Standard on all models (see pg. 6 for more details)

Locking Front Head Restraints — allow front-seat passengers to position the head restraints and lock the supports for protection in a rear collision

Personal Safety System™ — helps protect front-seat occupants by considering several crash factors and determining the appropriate level of airbag pressure (see pg. 7 for more details)

Anti-lock Braking System (ABS) — helps maintain steering control in hard-braking situations to help avoid a possible accident. Optional on all models (included in the Safety and Security Package)

Security Approach Lamps — lights on the bottom of exterior mirrors illuminate the ground when key fob is pressed. These help customers avoid puddles and other hazards when approaching the vehicle



(1) No tether straps, only upper tether anchor provided.

SAFETY/SECURITY**This page is about:**

- Airbags
- LATCH Child Safety Seat System
- Security Specifics

2005 Taurus

Safety/Security

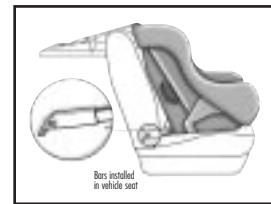
Engineering Insights: Airbags

- 1** Taurus features standard dual-stage front airbags that deploy with less force in less severe frontal collisions.
 - Less force doesn't mean lower speed: The difference in deployment speed between the full-powered mode and the Stage 1 mode is 2–3 milliseconds
 - The main difference is in inflation pressure (like the difference between a partially and fully inflated basketball)
 - Lower pressure can mean less risk of injury for front-seat passengers due to airbag inflation
- 2** Even the way the airbags are folded offers Taurus buyers enhanced occupant protection.
 - The airbag fold style allows them to deploy in a radial manner
 - This helps direct the initial deployment energy away from the driver and right front passenger
 - It can also reduce the force of the inflation, so there's less risk of injury from inflation

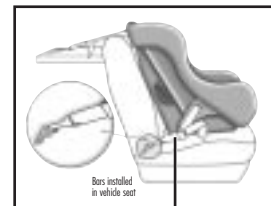
LATCH Child Safety Seat System (Lower Anchors and Tethers for Children)⁽¹⁾

LATCH provides a uniform method for securing a child safety seat in a vehicle.

- The system incorporates:
 - Rigid metal anchor bars built into the vehicle that are located where the seatback meets the seat cushion
 - A top tether anchor located behind the top of the seatbacks at all three rear seating positions
 - Wagon models have attachment anchors on the back of the rear seatback
- The child safety seat attaches to the lower anchors by means of flexible tethers or rigid bars that are part of LATCH-compatible child safety seats
- A top tether strap is then attached to the top of the child safety seat
- LATCH provides the top tether anchor. The customer needs to use the tether strap provided by the child safety seat manufacturer to secure the seat. The vehicle does not provide the tether strap, only the top tether anchors
- A safety belt is not required when using LATCH
- LATCH is located in the rear outboard seating positions



Rigid two-point lower attachment with top tether



Flexible two-point lower attachment with top tether

This belt should be as tight as possible

Security Specifics

SecuriLock® Passive Anti-theft System

- Uses an electronically coded ignition key to start the vehicle
- Designed to help prevent the engine from being started unless a coded key programmed to the vehicle is used
- Automatically arms when the ignition is turned off
- Disarms when the correct key is used in the ignition

Autolock/Smart Locks Feature

- All doors lock automatically when doors are closed, ignition is on, transaxle is in a forward gear or in Reverse, and brake pedal is released
- Smart Locks automatically unlock all doors if interior power door lock switch is pressed while key is in the ignition and driver's door is open or ajar

Perimeter Anti-theft System

- Monitors doors, hood and decklid against unauthorized entry
- Sounds horn and flashes headlamps if unauthorized entry occurs
- Gives customers added protection against theft

(1) No tether straps, only upper tether anchor provided.

2005 Taurus

Safety/Security

SAFETY/SECURITY

This page is about:

Personal Safety System™

Taurus

Personal Safety System™

Standard on all models, this system judges how best to help protect front-seat occupants. The system first considers several crash factors, then determines how to react — all in a matter of milliseconds. The system helps to make sure the appropriate level of airbag inflation pressure is used in any given crash situation.

Passenger Occupant Classification Sensor

- The Passenger Occupant Classification Sensor uses the front passenger seat weight sensor and safety belt tension sensor to detect the presence of a properly seated person and determine if the front passenger frontal airbag should or should not be enabled. The front passenger sensing system is designed to recognize three conditions: (1) when the front seat is empty, (2) when a small person is present and (3) when an adult is seated in the front passenger seat. When the system senses that the front seat is empty, it disables the front passenger airbag. The system can also detect small/medium objects placed on the seat and, therefore, is designed to disable the passenger airbag when it detects an object such as a small purse or briefcase
- To determine if a small person is seated in the front passenger seat, the system uses information from both the seat weight sensor and safety belt tension sensor to determine if the passenger airbag should be disabled. The system does not lessen the important safety message to keep children properly restrained in the back seat. The system is designed in accordance with the performance requirements of Federal Motor Vehicle Safety Standard 208. This requires that the front passenger frontal airbag be disabled for a 6-year-old child because a child who is 6 years of age generally weighs between 46.5 and 56.5 pounds and is between 45 and 49 inches in height. The system also is designed to recognize properly installed child restraint seats placed in the front passenger seat. When the airbag is disabled because the small person has been detected by the system, the “passenger airbag off” lamp on the display panel is illuminated
- When the system detects a properly seated adult, the front passenger airbag is active and the “passenger airbag off” lamp will not illuminate



Dual-stage Driver and Right Front Passenger Airbags — provide the capability of deploying in the full-powered mode or with less pressure in the Stage 1 mode. In less severe frontal crashes, airbags inflate with less force — or not at all — helping to reduce the risk of injury due to the inflation of the airbags. The system helps to make sure the appropriate level of airbag pressure is used

Front Outboard Safety Belt Usage Sensors — monitor whether the driver and right front passenger are buckled up. At higher speeds, airbags need to deploy with greater pressure if front-seat passengers haven't buckled their safety belts. At lower speeds with safety belts buckled, airbags can deploy with less pressure, helping to reduce the risk of airbag-related injuries

Personal Safety System Restraint Control Module (RCM)

— is a sophisticated computer located under the instrument panel at the front edge of the passenger compartment. The RCM receives signals from the front satellite crash severity sensor and judges how fast the vehicle is decelerating. It also processes signals from the other Personal Safety System sensors and determines how the dual-stage front airbags and safety belt pretensioners will deploy

Driver's-seat Position Sensor

— tells the Restraint Control Module where the driver's seat is in relation to the steering wheel. The closeness of the seat to the steering wheel will help determine the airbag pressure that will be deployed. If the sensor determines that the seat is close to the steering wheel, Stage 1 (lower pressure) will be activated. Stage 2 is deactivated at this time

Front Outboard Safety Belt Pretensioners

— cause the front safety belts to tighten, taking up slack in the belts and holding them firmly against the occupants, before the airbags inflate. This helps reduce the force of the belts on the occupants and helps to effectively restrain the occupants

Front Outboard Safety Belt Energy Management Retractors

— gradually allow the safety belt to loosen if necessary — reducing the force of the belts on the occupants' chests and allowing them to move very slightly forward into the airbags

See the Safety section in the 2005 Appendices Book for more information on the Personal Safety System.

SAFETY/SECURITY**This page is about:**

- Features and Benefits
- All-Speed Traction Control

2005 Taurus

Safety/Security

Additional Features

Feature	Benefit
Side Door Intrusion Beams	Absorb energy and help protect passengers from intrusions into the passenger compartment in certain side-impact collisions
"Safety Cell" Construction	Helps protect occupants by transferring the forces of a collision around the passenger compartment to minimize the effect of impact forces inside the passenger compartment
Extra Energy-absorbing Material Behind Interior Trim Pieces	Helps absorb impact forces and helps reduce the risk of head injuries during a collision
Front and Rear Crumple Zones	Progressively deform, or crumple, in a collision to help absorb some of the force of the impact
Belt-Minder™ System	Starts after the initial belt reminder stops sounding if the driver is still unbelted and vehicle speed exceeds 3 mph; reminds driver to buckle up

All-Speed Traction Control

The All-Speed Traction Control System, which is optional on all models, uses components of the Anti-lock Braking System (ABS) to monitor wheel slippage at any speed. This system helps improve traction on slippery or loose driving surfaces by using a combination of brake and/or engine control:

- Braking at one or both drive wheels
- Fuel injection cutoff
- Ignition spark retard
- Air/fuel ratio control

When the Traction Control System is activated at speeds of 35 mph or higher, the braking system is deactivated and only engine control is used to limit wheel spin.

Traction Control helps provide a confident driving experience under adverse road conditions — improving vehicle traction and steering control — without sacrificing dry-pavement performance. Your customers will appreciate it under many common driving situations:

- When the lane is slippery on one or both sides
- As the vehicle pulls out from icy parking lots or highway shoulders
- During acceleration when cornering

The All-Speed Traction Control System is optional on all Taurus models and included in the Safety and Security Package.

Presentation Tips: Traction Control

The Traction Control System also has an On/Off switch that can be used to turn off the Traction Control System when it is not needed. Why would you want to turn off the Traction Control System?

- To allow excess wheel spin to "dig" the vehicle out if the vehicle were to become stuck in the snow or on a slippery surface, and to enable a successful "rocking" maneuver
- When using tire chains

Remind your customers that once the system is switched Off, it defaults to On when the vehicle is restarted or the On/Off button is pressed.

If possible, demonstrate Taurus' All-Speed Traction Control during a test-drive by having your customers drive on a gravel or sandy surface. Explain that Traction Control maximizes traction on slippery or loose road surfaces by using a combination of brake and engine management. When the system is activated, show your customers that the Traction Control Active icon will illuminate. They may hear an electric motor sound coming from the engine and the engine will not respond when they push further on the accelerator. Assure them that this is normal system behavior, and that normal performance feel will return when traction is regained.

2005 Taurus

Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

Key Features

Available Trim Levels/Packages

Taurus

Key Features

Taurus owners know what they like inside a vehicle — a comfortable, quiet ride, well-thought-out storage and easy-to-use controls. So that's what Taurus gives them. It has what it takes to make everyday travel an indulgence.



Spacious Cargo Volume — Taurus offers 17.0 cubic feet of trunk space — room for four sets of golf clubs. The wide trunk opening makes getting large items into the trunk easier. Cargo/grocery bag hooks help prevent cargo from sliding and spilling during transit. Taurus Sedan has a very low (26.0-inch) liftover height. This means that items to be loaded only need to be lifted just over two feet off the ground

Remote Keyless Entry System — key fob locks or unlocks doors and activates interior lights from up to 33 feet away for security and convenience

Electrochromic Rearview Mirror — dims automatically, reducing headlamp glare from rear approaching vehicles at night

HomeLink® Universal Transmitter — optional on SEL models, HomeLink is a built-in universal garage door opener that can be programmed to store up to three separate codes for use with home, office and other automatic garage and gate-opening devices

Compass and exterior temperature display — provides compass reading of vehicle direction and ambient temperature outside of vehicle

Front and Rear Floor Mats — help protect the carpeting from dirt and the elements

Heated Exterior Rearview Mirrors — activating the rear window defroster also helps remove moisture and frost from the sideview mirrors

Noise Reduction — a number of noise, vibration and harshness (NVH) advances help provide a quiet ride (see pg. 10 for more details)

Rear Passenger Assist Handles — help passengers easily enter and exit the vehicle

Flip/fold Center Seat Console — provides front 3-passenger seating or 2-passenger seating with a functional center console

Interior — ample storage in map pockets, full-length floor console or flip/fold console. A choice of 5- or 6-passenger seating is available, providing more versatile passenger-carrying capability and more rear head room than key competitors⁽¹⁾



Available Trim Levels/Packages

SE Preferred Equipment Package — available on SE Sedan and Wagon and includes:

- 5-spoke aluminum wheels
- Rear spoiler (sedan only)
- Power driver seat with adjustable lumbar support
- 60/40 split-folding rear seat (wagon only)

SEL Premium Package — available on SEL Sedan and Wagon and includes:

- 6-disc CD changer and AM/FM/cassette player
- Electronic Automatic Temperature Control (EATC)
- Leather seating surfaces
- Rear spoiler (sedan only)
- Power passenger seat
- Automatic headlamps

Safety and Security Package — available on all series and includes:

- Side-impact airbags
- Anti-lock Braking System (ABS)
- Traction Control

(1) Based on 2004 competitive information.

COMFORT/CONVENIENCE**This page is about:**

- Integrated Control Panel (ICP)
- Instrument Panel
- Features and Benefits
- Noise Reduction
- Seating and Storage

2005 Taurus

Comfort/Convenience

Instrument Panel Specifics

Integrated Control Panel (ICP)

- Ergonomically located and designed
- Controls for climate, audio system, digital clock and electric rear window defroster are easy to see and use
- When the ignition is in the ON or ACC position, pushing the AM, FM, CD or Tape buttons will turn the system on in those modes
- If a tape is inserted with the system powered off, it automatically powers up and plays the tape

Instrument Panel/Instrument Cluster Features

- Newly styled backlit instrument cluster
- Positive shutoff climate control registers
- Side window demisters
- Full-width windshield defroster



Additional Features

Feature	Benefit
Electronic Speed Control	Helps reduce foot and leg fatigue; helps optimize fuel economy; allows customers to keep their eyes on the road when adjusting the speed control
Wagon Liftgate with Flip-up Rear Window	Allows convenient access to the cargo area; provides easy liftgate operation
Power Moonroof	Provides the feeling of open-air touring

Comfort Specifics

Noise Reduction

- All engines have a specially designed air intake pickup and engine mounts designed to reduce noise, vibration and harshness (NVH)
- Lightweight dash insulator absorbs sound from the engine and road
- Cross-car instrument panel beam bracing reduces vibration, squeaks and rattles
- 2-sided clips help to hold the windshield defroster grille more securely, helping to reduce noise and vibration
- Front hood design cowl kickup redirects airflow over the windshield wipers
- Flush backlight with sealing strip
- Sound insulation in the trunk, under the carpet and under the package tray helps reduce passenger compartment noise
- Rear wheel well acoustic spray helps reduce road noise
- Spiral-ground antenna helps break up wind turbulence
- A crisp design line helps reduce wind noise from the side mirrors
- Door seals and door handles designed to help reduce air leakage

Large Interior Volume and Cargo Space

- Taurus has more passenger volume than many key competitors⁽¹⁾
- Optional rear-facing third seat allows for up to 8-passenger seating on Wagon models
- Available flip/fold enhanced center seating console design or full-length floor console
- Standard luggage rack (Wagon models)
- Wagon models have 81.3 cubic feet of cargo room with rear seatbacks folded down
- Available 6-way power driver's seat with manual lumbar support
- Available 60/40 split-fold-down rear seatbacks

2005 Taurus

Performance/Handling

PERFORMANCE/HANDLING

This page is about:

- Engines —
- Independent Front and Rear Suspension —
- Front-wheel Drive —
- Steering —
- All-season Tires —
- Emissions —

Key Features

To the Taurus driver, performance and handling are practical matters. Performance means capable acceleration on an expressway entrance ramp. Responsive handling means

the ability to steer quickly around road hazards. This kind of practical performance leads to driving confidence. Engine highlights:

3.0L OHV Vulcan V-6 Flexible Fuel Vehicle (FFV) Engine (late availability on SEL) —

can operate on E-85 fuel, regular unleaded gasoline or any combination of the two in the same fuel tank

- When using regular unleaded gasoline, performance is the same as the 3.0L OHV Vulcan V-6 engine
- Using ethanol helps reduce greenhouse gas emissions
- The service requirements of both Vulcan engines are virtually identical

3.0L OHV Vulcan V-6 Engine —

153 horsepower and 186 lb.-ft. of torque. Low-end torque gives customers reliable pulling power and comfortable, quiet cruising

Features of the 3.0L OHV Vulcan V-6 engine include:

- Lightweight, low-friction pistons
- 3-speed cooling fan
- Reinforced engine block for reduced noise, vibration and harshness (NVH)
- Revised intake manifold and camshaft

3.0L DOHC Duratec V-6 Engine —

201 horsepower and 207 lb.-ft. of torque. The quick acceleration response makes it ideal for customers with a more aggressive driving style who do a lot of highway driving

AX4N Automatic Transaxle —

All Taurus models come with the AX4N nonsynchronous electronic 4-speed automatic overdrive transaxle. The nonsynchronized gear alignment provides improved shift quality and consistency over synchronous automatic transaxles

Engine Speed-sensitive, Variable-assist Power Rack-and-pinion Steering (Duratec only) —

increases steering assist at low engine speeds for improved maneuverability and decreases assist at high speeds for greater road feel



Independent Front and Rear Suspension — provides a smooth ride without sacrificing handling and control (see pg. 12 for more details)

Front-wheel Drive — provides enhanced traction in many driving situations and interior roominess, especially for rear-seat passengers



All-season Tires — excellent traction in a variety of weather and road conditions

Emissions — Taurus FFV is a federal Bin 8 vehicle, qualified as an ultra low emissions vehicle in California and California emissions states. Taurus gasoline versions are certified as Bin 8 ULEV qualified and Bin 5/LEV-II

A Closer Look: Flexible Fuel Vehicle

Share this info with customers who want to know more:

A sensor in the FFV fuel system determines the content of the fuel mixture and sends a signal to the engine controller. The engine controller recalculates for operation on that specific fuel mixture.

Every engine component that comes in contact with the fuel is either stainless steel or ethanol-compatible to help prevent corrosion and deterioration.

Ethanol can be found at fuel pumps at some gas stations around the country. However, not all states have gas stations that sell ethanol. For a current list of availability in your state and around the country, log onto the Alternative Fuels Data Center Web site at: www.afdc.nrel.gov/refueling.html.

PERFORMANCE/HANDLING**This page is about:**

- Powertrain Combinations
- Suspension Specifics
- Features and Benefits

2005 Taurus

Performance/Handling

Powertrain Combinations

Powertrain (Engine/Transaxle)	Horsepower (SAE net @ rpm)	Torque (lb.-ft. @ rpm)
3.0L OHV Vulcan V-6 Flexible Fuel Vehicle (FFV) 4-speed Automatic	153 @ 5000 (Gasoline) TBD (E-85)	186 @ 3250 (Gasoline) TBD (E-85)
3.0L OHV Vulcan V-6 4-speed Automatic	153 @ 5800	186 @ 3250
3.0L DOHC Duratec V-6 4-speed Automatic	201 @ 5500	207 @ 4500

Suspension Specifics

Independent MacPherson Strut Front Suspension

- Mounted on a fully isolated front subframe attached with four rubber mounts
- Bushings are stiffer in sideways compression and softer in fore-and-aft impact
- Provides a plush ride while maintaining precise handling
- Front stabilizer bar helps reduce body lean when cornering

Rear Suspension

- Independent Quadralink parallel control arms on Sedan models
- Short- and Long-Arm (SLA) on Wagon models
- Tuned for a plush ride and less body lean while cornering
- Allows each wheel to react to road imperfections with a minimal effect on the opposite wheel
- Rear stabilizer bar helps reduce body lean when cornering (wagon only)

Additional Features

Feature	Benefit
Adaptive Shift Control	The transaxle "learns" how the vehicle is being driven and adapts to different driving styles to help maintain the same shift quality over the life of the vehicle. Downshifts are crisper and more responsive when passing
Digital Transaxle Range Selector	Gives each gear its own separate signal input so the transaxle "knows" which gear it is in more accurately. The benefit is robust, reliable and durable shift performance

Presentation Tip

Matching Your Customer with the Right Engine

A test-drive will point out the differences between the Vulcan and the Duratec engines. Listen to your customers' driving needs to match them with the engine that will suit their driving style best.

- The low-end torque of the Vulcan engine makes it especially good for customers not looking for maximum power, but who want good pulling power around town and for comfortable, quiet cruising
- The Duratec engine is designed for customers who want increased performance and are willing to rev the engine higher to get it

A Closer Look: Neutral Towing

Taurus models may not be flat towed behind another vehicle. If a customer would like to tow a Taurus behind another vehicle, a front-wheel lift or flatbed equipment must be used.

2005 Taurus

Design/Styling

DESIGN/STYLING

This page is about:

- Overview
- Interior Upgrades
- Aerodynamic Styling
- Wagon Liftgate
- Bodyside Molding
- Exterior Upgrades

Key Features

Taurus has the kind of upscale good looks, inside and out, that turn the heads of a wide range of customers. Those refined styling touches do more than look nice — they add functionality too. They demonstrate a commitment to craftsmanship and quality with features like a color-coordinated instrument panel and a satin-finish instrument cluster. The result is an attractive, practical package that's hard to resist.



Interior Upgrades — SEL models include color-coordinated instrument panel treatments; satin-finish instrument cluster background with parchment interior; simulated wood trim on the center stack, instrument panel, and door switch bezels; real wood used on the top of the steering wheel and shift knob; plus luxurious optional premium leather trim (Sedan only)

Exterior Upgrades — SEL models include 16-inch machined aluminum wheels and body-color exterior rearview mirrors

Aerodynamic Styling — contributes to fuel efficiency and helps reduce wind noise at highway speeds (see pg. 14 for more details)



Wagon Liftgate — provides convenient access to the cargo area with a low liftover height and a wide overall opening



Color-keyed Bodyside Molding — helps protect the bodyside from dings and dents



Multi-reflector Halogen Headlamps — emit a bright white beam for excellent illumination (see pg. 14 for more information)



Stylish Taillamps — enhance Taurus' exterior appearance



Front Fascia — styled using clean lines to reflect its stature in the marketplace ... bold and confident

DESIGN/STYLING**This page is about:**

- Aerodynamic Styling
- Rear Decklid Spoiler
- Halogen Headlamps
- Seats
- Wheels
- Colors

2005 Taurus

Design/Styling

Styling Specifics

Aerodynamic Styling

- Gives Taurus a contemporary, upscale appearance
- Produces a 0.30 coefficient of drag (Sedan)

Rear Decklid Spoiler

- Gives Taurus a stylish touch

Multi-reflector Halogen Headlamps

- Help resist stone damage and reduce repair costs
- Help nighttime visibility
- Long-life low-beam, high-beam bulbs require less frequent replacement

Two-tone Leather Seating Surfaces

- Available leather seating surfaces add style and luxury to Taurus' refined interior

Stylish Wheels

- Taurus' standard wheels are both attractive and sporty
- 16-inch steel wheels with deluxe wheel covers are standard on SE
- 16-inch 5-spoke painted aluminum wheels are optional on SE
- 16-inch 7-spoke machined aluminum wheels are standard on SEL
- All wheels come wrapped with all-season tires that provide excellent traction on all types of road surfaces and in all weather conditions



Color Specifics

Exterior Colors Available

- Arizona Beige Clearcoat Metallic (AQ)
- Gold Ash Clearcoat Metallic (C2)
- Dark Shadow Grey Clearcoat Metallic (CX)
- Light Tundra Clearcoat Metallic (DV)
- Merlot Clearcoat Metallic (FX)
- Windveil Blue Clearcoat Metallic (P3)

- Silver Frost Clearcoat Metallic (TS)
- Black Clearcoat (UA)
- Vibrant White Clearcoat (WT)
- Includes color-keyed bodyside molding

Interior Colors Available

- Medium/Dark Flint
- Medium/Dark Pebble
- Ebony Black



2005 Taurus

Quality/Reliability/Durability

QUALITY/RELIABILITY/DURABILITY

This page is about:

- One-piece Bodyside Construction
- EEC-V/OBD II
- Stainless Steel Exhaust System
- New Vehicle Limited Warranty
- 100,000-mile Scheduled Tune-up Interval
- Roadside Assistance

Key Features

Taurus is thoroughly tested. First Taurus engineers subject it to rigorous trials. Then Taurus faces the challenge of standing up to just about anything owners and their families can dish out. No problem — Taurus was designed with quality and reliability in mind. It passes the dependability test with flying colors.

One-piece Bodyside Construction — provides a stiffer body structure and minimizes the number of seams and welds for better fit and finish

Electronic Engine Controls (EEC-V/OBD II) — monitors and adjusts numerous powertrain functions (look below for more information)

Stainless Steel Exhaust System — resists corrosion for long-lasting performance; saves time and money in repairs over the life of the vehicle

New Vehicle Limited Warranty — 3-year/36,000-mile bumper-to-bumper coverage, includes tires and 5-year/unlimited-mileage Corrosion Perforation coverage

100,000-mile Scheduled Tune-up Interval — under normal driving conditions with regular fluid and filter changes

Roadside Assistance — includes the following features:

- Available during Bumper-to-Bumper warranty period
- Toll-free number is operational 24 hours a day, every day
- Customers can request services to change a flat tire, jump-start a battery, unlock or tow the vehicle, or deliver fuel



Reliability Specifics

Platinum-tipped Spark Plugs

- Last longer than conventional spark plugs
- Added convenience and reduced service requirements — contribute to 100,000-mile scheduled tune-up intervals
- Regular fluid and filter changes are still required

Fifth-generation Electronic Engine Control System (EEC-V/OBD II)

- Monitors and adjusts numerous powertrain functions
- Works in conjunction with the second-generation on-board diagnostics system (OBD II), which monitors emissions and ensures compliance with federal emissions standards
- Provides consistent, reliable performance
- Helps Service Technicians diagnose engine-related performance difficulties issues faster

Engineering Insights

1 Taurus is a vehicle customers can trust. That's because in creating Taurus, trained reliability engineers defined and met quality goals for 14 high-priority vehicle systems.

2 Taurus is tested to the extreme — from corrosion testing with salt spray booths, to water spray jets that seek out water leaks, to water ingestion testing that measures the engine's ability to resist stalling in extreme situations.

3 Selected Taurus vehicles coming off the assembly line go through a comprehensive 30-mile test-drive, including a water test and a review of sheet metal, paint, interior trim and functional items.

A Closer Look: Craftsmanship

Share this info with customers who want to know more:

Taurus is the first Ford vehicle to fully embrace the Assembly Plant Quality Process, which focuses on 11 elements of craftsmanship in stamping, structures and assembly plant processes.

AUDIO**This page is about:**

- AM/FM Stereo/Cassette
- AM/FM Stereo/Single-disc CD Player
- MACH® Audio System with AM/FM Stereo/Cassette
- 6-disc Radio-controlled CD Changer

2005 Taurus

Audio⁽¹⁾

AM/FM Stereo/Cassette



Includes features of AM/FM stereo plus:

- Full-logic cassette tape player
 - Soft-touch controls and auto-reverse provide simple control of cassette functions
 - Features automatic metal/CrO₂ tape bias equalization that further enhances tape playback quality
- “AMS” (Automatic Music Search)
 - Automatically seeks the beginning of tape tracks
- Dolby® B noise reduction
 - Filters cassette tape noise for truer sound reproduction
- Compatible with 6-disc CD changer

AM/FM Stereo/Single-disc CD Player



Includes features of AM/FM stereo plus:

- Single-disc CD player
- Compatible with 6-disc CD changer

MACH® Audio System with AM/FM Stereo/Cassette



Includes features of AM/FM stereo/cassette plus:

- External amplifier
 - Provides additional power that enhances sound clarity at all volumes
- 80 watts of power
- Compatible with 6-disc CD changer
- Vehicle-specific equalization
 - Custom-tuned to vehicle’s interior
- 6 premium speakers
 - Sail-mounted tweeters
 - Rear speakers are hidden in package tray to withstand sun damage

6-disc Radio-controlled CD Changer



Optional; also available as a dealer-installed accessory

- Mounted in console on models with 5-passenger seating and floor gearshift. Mounted in luggage compartment on other models
- Shuffle function
 - Plays a single disc’s tracks in random order
- Controlled by Integrated Control Panel (ICP)
 - Convenient, easy to use
- Cleaner, truer sound

(1) Refer to the latest Dealer Ordering Guide for specific audio availability.

2005 Taurus

Wheels/Seats




WHEELS/SEATS

This page is about:

Wheels —
Seats —

Taurus

Wheels

Wheel	Sedan		Wagon	
	SE	SEL	SE	SEL
16" Steel Wheel with Locking Wheel Cover 	Standard	—	Standard	—
16" 5-Spoke Painted Aluminum Wheel 	Optional	—	Optional	—
16" 7-Spoke Machined Aluminum Wheel 	—	Standard	—	Standard

— = Not available

NOTE: Refer to the latest Dealer Ordering Guide for wheel availability.

Seats

Interior Trim Type and Color Selector NOTE: First character denotes type, second character denotes color.	Interior Trim Colors		
	Medium/ Dark Flint	Medium/ Dark Pebble	Ebony Black
SE Sedan Cloth Seats (5-passenger or 6-passenger) Leather Seating Surfaces ⁽¹⁾ (5-passenger)	K2 N2	KH NH	KW LW
SE Wagon Cloth Seats (5-passenger or 6-passenger) Leather Seating Surfaces ⁽¹⁾ (5-passenger)	K2 N2	KH NH	
SEL Sedan⁽²⁾ Cloth Seats (5-passenger or 6-passenger) Two-tone Leather Seating Surfaces ⁽¹⁾ (5-passenger or 6-passenger)	K2 L2	KH LH	KW LW ⁽³⁾
SEL Wagon⁽²⁾ Cloth Seats (5-passenger or 6-passenger) Leather Seating Surfaces ⁽¹⁾ (5-passenger or 6-passenger)	K2 N2	KH NH	

(1) All leather seating surfaces include 60/40 split-fold rear seat.

(2) 6-passenger seating (cloth or leather) on SEL is a Fleet only option.

(3) Ebony leather seating surfaces are not available in two-tone.

NOTE: Please refer to the 2005 Color and Upholstery Book or the Specifications section of eSourceBook (esourcebook.dealerconnection.com) for illustrations of the available seating choices.

INSTRUMENT FEATURES

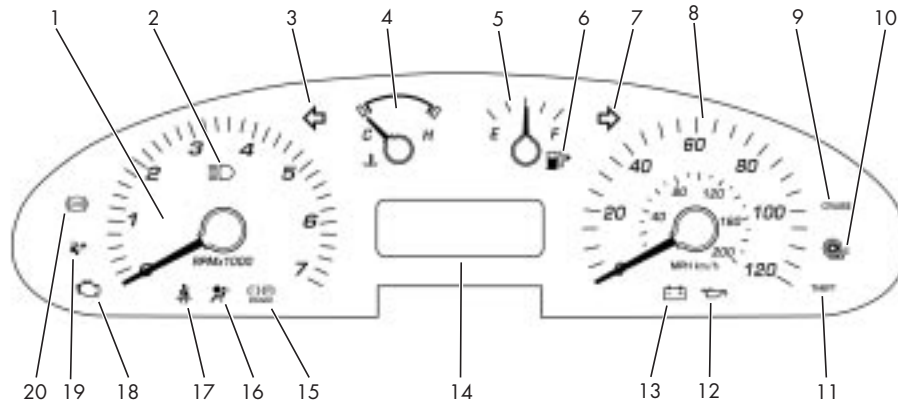
This page is about:

Instrument Cluster

2005 Taurus

Instrument Features

Instrument Cluster



- | | | |
|---|--|--|
| 1. Tachometer | 10. Traction control active indicator ⁽¹⁾ | 16. Airbag readiness indicator/
warning light |
| 2. High-beam indicator | 11. Anti-theft system warning light | 17. Fasten safety belt warning light |
| 3. Left turn signal indicator | 12. Low engine oil pressure
warning light | 18. Service engine soon warning light |
| 4. Engine coolant temperature gauge | 13. Charging system warning light | 19. Check fuel cap warning light |
| 5. Fuel gauge | 14. Message center | 20. Anti-lock Braking System readiness
indicator/warning light ⁽¹⁾ |
| 6. Fuel filler door indicator | 15. Brake system warning light/
parking brake indicator | |
| 7. Right turn signal indicator | | |
| 8. Speedometer | | |
| 9. Cruise control active indicator ⁽¹⁾ | | |

(1) If equipped.

2005 Taurus

KEY PRODUCT SPECIFICATIONS

Key Product Specifications⁽¹⁾

Model	Sedan	Wagon
Wheelbase	108.5	108.5
Overall Length	197.6	197.7
Overall Height	56.1	57.8
Overall Width	73.0	73.0
Tread Width Front/Rear	61.6/62.1	61.6/62.1
Curb Weight (approx. lbs.)	3306 – SE 3313 – SEL	3497

Front/Rear Seating

Seating Capacity	5/6	8
Head Room (Front/Rear)	40.0/38.1	39.4/38.9
Shoulder Room (Front/Rear)	57.3/56.6	57.3/56.6
Hip Room (Front/Rear)	54.4/55.7	54.4/55.4
Leg Room (Front max./Rear min.)	42.2/38.9	42.2/38.5

Passenger/Luggage/Fuel Capacity

Passenger Volume (cu. ft.)	104.4	104.2
Luggage Capacity (cu. ft.)	17.0	38.8
Fuel Capacity (gal.)	18.0	18.0
Liftover Height	26.0	—
Total Interior Volume	121.4	143.0

Engine

Engine Layout	Front engine, front-wheel drive
Engine Type	3.0L OHV V-6 FFV/3.0L DOHC V-6
Displacement (liters, cu. in.)	3.0L OHV 182/3.0L DOHC 181
Horsepower @ rpm ⁽²⁾	153 @ 5800/201 @ 5500
Torque (lb.-ft. @ rpm) ⁽²⁾	186 @ 3250/207 @ 4500
Compression Ratio	9.4:1/10.2:1
Bore and Stroke	3.5 x 3.1/3.5 x 3.1
Fuel System	Sequential Multi-port Fuel Injection
Fuel Requirement	87 octane (minimum) or E-85 ethanol in FFV
Fuel Economy (city/hwy. mpg) ⁽³⁾	Sedan — 20/27 with OHV V-6 20/27 with Duratec Wagon — 19/25 with OHV V-6 19/27 with Duratec
Exhaust System	Single with catalytic converter

Transaxle

Type	Electronically controlled 4-speed automatic overdrive
Final Drive Ratio	3.96:1 (3.0L OHV Vulcan) 3.96:1 (3.0L DOHC Duratec)

Gear Ratios

Gears	1st	2nd	3rd	4th	Rev.
	2.77	1.54	1.00	0.69	2.26

Chassis Construction

Type	Unitized body with isolated front subframe
------	--

Front Suspension

Type	Independent MacPherson strut with strut-mounted coil spring, stabilizer bar, lower control arm and cast knuckle with integral ball joints
Springs	Helical coil
Shock Absorbers	Integral with MacPherson strut, gas-pressurized, hydraulic
Stabilizer Bar Diameter	0.81/0.87 (Sedan/Wagon)

Rear Suspension

Sedan	Independent MacPherson strut with strut-mounted coil spring, stabilizer bar, tension strut, parallel control arms and cast spindle with forged stem
Wagon	Independent SLA with variable-rate spring on lower control arm, stabilizer bar, tension strut, upper control arms and cast spindle with forged stem
Springs	Helical coil (variable-rate with Wagon)
Shock Absorbers	Integral with MacPherson strut (Sedan), gas-pressurized, hydraulic
Stabilizer Bar Diameter	0.73/0.55 (Sedan/Wagon)

Steering

Type	Power rack-and-pinion (Variable-assist with Duratec engine)
Overall Ratio	17.0:1 on-center
Turning Diameter, Curb-to-Curb (ft.)	39.7

Brakes

Standard	Dual hydraulic (diagonally linked, front to rear), pin slider-type power front disc/rear drum (all Sedans); power four-wheel disc (SE Wagon)
Anti-lock Braking System	Optional on all models

Aerodynamics

Coefficient of Drag (C _d)	0.30 (Sedan)
---------------------------------------	--------------

Trailer Towing⁽⁴⁾

Towing Class	Light Duty Class I
Gross Trailer Weight ⁽⁵⁾ (lbs.)	1250 (1100 w/Wagon) max.

Neutral Towing

Emergency Towing	It is recommended that Taurus be towed with a wheel lift or with flatbed equipment
Recreational Towing	When towing the vehicle behind another vehicle such as an RV, a wheel lift or a flatbed trailer must be used. Taurus cannot be flat towed with all four wheels on the ground

(1) Based on official MVMA Passenger Vehicle Specifications. Dimensions are in inches unless otherwise specified.

(2) 3.0L OHV Vulcan V-6 FFV with E-85 — horsepower and torque TBD.

(3) 3.0L OHV Vulcan V-6 FFV — fuel economy gasoline 19/27 (Sedan), 19/26 (Wagon) — E85 15/20 (Sedan), 14/19 (wagon).

(4) For additional towing information please refer to the 2005 RV & Trailer Towing Guide (found behind the 2005 Truck Source Book Towing tab) or the vehicle's Owner's Guide.

(5) Max. (GTW) gross trailer weight allows only one passenger and no trunk load.

2005 Taurus

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2005 Taurus

Genuine Ford Accessories

ACCESSORIES

This page is about:

Introduction

Spotlight Accessories

Taurus

Introduction

genuine (jen' yoo in) — 1) pure in breed 2) the real deal 3) authentic

Your customers buy Ford cars, trucks and SUVs because our brand gives them value for the money, durability, high quality and innovative features that keep drivers and passengers comfortable and safe. So when it comes to adding accessories to personalize a vehicle, suggest and sell the accessories that give your customers the same benefits ... **Genuine Ford Accessories.**

OE-Fit — Genuine Ford Accessories are designed and tested to meet strict Ford standards for each specific vehicle.

Durable and Dependable — Genuine Ford Accessories are covered by one of the strongest limited warranties in the marketplace and many are even covered under ESP PremiumCare (purchased separately).



fordaccessoriesstore.com

Fiscally Responsible — All Genuine Ford Accessories can be financed with a vehicle purchase and for Red Carpet Leases, many can be residualized.

Help your customers keep their vehicle genuine. And remember, only Ford dealerships can say they sell Genuine Ford Accessories.

Spotlight Accessories



Rear Spoiler (Base Part No. 44210)

- Made from ABS plastic to precision original equipment specifications
- Comes painted in select exterior colors and is primed (ready to paint)
- Dealer installation recommended



5-Spoke, Sport-style Wheel (Part No. 2F1Z-1007-CA)

- 16" x 6" bright machined aluminum directional 5-spoke, sport-style
- Includes wheel, brushed aluminum center cap and chromed lug nuts (most applications)



Luggage/Cargo Basket by Yakima™

(Base Part No. 55100)

- Constructed of heavy-duty vinyl-covered steel mesh
- Measures 26.5" x 38.75" x 2" (67cm x 97cm x 5cm)
- Includes stretch net to secure cargo
- Fits factory racks, removable roof racks or raised round crossbars (sold separately)

ACCESSORIES**This page is about:**

- Available Genuine Ford Accessories
- Contact Information

2005 Taurus

Genuine Ford Accessories



The Following Genuine Ford Accessories Are Available for the 2005 Taurus:

Chassis

- Wheel Lock
- Wheels

Electrical

- Electrochromic Interior Rearview Mirror
- Fog Lamps
- Hitch Wire Harness
- Keyless Entry Keypad
- Remote Keyless Entry
- Remote Start System
- Vehicle Security System

Exterior

- Bug Shield
- Front-end Cover
- Full Vehicle Cover
- Roof Carrier Products
- Side-window Deflectors
- Splash Guards
- Spoilers

Interior

- Ashcup
- Cargo Logic
- Cargo Nets
- Cargo Organizers
- Cargo Trays
- First Aid Kit
- Floor Mats — All-weather
- Floor Mats — Carpeted
- Highway Safety Kit
- Scuff Plates
- Smoker's Pack

Contact Information

It's easy to sell Genuine Ford Accessories when you have the right sales tools, such as catalogs and brochures. To order your catalogs, brochures and merchandising materials, visit the Dealer eStore at FMCDealer.com. All catalogs and brochures are available at no charge, as well as most merchandising materials.

In addition to providing customers with a Genuine Ford Accessories catalog, invite them to visit www.fordaccessoriesstore.com to browse available Genuine Ford Accessories online.

To learn how to better sell Genuine Ford Accessories, ask your Sales Manager or contact your Regional Accessories Specialist (RAS).



fordaccessoriesstore.com