



2002 MY Vehicle Line: Taurus

Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

- New value-enhancing packages for 2002 Taurus include the following:
 - No charge Power Driver Seat and AM/FM Stereo In-Dash CD on SE sedan.
 - No charge for leather seating surfaces on SES series.
 - No charge for leather seating surfaces and moonroof on SEL series.
- The 2002 Taurus continues to provide outstanding safety, quality, comfort, & convenience at an affordable price. The 2002 Taurus offers more car for the money than any major competitor.
- The new 2002 Taurus Targeted Product Offerings (TPO's) offer an easy way to order the correct equipment so that vehicles turn more quickly in inventory.
- New for 2002 the Taurus SEL premium package offers outstanding customer value by offering a fully equipped vehicle with MACH audio group, side impact airbags, traction control as standard equipment, and leather seating surfaces and moonroof as no-charge options.
- Six passenger seating with flip fold center console is now standard on Taurus LX and SE.

Recommended Mix:

<i>Series</i>	<i>Retail Mix</i>
<i>LX Sedan</i>	<i>10%</i>
<i>SE Sedan</i>	<i>29%</i>
<i>SES Sedan</i>	<i>30%</i>
<i>SEL Sedan</i>	<i>22%</i>
<i>SE Wagon</i>	<i>6%</i>
<i>SEL Wagon</i>	<i>3%</i>

Key Options/Arrays:

- The 2002 Taurus is now available in 4 exciting new colors: Matador Red, Medium True Blue, Arizona Beige, and Dark Shadow Grey.
- The all-new luxury and convenience group offers high-end Taurus customers optional Auto-dimming Rearview Mirror with Compass and Heated Side-view Mirrors on the SES, SEL Sedan, and SEL Wagon.
- The SE Sedan has a special no charge Power Driver Seat and AM/FM Stereo In-Dash CD package.
- The SES series offers a long list of equipment that will surprise and delight customers. Customers that require an Anti-lock Braking System should be directed to this unit.
- The SES Sedan has two array choices that should be split 50%/50% towards 300A Standard vs. 310A Deluxe. Both arrays offer no-charge Leather Seating Surfaces.
- The SEL Sedan has two array choices that should be split 70%/30% towards 400A Deluxe vs. 420A Premium. Both arrays offer no-charge Leather Seating Surfaces and Power Moonroof.

For those vehicles new to TPO for the 2002 MY, a comprehensive TPO guide will also be available to further assist dealership ordering from 2001 to what should be ordered in 2002. This guide will be available on dealer.com and the Dealer e-Store when 2002 introduction pricing is announced.

Date: 06/15/01

2002 TAURUS MAJOR PRODUCT CHANGES

OVERVIEW

The 2002 Taurus continues the brand's focus on safety, quality, comfort and convenience. The new for 2002 Taurus Targeted Product Offerings offer an easy way to surprise and delight your customers by having the Taurus they want with the right equipment. Five new arrays and four new powerful colors will enable you to generate continued excitement around this outstanding vehicle. Safe, solid and purposeful, Taurus retains its reputation as the family sedan of choice by enhancing customer value.

MODEL/SERIES/ARRAY AVAILABILITY

- LX — Entry Level Series
- SE Standard — Affordable Value Series
- SES Standard — Higher Value Series
- SES Deluxe — Higher Value Series with Duratec
- SEL Deluxe — High Comfort/Luxury Series
- SEL Premium — Highest Comfort/Luxury Series
- SE Wagon — High Value Wagon Series
- SEL Wagon — Highest Comfort Wagon Series
- Special Fleet Only Arrays Available — (LX Deluxe-900A, SE Standard-910A, SE Deluxe-920A)

EXTERIOR CHANGES

Colors Added:

- Matador Red Clearcoat Metallic (DT)
- Medium True Blue Clearcoat Metallic (RJ)
- Arizona Beige Clearcoat Metallic (AQ)
- Dark Shadow Grey Clearcoat Metallic (CX)

INTERIOR CHANGES

- Base 5-Passenger seating deleted; 6-Passenger seating standard

FUNCTIONAL CHANGES

- AM/FM Single CD Player made standard on SE Deluxe and SE Wagon and Fleet SE Deluxe
- Adjustable Pedals made standard on SEL and SEL Wagon
- Floor Mats standard on all series
- Security Approach Lamps made standard on SE, SES, and SEL (Optional Fleet Delete)
- Auto-Dimming Rear View Mirror made optional on SES and SEL
- 3.0L 2V Engine Fuel Economy Improvements

NEW ARRAYS

SE Standard (Standard Equipment)

- Painted Aluminum Wheels
- Speed Control
- AM/FM Single CD Player
- Remote Keyless Entry

SES Deluxe (Standard Equipment)

- SES Equipment
- Duratec
- 5 Passenger with Floor Shift
- Leather Wrapped Steering Wheel
- Spoiler

SEL Wagon Deluxe (Standard Equipment)

- SE Wagon Equipment
- AM/FM Cassette w/6-CD
- Power Driver Seat
- Adjustable Pedals

SEL Premium (Standard Equipment)

- SEL Equipment
- 6-Disc CD Changer with MACH Radio

NEW ARRAYS (Continued)

- No charge Leather Seating Surfaces
- No charge Power Moonroof
- Power Passenger Seat
- Side Impact Airbags
- Traction Control

SE Wagon Deluxe (Standard Equipment)

- SE Wagon Equipment
- AM/FM Single CD Player
- Power Driver Seat

Fleet LX Deluxe — 900A

- Cassette
- ABS

Fleet SE Standard — 910A

- RKE & Security Approach Lamps (Optional Fleet Delete)

Fleet SE Deluxe — 920A

- RKE & Security Approach Lamps
- Single CD
- Power Driver Seat
- 60/40 Split Fold Rear Seat

HOW TO ORDER A 2002 TAURUS

STEPS TO ORDER: (after reviewing pre-configured arrays)

1. Select Body Code
 - P52 — LX Sedan
 - P53 — SE Sedan
 - P55 — SES Sedan
 - P56 — SEL Sedan
 - P58 — SE Wagon
 - P59 — SEL Wagon
2. Select Order Code
 - 100A, 110A, 210A, 215A, 300A, 305A, 500A , 501A— Standard
 - 310A, 400A, 505A, 506A, 510A — Deluxe
 - 420A , 507A— Premium
3. Review Available Option Codes
4. Select Color & Trim

2001/2002 Taurus Order Comparison

MODEL	2001 Model Year If you use to order...	2002 Model Year Now you can order...
LX Sedan	P52	P52/100A, 110A
SE Sedan	P53	P53/210A, 215A
SES Sedan	P55	P55/300A, 305A, 310A
SEL Sedan	P56	P56/400A, 420A
SE Wagon	P58	P58/500A, 501A, 505A, 506A, 507A
SEL Wagon	Not Available	P59/510A

MAJOR STANDARD EQUIPMENT

	LX	SE	SES	SE Wagon	SEL
EXTERIOR					
BACKLIGHT — Flip-up glass w/gas cylinders				•	
BUMPERS — Front and rear 5 mph impact absorbing body color	•	•	•	•	•
Unique shape rear 5 mph impact absorbing body colored w/step pads				•	
DOOR HANDLES — Body color flush mounted	•	•	•	•	•
FASCIA — Body color	•	•	•	•	•
HEADLAMPS — Multi-reflector halogen	•	•	•	•	•
LAMPS, SAFETY APPROACH — Perimeter lighting system w/remote keyless entry		•	•	•	•
LUGGAGE RACK — Aerodynamic w/adjustable crossbar and tie downs				•	
MIRRORS — Black electric remote control	•				
Dual body color, electric remote control		•	•	•	•
MOLDINGS — Bodyside protection - body color	•	•	•	•	•
Flush black around side windows, windshield, backlite	•	•	•		•
Flush black windshield/backlite, bright side door window				•	
Black rocker panel	•	•	•	•	•
PAINT, CLEARCOAT	•	•	•	•	•
TAILLAMPS — Monochromatic w/red turn signals	•	•	•	•	•
WHEEL COVERS — Locking	•				
WHEELS, ALUMINUM — 16" 5-Spoke painted		•	•	•	
16" 5-Spoke machined					•
INTERIOR					
ASHTRAY — Front	•	•	•	•	•
CARGO AREA COVER				•	
CARGO NET		•	•		•
CARPET — 13.5-Oz. Color keyed w/integral driver footrest	•	•	•	•	•
CLOCK, ELECTRONIC DIGITAL — With dimming feature	•	•	•	•	•
CUPHOLDERS/CASSETTE STOWAGE — Color keyed, integral w/center console	•	•	•	•	•
DOOR HANDLES — Chrome finish	•	•	•	•	•
FLOOR MATS, FRONT & REAR	•	•	•	•	•
GLOVE BOX	•	•	•	•	•
GRAB HANDLES, REAR	•	•	•	•	•
GROCERY BAG HOOKS — Located on scuff plate inside trunk	•	•	•		•
INSTRUMENT PANEL — Two-tone, w/back lighted cluster, positive shutoff climate control registers, side window demisters and windshield defroster	•	•	•	•	•
INTEGRATED CONTROL PANEL — With climate controls, radio, rear window defrost, and clock controls	•	•	•	•	•
LIGHTS — Light group/dual beam map and dome lamp	•	•	•	•	•
Courtesy dome switches located on all four doors	•	•	•	•	•
Headlamp illuminated w/chime reminder	•	•	•	•	•
Warning lights — air bags, door ajar, battery, oil pressure, brake, service engine soon, and safety belt reminder	•	•	•	•	•
Low fuel	•	•	•	•	•
Delayed off dome lamp	•	•	•	•	•
Front door courtesy lights, ashtray, luggage compartment	•	•	•	•	•
Cargo courtesy light — liftgate activated with on/off automatic settings				•	
LUGGAGE COMPARTMENT — Low liftover fully trimmed w/mini-spare	•	•	•	•	•
MIRRORS — Day/night rearview	•	•	•	•	•
Illuminated visor mirrors w/secondary visor				•	•
PERSONAL SAFETY SYSTEM W/DUAL STAGE AIR BAGS, 2ND GENERATION — Driver and right front passenger	•	•	•	•	•
RADIO — Electronic AM/FM full logic stereo w/4-speakers	•				
Electronic AM/FM full logic stereo cassette w/4-speakers		•			•
Electronic AM/FM stereo, single in-dash CD w/4-speakers			•	•	
CD changer (6-disc)					•

LEGEND: ★ = New for this model year.

MAJOR STANDARD EQUIPMENT

	LX	SE	SES	SE Wagon	SEL
INTERIOR (Continued)					
SEATS — Five-passenger seating w/dual recliners, front armrest, front seat map pockets, 2-way head restraints, and storage console					•
Six-passenger seating w/dual recliners, front armrest, front seat map pockets, 2-way head restraints and center seating console	•	•	•	•	
Third row fold down rear seat 8-passenger				•	
Power driver seat, six-way w/manual driver lumbar			•	•	•
60/40 split fold rear seat back			•		•
Driver seat position sensor	•	•	•	•	•
Front safety belt usage detection sensor	•	•	•	•	•
LATCH - Lower Anchor and Tether for CHildren	•	•	•	•	•
SAFETY BELTS — Manual lap/shoulder safety belts w/adjustable D-rings, pretensioners and energy management retractors on outside front positions. Includes auto. lock feature for child seats on outboard seating positions & for front safety lap belt only.	•	•	•	•	•
STEERING COLUMN — Tilt	•	•	•	•	•
STEERING WHEEL — Color keyed 4-spoke soft feel w/center horn engagement	•	•	•	•	•
Leather wrapped steering wheel					•
STORAGE — Hidden under floor and right quarter				•	
SUNVISORS — Cloth covered w/covered vanity mirrors	•	•	•	•	•
Illuminated visor, vanity w/secondary visor			•		•
FUNCTIONAL					
AIR CONDITIONING — Manual temperature control CFC free	•	•	•	•	
Electronic automatic temperature control					•
AIR EXTRACTORS — Quarter panel for improved ventilation and door closing efforts	•	•	•	•	•
ALTERNATOR — 130-Amp	•	•	•	•	•
ANTENNA — Fixed whip quarter panel mounted	•	•	•		•
Power automatic quarter panel mounted				•	
BATTERY — Low maintenance 58-amp	•	•	•	•	•
BATTERY SAVER — Turns off interior lights after 30 minutes	•	•	•	•	•
BRAKES — Power assisted front disc/rear drum	•	•	•		•
4-Wheel disc				•	
ABS 4-wheel anti-lock brakes			•	•	•
CHIME — Safety belt reminder, headlamp-on, door open/key-in-ignition	•	•	•	•	•
CRASH SEVERITY SENSOR	•	•	•	•	•
DECKLID RELEASE	•	•	•		•
DEFROSTER/DEFOGGER, REAR WINDOW	•	•	•	•	•
ELECTRONIC ENGINE CONTROLS — EEC-V	•	•	•	•	•
EMERGENCY INSIDE TRUNK RELEASE	•	•	•		•
ENGINE — 3.0L 2V 6-Cylinder Vulcan	•	•	•	•	
ENGINE — 3.0L 4V 6-Cylinder Duratec					•
FRONT WHEEL DRIVE	•	•	•	•	•
FUEL TANK — 18 gallons (includes tethered quick release gas cap)	•	•	•	•	•
Fuel shutoff switch (deactivates fuel pump upon rear impact)	•	•	•	•	•
GLASS — Solar tinted complete	•	•	•	•	•
HEAT — Rear seat floor outlets	•	•	•	•	•
HOOD — Gas assist and remote release	•	•	•	•	•
HORN, DUAL NOTE	•	•	•	•	•
INSTRUMENTATION — Temperature and fuel gauges, electric 110 mph speedometer, low brake fluid alert light, trip odometer, 1 million mile odometer and tachometer	•	•	•	•	•
LOCKS — Child safety on rear doors	•	•	•	•	•
Unique wagon liftgate latch, night latch, and exterior release handle				•	
LOCKS, POWER DOOR — Illuminated controls	•	•	•	•	•
PARKING BRAKE — Foot operated	•	•	•	•	•
POWER POINTS — Two, dual 12V	•	•	•	•	•
REMOTE KEYLESS ENTRY —With security approach lamps		•	•	•	•
With keypad					•
SEALS — Full perimeter dual w/third seal on door frame	•	•	•	•	•
SEATS, POWER — Driver six-way w/manual driver lumbar			•	•	•
SECURILOCK™ — Passive anti-theft system (coded key)	•	•	•	•	•
SHIFTER — Column w/soft feel handle	•	•	•	•	•
SPEED CONTROL		•	•	•	•

LEGEND: ★ = New for this model year.

MAJOR STANDARD EQUIPMENT

	LX	SE	SES	SE Wagon	SEL
FUNCTIONAL (Continued)					
STEERING — Power, rack and pinion w/ variable assist	•	•	•	•	•
SUSPENSION — Independent MacPherson front w/nitrogen gas pressurized struts and front stabilizer bar	•	•	•	•	•
Independent rear quadralink w/nitrogen gas pressurized struts	•	•	•		•
Independent rear short and long arm type (rear) w/nitrogen gas pressurized shock absorbers and progressive rate springs and rear stabilizer bar				•	
TIE DOWNS — Decklid provision in latch	•	•	•		•
Load floor				•	
TIRES — P215/60Rx16 all-season	•	•	•	•	•
Mini-spare	•	•	•	•	•
TRANSAXLE — Electronic 4-speed automatic overdrive	•	•	•	•	•
Transaxle oil cooler	•	•	•	•	•
WINDSHIELD WIPERS — 2-Speed w/variable intermittent	•	•	•	•	•
Rear wiper/washer				•	
WINDOWS, ILLUMINATED POWER SIDE — Includes lockout switch, express down driver's window, and accessory delay	•	•	•	•	•

LEGEND: ★ = New for this model year.

2002 Taurus		Sedan					
		LX	SE	SES	SES	SEL	SEL
		Body Code Order Code	P52 100A (3.0L) 110A (3.0L FFV)	P53 210A (3.0L) 215A (3.0L FFV)	P55 300A (3.0L) 305A (3.0 L FFV)	P55 310A (3.0L 4V)	P56 400A (3.0L 4V)
POWERTRAIN		Standard	Standard	Standard	Deluxe	Deluxe	Premium
Auto O/D Transmission		Std.	Std.	Std.	Std.	Std.	Std.
Type		2V 6 Cyl.	2V 6 Cyl.	2V 6 Cyl.	4V 6 Cyl.	4V 6 Cyl.	4V 6 Cyl.
Horsepower @ rpm (SAE net)		155 @ 4900	155 @ 4900	155 @ 4900	200 @ 5650	200 @ 5650	200 @ 5650
Torque (lb. - ft. @ rpm)		185 @ 3950	185 @ 3950	185 @ 3950	200 @ 4400	200 @ 4400	200 @ 4400
Compression Ratio		9.7:1	9.7:1	9.7:1	10.0:1	10.0:1	10.0:1
SUSPENSION/CHASSIS							
Brakes, 4-Wheel Disc		—	—	—	—	—	—
Brakes, Power Assisted		Std.	Std.	Std.	Std.	Std.	Std.
Fuel Tank Capacity (gal.)		18.0	18.0	18.0	18.0	18.0	18.0
Steering, Variable Rack & Pinion		Std.	Std.	Std.	Std.	Std.	Std.
Suspension, 4-Wheel Independent		Std.	Std.	Std.	Std.	Std.	Std.
Tire Size/Type		P215/60 Rx16 All-Season	P215/60 Rx16 All-Season	P215/60 Rx16 All-Season	P215/60 Rx16 All-Season	P215/60 Rx16 All-Season	P215/60 Rx16 All-Season
Wheel Size/Appearance		16" Steel	16" Painted Aluminum	16" Painted Aluminum	16" Painted Aluminum	16" Machined Aluminum	16" Machined Aluminum
KEY EXTERIOR FEATURES							
Keypad		—	—	—	—	Std.	Std.
Mirrors, Dual Power		Std.	Std.	Std.	Std.	Std.	Std.
Remote Keyless Entry System		—	Std.	Std.	Std.	Std.	Std.
Windshield Wipers, Variable Intermittent		Std.	Std.	Std.	Std.	Std.	Std.
KEY INTERIOR FEATURES							
Air Conditioning, Manual Control		Std.	Std.	Std.	Std.	—	—
Air Conditioning, Electronic Temperature Control		—	—	—	—	Std.	Std.
Audio:							
— AM/FM Stereo		Std.	—	—	—	—	—
— AM/FM Stereo In-Dash CD		—	Inc. in SE Value Pkg.	Std.	Std.	—	—
— AM/FM Stereo Cassette w/6-CD		—	—	—	—	Std.	Std.
Anti-Theft System, Perimeter		—	—	—	—	Std.	Std.
Cargo Net		—	Std.	Std.	Std.	Std.	Std.
Floor Mats, Front & Rear		Std.	Std.	Std.	Std.	Std.	Std.
Headlamps, Auto		—	—	—	—	Std.	Std.
Lamps, Security Approach		—	Std.	Std.	Std.	Std.	Std.
Locks, Power		Std.	Std.	Std.	Std.	Std.	Std.
Seats:							
— 5-Passenger w/Console & Floor Shift		—	—	—	Std.	Std.	Std.
— Power Passenger (req. Leather Seating)		—	—	—	—	—	Included w/Leather Std.
— Power Driver w/Lumbar		—	Inc. in SE Value Pkg.	Std.	Std.	Std.	Std.
Speed Control		—	Std.	Std.	Std.	Std.	Std.
Steering Wheel, Leather Wrapped		—	—	—	Std.	Std.	Std.
Visors, Dual Illuminated w/Secondary Visors		—	—	Std.	Std.	Std.	Std.
Visors, Dual w/Covered Mirrors		Std.	Std.	—	—	—	—
GROUPS/PACKAGES							
Audio Group (incl. AM/FM stereo cassette w/6-disc CD and 80-watt, 6-speaker MACH amplifier)	53A	—	—	Optional	<i>Optional</i>	—	—
Luxury & Convenience Package (incl. auto-dim. mirrors w/compass and heated mirrors)	96L	—	—	Optional	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>
Safety Package (req. 552 ABS and incl. side impact air bags and all-speed traction control)	85R	—	Optional	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	Std.
SE Value Package (incl. No-charge power driver seat and no-charge AM/FM stereo in-dash CD)	53S	—	No-Charge Package	—	—	—	—
AVAILABLE OPTIONS							
Audio, AM/FM Stereo Cassette	58H	<i>Optional</i>	—	—	—	Included	Included
Audio, MACH	916	—	—	—	—	Optional	Optional
Brakes, Anti-Lock Braking System (ABS)	552	<i>Optional</i>	<i>Optional</i>	Std.	Std.	Std.	Std.
Cellport Communications System (Fleet only; req. 6-passenger seating)	519	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	—	<i>Optional</i>	—
Lamps, Daytime Running (Fleet only)	942	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	—	—	—
Moonroof, Power	13B	—	—	Optional	<i>Optional</i>	<i>No-Charge</i>	<i>No-Charge</i>
Pedals, Power Adjustable	59C	—	Optional	Optional	Optional	<i>Optional</i>	<i>Optional</i>
Seat, 60/40 Split Fold Rear	46S	—	<i>Optional</i>	Std.	Std.	Std.	Std.
Seating, 6-Passenger	184	Std.	Std.	Std.	—	Optional	—
Seat Trim, G-Grain Leather	J	—	—	No-Charge	<i>No-Charge</i>	<i>Optional</i>	<i>No-Charge</i>
Spoiler, Rear (NA w/184 6-pass. seating w/floor shift/console)	13K	—	—	—	Std.	<i>Optional</i>	<i>Optional</i>

NOTE: Bolded text indicates an upgrade from the previous array.

2002 Taurus Wagon		Wagon				
		SE	SE	SE	SEL	
		Body Code	P58	P58	P58	P59
		Order Code	500A (3.0L)	505A (3.0L)	507A (3.0L 4V)	510A (3.0L)
Order Code	501A (3.0L FFV)	506A (3.0L FFV)	—	—		
POWERTRAIN		Standard	Deluxe	Premium	Deluxe	
Auto O/D Transmission		Std.	Std.	Std.	Std.	
Type.....		2V 6Cyl.	2V 6Cyl.	4V 6Cyl.	2V 6Cyl.	
Horsepower @ rpm (SAE net).....		155 @ 4900	155 @ 4900	200 @ 5650	155 @ 4900	
Torque (lb. - ft. @ rpm).....		185 @ 3950	185 @ 3950	200 @ 4400	185 @ 3950	
Compression Ratio		9.7:1	9.7:1	10.0:1	9.7:1	
SUSPENSION/CHASSIS						
Brakes, Anti-Lock Braking System (ABS).....		Std.	Std.	Std.	Std.	
Brakes, 4-Wheel Disc		Std.	Std.	Std.	Std.	
Brakes, Power Assisted.....		Std.	Std.	Std.	Std.	
Fuel Tank Capacity (gal.).....		18.0	18.0	18.0	18.0	
Steering, Variable Rack & Pinion		Std.	Std.	Std.	Std.	
Tire Size/Type.....		P215/60Rx16 All-Season	P215/60Rx16 All-Season	P215/60Rx16 All-Season	P215/60Rx16 All-Season	
Wheel Size/Appearance		16" Painted Aluminum	16" Painted Aluminum	16" Painted Aluminum	16" Machined Aluminum	
KEY EXTERIOR FEATURES						
Keypad		—	—	—	Std.	
Mirrors, Dual Power		Std.	Std.	Std.	Std.	
Remote Keyless Entry System.....		Std.	Std.	Std.	Std.	
Spoiler, Rear.....		—	—	—	—	
Windshield Wipers, Variable Intermittent		Std.	Std.	Std.	Std.	
KEY INTERIOR FEATURES						
Air Conditioning, Manual Control.....		Std.	Std.	Std.	—	
Air Conditioning, Electronic Temperature Control.....		—	—	—	Std.	
Anti-theft System, Perimeter		—	—	—	Std.	
Audio:						
— AM/FM Stereo		—	—	—	—	
— AM/FM Stereo Cassette.....		Std.	—	—	—	
— AM/FM Stereo In-Dash CD		—	Std.	Std.	—	
— AM/FM Stereo Cassette w/6-CD		—	—	—	Std.	
— AM/FM Stereo Cassette w/6-CD and MACH Audio (incl. w/Duratec Pkg.).....		—	—	—	—	
Cargo Cover.....		Std.	Std.	Std.	Std.	
Cargo Net		—	—	—	—	
Floor Mats, Front & Rear.....		Std.	Std.	Std.	Std.	
Headlamps, Auto		—	—	—	Std.	
Lamps, Security Approach		Std.	Std.	Std.	Std.	
Locks, Power		Std.	Std.	Std.	Std.	
Moonroof, Power.....		—	—	—	—	
Seats:						
— 60/40 Split Fold Rear.....		Std.	Std.	Std.	Std.	
— 6-Passenger.....		Std.	Std.	Std.	Std.	
— 5-Passenger w/Console & Floor Shift (incl. w/Duratec Pkg.)		—	—	—	—	
— Power Passenger		—	—	—	—	
— Power Driver w/Lumbar		—	Std.	Std.	Std.	
Speed Control.....		Std.	Std.	Std.	Std.	
Steering Wheel, Leather Wrapped.....		—	—	—	Std.	
Visors, Dual Illuminated w/Secondary Visors		—	—	—	Std.	
Visors, Dual, w/Covered Mirrors.....		Std.	Std.	Std.	—	
GROUPS/PACKAGES						
Duratec Package (incl. 3.0L V6 4V Duratec engine, 6-disc CD changer, MACH prem. sound, 5-passenger seating w/console and floor shift).....	53D	—	—	—	Optional	
Safety Package (req.552 ABS and incl. side impact air bags and all-speed traction control)	85R	—	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	
Luxury & Convenience Package (incl. auto-dim. mirrors w/compass and heated mirrors)	96L	—	—	—	Optional	
AVAILABLE OPTIONS						
Cellport Communication System (req. 6-passenger seating) (Fleet only).....	519	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	
Lamps, Daytime Running (Fleet only) ...	942	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	—	
Leather Seat Trim, G-Grain Leather.....	J	—	—	—	No-Charge Optional	
Pedals, Power Adjustable	59C	—	Optional	<i>Optional</i>	Std.	

NOTE: Bolded text indicates an upgrade from the previous array.

2002 Taurus Fleet		Sedan				Wagon	
		LX	SE	SE	SES	SE	SE
		Body Code	P52	P53	P53	P55	P58
Order Code	900A	910A	920A	930A	940A	950A	
		Deluxe	Standard	Deluxe	Standard	Standard	Deluxe
POWERTRAIN							
Auto O/D Transmission		Std.	Std.	Std.	Std.	Std.	Std.
3.0L 2V 6 Cyl.	99U	Std.	Std.	Std.	Std.	Std.	Std.
3.0L 2V 6 Cyl. FFV	992	Optional	Optional	Optional	Optional	Optional	Optional
Displacement (liters)		3.0	3.0	3.0	3.0	3.0	3.0
Horsepower @ rpm (SAE net)		155 @ 4900	155 @ 4900	155 @ 4900	155 @ 4900	155 @ 4900	155 @ 4900
Torque (lb. - ft. @ rpm)		185 @ 3950	185 @ 3950	185 @ 3950	185 @ 3950	185 @ 3950	185 @ 3950
Compression Ratio		9.7:1	9.7:1	9.7:1	9.7:1	9.7:1	9.7:1
SUSPENSION/CHASSIS							
Brakes, 4-Wheel Disc		—	—	—	—	Std.	Std.
Brakes, Power Assisted		Std.	Std.	Std.	Std.	Std.	Std.
Fuel Tank Capacity (gal.)		18.0	18.0	18.0	18.0	18.0	18.0
Steering, Variable Rack & Pinion		Std.	Std.	Std.	Std.	Std.	Std.
Tire Size/Type		P215/60Rx16 All-Season 16" Steel	P215/60Rx16 All-Season 16" Painted Aluminum	P215/60Rx16 All-Season 16" Painted Aluminum	P215/60Rx16 All-Season 16" Painted Aluminum	P215/60Rx16 All-Season 16" Painted Aluminum	P215/60Rx16 All-Season 16" Painted Aluminum
Wheel Size/Appearance							
KEY EXTERIOR FEATURES							
Keypad		—	—	—	—	—	—
Mirrors, Dual Power		Std.	Std.	Std.	Std.	Std.	Std.
Spoiler, Rear		—	—	—	—	—	—
Windshield Wipers, Variable Intermittent		Std.	Std.	Std.	Std.	Std.	Std.
KEY INTERIOR FEATURES							
Air Conditioning, Manual Control		Std.	Std.	Std.	Std.	Std.	Std.
Air Conditioning, Electronic Temperature Control		—	—	—	—	—	—
Audio:							
— AM/FM Stereo		—	—	—	—	—	—
— AM/FM Stereo Cassette w/6-CD		—	—	—	—	—	—
Auto Head Lamps		—	—	—	—	—	—
Cargo Cover		—	—	—	—	Std.	Std.
Cargo Net		—	—	—	Std.	—	—
Floor Mats, Front & Rear		Std.	Std.	Std.	Std.	Std.	Std.
Lamps, Security Approach (incl. w/remote keyless entry) (lamps deleted w/RKE fleet delete)		—	Std.	Std.	Std.	Std.	Std.
Locks Power		Std.	Std.	Std.	Std.	Std.	Std.
Perimeter Anti-theft System		—	—	—	—	—	—
Seats:							
— 6-Passenger		Std.	Std.	Std.	Std.	Std.	Std.
— 5-Passenger w/Console & Floor Shift		—	—	—	—	—	—
— Power Passenger		—	—	—	—	—	—
— Third Row Seat		—	—	—	—	Std.	Std.
Speed Control		Std.	Std.	Std.	Std.	Std.	Std.
Visors, Dual Illuminated w/Secondary Visors		—	—	—	Std.	—	—
Visors, Dual w/Covered Mirrors		Std.	Std.	Std.	—	Std.	Std.
GROUP/PACKAGES							
Audio Group (AM/FM stereo cassette w/6-disc CD and 80-watt, 6-speaker MACH amplifier)	53A	—	—	—	Optional	—	—
Duratec Package (incl. 3.0L V6 engine, 6-disc CD changer, MACH prem. sound, 5-pass. seating w/console and floor shift and no-charge leather seating surfaces)		—	—	—	—	—	—
Luxury & Convenience Package (incl. auto-dim. mirrors w/compass and heated mirrors)		—	—	—	—	—	—
Safety Package (req. 552 ABS and incl. side impact air bags and all-speed traction control)	85R	Optional	—	Optional	Optional	Optional	Optional
AVAILABLE OPTIONS							
Audio, AM/FM Stereo Cassette	58H	Std.	Std.	Optional	—	Std.	—
Audio, AM/FM Stereo In-Dash CD	585	—	Optional	Std.	Std.	—	Std.
Brakes, Anti-Lock Braking System (ABS)	552	Std.	—	Optional	Std.	Std.	Std.
Cellport Communication System (req. 6-passenger seating)	519	Optional	Optional	Optional	Optional	Optional	Optional
Daytime Running Lamps (Fleet only)	942	Optional	Optional	Optional	Optional	Optional	Optional
Moonroof, Power	13B	—	—	—	Optional	—	—
Pedals, Power Adjustable	59C	—	—	Optional	Optional	—	Optional
Remote Keyless Entry System	143	—	Std.	Std.	Std.	Std.	Std.
Remote Keyless Entry System & Security Approach Lamps- Delete (Fleet Only)	47A	—	Optional	—	—	—	—
Seat, 60/40 Split Fold Rear	46S	—	Optional	Std.	Std.	Std.	Std.
Seat, Power Driver w/Lumbar	21A	Optional	Optional	Std.	Std.	—	Std.
Seat Trim, G-Grain Leather	J	—	—	—	Optional	—	—

NOTE: Bolded text indicates an upgrade from the previous array.

GROUP/MISCELLANEOUS OPTIONS

MISCELLANEOUS

Predelivery Only ¹	361
Predelivery w/Undercoat ¹	362
Local/State Ordinance Deviation.....	931
Priced DORA.....	C09

CALIFORNIA EMISSIONS STATES/CROSS-BORDER STATES***

CALIFORNIA EMISSIONS SYSTEM..... 422

Required on units for California, Maine, Massachusetts, New York, and Vermont registration. Optional for Cross-Border States.

CALIFORNIA EMISSIONS SYSTEM NOT REQUIRED 423

Control code for units either shipped to California Emissions States dealers or ordered by California Emissions States dealers for registration in non-California States locations.

CALIFORNIA PUBLIC SERVICE/EMERGENCY VEHICLE EXCEPTION 936

Only available on units sold to authorized governmental units and privately-owned ambulance companies. Must also use Code 423 when ordering.

NON-CALIFORNIA EMISSIONS/NON-CROSS-BORDER STATES DEALER ORDER FOR CALIFORNIA STATES REGISTRATION 93N

Required on all units ordered by dealers for California Emissions States registration when the vehicle is being delivered to a non-California Emissions, non-Cross-Border States location. Requires 422 California Emissions System. Vehicles must be registered in California Emissions States.

ENGINE BLOCK HEATER

Standard and only available in AK, MN, ND, SD, MT, WI and WY states. Other states available via FCSD. (Available w/valid FIN codes for Fleet)

***CROSS-BORDER STATES

Cross-Border States are Arizona, Connecticut, Nevada, New Hampshire, New Jersey, Oregon, Pennsylvania, and Rhode Island.

¹ Dealer must have a pre-existing contract with a pre-delivery service company in order to take advantage of this option.

2002 TAURUS COLOR & TRIM

INTERIOR TRIM TYPE AND COLOR SELECTOR NOTE: First letter denotes type, second letter denotes color.		INTERIOR TRIM COLORS			
		CODE	Medium Graphite	Medium Parchment	Dark Charcoal
LX (P52)					
Cloth (6-Passenger) w/Flip-Fold Center Seating Console/Column Shift		184	G2	GH	
SE Sedan (P53)					
Cloth (6-Passenger) w/Flip-Fold Center Seating Console/Column Shift		184	K2	KH	KW
SES (P55)					
Cloth (6-Passenger) w/Flip-Fold Center Seating Console/Column Shift/Secondary Power Point		184	K2	KH	KW
Leather Seating Surfaces (6-Passenger) w/Flip-Fold Center Seating Console/Column Shift		184	J2	JH	JW
SES Deluxe (P55)					
Cloth Buckets (5-Passenger) w/Floor Console/Floor Shift		186	K2	KH	KW
Leather Seating Surfaces, Buckets (5-Passenger) w/Floor Shift/Floor Console		186	J2	JH	JW
SEL (P56)					
Cloth (6-Passenger) w/Flip-Fold Center Seating Console/Column Shift		184	K2	KH	KW
Cloth Buckets (5-Passenger) w/Floor Console/Floor Shift		186	K2	KH	KW
Leather Seating Surfaces, Buckets (5-Passenger) w/Floor Console/Floor Shift		186	J2	JH	JW
SEL Premium (P56)					
Cloth (5-Passenger) w/Flip-Fold Floor Console/Column Shift		186	K2	KH	KW
Leather Seating Surfaces, Buckets (5-Passenger) w/Floor Console/Floor Shift		186	J2	JH	JW
SE Wagon (P58)					
Cloth (6-Passenger) w/Flip-Fold Center Seating Console/Column Shift		184	K2	KH	
SEL Wagon (P59)					
Cloth (6-Passenger) w/Flip-Fold Center Seating Console/Column Shift		184	K2	KH	
Leather Seating Surfaces (6-Passenger) w/Flip-Fold Center Seating Console/Column Shift		184	J2	JH	
Leather Buckets Seating Surfaces (5-Passenger) w/Floor Console/Floor Shift ¹		186	J2	JH	
EXTERIOR COLOR		AVAILABILITY			
COLOR	CODE				
ALL MODELS					
★ Arizona Beige Clearcoat Metallic	AQ		•		
★ Dark Shadow Grey Clearcoat Metallic	CX	•		•	
★ Matador Red Clearcoat Metallic	DT	•	•	•	
Spruce Green Clearcoat Metallic	FS		•		
★ Medium True Blue Clearcoat Metallic	RJ	•		•	
Medium Royal Blue Clearcoat Metallic	LA	•		•	
Silver Frost Clearcoat Metallic	TS	•		•	
Black Clearcoat	UA	•	•	•	
Vibrant White Clearcoat	WT	•			

LEGEND: ★ = New for this model year. • = Available

¹ 5 Passenger only available with Duratec Package

2002 TAURUS POWERTRAIN AVAILABILITY

			50 STATES	
ENGINE	TRANSAXLE	CODE		
LX/SE/SES		AXLE TYPE	REGULAR	
		AXLE RATIO	3.77	3.98
3.0L 2V V6	— Automatic Overdrive	99U/44L ¹	Std.	—
SES/SEL/SE Wagon		AXLE TYPE	REGULAR	
		AXLE RATIO	3.77	3.98
3.0L 2V V6	— Automatic Overdrive	99U/44L ¹	Std.	—
3.0L 4V V6	— Automatic Overdrive	99S/44L	—	Std.

FUEL ECONOMY

		50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
ENGINE DISPL.	TRANSAXLE	CITY	HIGHWAY		
SEDAN					
3.0L 2V V6	Automatic Overdrive	TBD	TBD	TBD	TBD
3.0L 4V V6	Automatic Overdrive	TBD	TBD	TBD	TBD
WAGON					
3.0L 2V V6	Automatic Overdrive	TBD	TBD	TBD	TBD
3.0L 4V V6	Automatic Overdrive	TBD	TBD	TBD	TBD

ENGINE HORSEPOWER AND TORQUE RATINGS

		NOMINAL COMPRESSION RATIO	50 STATES	
			HORSEPOWER	TORQUE
ENGINE DISPL.	TRANSAXLE		H.P. @ RPM	LB. FT. @ RPM
ALL				
3.0L 2V V6	Automatic Overdrive	9.7:1	155 @ 4900	185 @ 3950
3.0L 4V V6	Automatic Overdrive	10.0:1	200 @ 5650	200 @ 4400

¹ Flexible Fuel Engine available.