



2003 MY

## Vehicle Line: Taurus

# Marketing Strategy and Mix Recommendations

### Marketing Strategy Key Points:

- New for Taurus SES sedan – Wood steering wheel, wood shift knob, and wood accents optional (Job #1 March 2003 - \$240 MSRP).
- SE series price reduced by \$150 MSRP on array 210A! (\$115 MSRP on Feet array 910A).
- New **SE Value Package** includes 6-disc CD changer and power driver seat for only **\$500 MSRP**. Recommended mix on this package is 80% of SE's.
- The **Sport Package (90T)** includes 5-spoke directional sport wheels, monochromatic front and rear appliques, two-tone cloth sport seats, unique pewter finish on interior pieces, and unique badging on fender and floor mats. Available on SES Deluxe for 2003 MY.
- The 2003 Taurus continues to provide outstanding safety, quality, comfort, & convenience at an affordable price. The 2003 Taurus offers more car for the money than any major competitor.
- The Taurus Targeted Product Offerings (TPO) have been revised, based on customer and dealer feedback, to offer an easy way to order the correct equipment so that vehicles turn more quickly in inventory.
- The 2003 Taurus SEL offers an **upgraded interior**, with color coordinated instrument panel treatments, a new satin instrument cluster background, generous interior wood treatments, a new 7-spoke wheel, chrome exterior bodyside moldings, and more luxurious (optional, sedan only) **Premium leather trim**.
- New Wagon Comfort Group (96C) includes power driver seat and power adjustable pedals available on Taurus SE & SEL.
- ABS has been made optional on Taurus SE wagon.
- 2003 Centennial Taurus – Celebrate Ford's 100<sup>th</sup> anniversary with this Limited Edition Centennial vehicle package which includes spectacular upgrades and available in any color "as long as it is black".

### Retail Only Key Points:

- The successful value-enhancing **No-Charge regional packages** are being continued in the 2003 MY on Taurus SES and SEL series.
- Six passenger seating with flip-fold center console is standard on Taurus LX, SE, and SES Standard with the upgraded appearance of **5-passenger seating standard** on SES Deluxe and SEL models. (5-Passenger seating is optional on SE and SES Standard.)

### Fleet Only Key Points:

- Six passenger seating with flip-fold center console is standard on Taurus LX, SE, and SES fleet arrays. (5-passenger seating is optional on SE Deluxe and SES Standard.)
- Heated side-view mirrors are available as a stand alone option for fleet customers with a valid FIN on Taurus SE, SES, & SEL.
- Wagon Group Delete removes third row seat and cargo cover on Taurus SE Wagon array 940A.
- Rear Spoiler is available as a stand alone option on Taurus arrays 920A & 930A.

### Recommended Mix:

Series	Retail Mix
<i>LX Sedan</i>	7%
<i>SE Sedan</i>	34%
<i>SES Sedan</i>	41%
<i>SEL Sedan</i>	13%
<i>SE Wagon</i>	3%
<i>SEL Wagon</i>	2%

### Key Options/Arrays:

- The 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 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.

Date: 02/01/03

## 2003 TAURUS MAJOR PRODUCT CHANGES

### RETAIL OVERVIEW

The 2003 Taurus continues the brand's focus on safety, quality, comfort and convenience. The Taurus Targeted Product Offerings, which were new in 2002, have been revised with better packaging, upgraded interiors, and exciting new options. They offer upgraded line-ups with enhanced flexibility while ensuring that they contain only the right equipment that customers want. Safe, solid and purposeful, Taurus retains its reputation as the family sedan of choice by enhancing customer value.

### ~~RETAIL SERIES AVAILABILITY AND CONTENT~~

#### LX Entry Level Series (100A)

- The LX Speed Control/Cassette Package allows value conscious customers the opportunity to add important comfort features on this affordable series
- Power windows and locks, the tilt steering column, and floor mats are all standard on this vehicle

#### SE Standard Array (210A)

- 5-Passenger seating is optional on SE, providing an upgraded seating configuration. Spoiler is optional on SE to add a sportier appearance.
- Other SE upgrades over the LX include 5-spoke painted aluminum wheels, remote keyless entry, electronic speed control, and body color mirrors
- The SE Value Package includes a 6-disc CD changer and power driver seat, at only \$500 MSRP

#### SES Standard Array (300A)

- Moving up to the SES series offers the outstanding addition of the No-Charge regional packages.
- Standard equipment on SES Standard includes Anti-Lock Braking System (ABS), power driver seat, single CD, a split fold-down rear seat, and illuminated mirrors
- Optional SES Wood Package incl. real wood and leather trimmed steering wheel, faux wood shift knob, wood accents on door trim (front), console, and I.P. at only \$240 MSRP

#### SES Deluxe Array (310A)

- The Duratec engine, 5-passenger seating with floor shift, a leather wrapped steering wheel and rear spoiler are all standard on SES Deluxe, providing customers with both a sporty look and performance
- Ordering the optional Sport Package (available on SES Deluxe only) gives younger buyers the look they want – two-tone cloth sport seats, unique sport wheels, monochromatic appliques on the grille and rear decklid, a unique pewter finish on interior pieces, and unique Sport badging on the fender and front floor mats. (Requires 5-passenger seating and spoiler.)
- Optional SES Wood Package incl. real wood and leather trimmed steering wheel, faux wood shift knob, wood accents on door trim (front), console and I.P. at only \$240 MSRP

#### SEL Arrays

- Wood Accents**  
Standard on SEL sedan and wagon. Included are faux wood floor console, faux wood instrument panel center stack, faux wood door switch bezels, and chrome inserts on body side molding.
- Wood Steering Wheel & Shift Knob Package**  
Optional on SEL sedan and wagon. Package includes real wood and leather trimmed steering wheel and faux wood shift knob.

#### SEL Deluxe Array (400A)

- Stepping up to the SEL series makes the Taurus a truly luxurious car. Upgraded standard features include the Duratec engine, electronic temperature control, a Keypad Entry System, 6-disc CD changer with cassette, and power adjustable pedals
- The No-Charge regional packages that start with the SES series are also offered on both SEL order arrays and complete the luxurious interior package
- New for 2003, the SEL offers a unique instrument cluster with a satin finish background

#### SEL Premium Array (420A)

- The top-of-the-line Taurus comes with leather, moonroof and Mach audio at a special price (see price list for details)
- The Safety Package, including traction control and side impact airbags is standard on SEL Premium

#### SE Wagon – Standard (500A)

- The SE Wagon comes with a Vulcan powertrain, 4-wheel disc brakes, AM/FM stereo cassette, and a split fold-down 2<sup>nd</sup> row seat, and a standard 3<sup>rd</sup> row seat for 8-passenger seating

#### SE Wagon – Deluxe (507A)

- The SE Deluxe Wagon is equipped the same as the SE Standard Wagon and includes upgrades: the Duratec powertrain, AM/FM in-dash CD, power driver seat and power adjustable pedals

#### SEL Wagon – Deluxe (510A)

- SEL Wagon adds 7-spoke machined aluminum wheels, a Keypad Entry System, Perimeter Anti-Theft System, electronic temperature control, and AM/FM stereo cassette with 6-disc CD changer

### HOW TO ORDER A 2003 TAURUS

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

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

2003 Key Order Guide Changes	
2003 Job #1 Equipment/Features	Changes to Mid Model Year (effective 12/2002)
All Series: Decklid Carpet & Fasteners	Not Available
All Series: Glove Box Light	Not Available
All Series: Passenger Side Door Lock Cylinder	Not Available
All Series: Articulating Grab Handles Replaced by Fixed Handle	Change
All Series: Eliminate Cigarette Lighter	Dealer Installed Option
SE, SES, SEL Sedan & SEL Wagon: Rear Vent and A/C Ducts in 5-Passenger	Not Available
SES, SEL Sedan & SEL Wagon: Passenger Side Secondary Visor	Not Available

### Product Changes and Features Availability

Features, options and package content subject to change. Please check [www.fmcdealer.com](http://www.fmcdealer.com) or Dealer eStore for the most current information.

## 2003 TAURUS MAJOR PRODUCT CHANGES

### FLEET OVERVIEW

The 2003 Taurus continues the brand's focus on safety, quality, comfort and convenience. The Taurus Fleet Targeted Product Offerings, which were new in 2002, have been revised with better packaging, upgraded interiors, and exciting new options. They offer upgraded line-ups with enhanced flexibility while ensuring that they contain only the right equipment that customers want.

### FLEET SERIES AVAILABILITY AND CONTENT

#### LX Entry Level Series (900A)

- AM/FM stereo cassette, power windows and locks, tilt steering column, electronic speed control, floor mats, and 6-passenger seating are all standard on this vehicle

#### SE Standard Array (910A)

- The SE MSRP has been reduced by \$115!
- 6-Passenger seating is standard on SE
- Other SE upgrades over the LX include 5-spoke painted aluminum wheels, remote keyless entry, optional split fold rear seats, and body color mirrors

#### SE Deluxe Array (920A)

- The Deluxe upgrades over the Standard include standard AM/FM stereo with single CD, split-fold rear seat, and power driver seat
- The Deluxe offers additional optional equipment over the Standard including 5-passenger seating, Safety Package, heated mirrors, power adjustable pedals, and a rear spoiler for a sportier appearance

#### SES Standard Array (930A)

- Standard equipment on SES Standard includes Anti-Lock Braking System (ABS), power driver seat, single CD, a split fold-down rear seat, and illuminated visor mirrors

#### SE Wagon – Standard (940A)

- The SE Wagon comes with a Vulcan powertrain, 4-wheel disc brakes, AM/FM stereo cassette, split fold-down 2<sup>nd</sup> row seat, and a standard 3<sup>rd</sup> row seat for 8-passenger seating. Customers have the option to delete the third row seat and cargo cover by ordering Wagon Group Delete (68R)

### HOW TO ORDER A 2003 TAURUS

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

5. Select Body Code
  - P52 – LX Sedan
  - P53 – SE Sedan
  - P55 – SES Sedan
  - P56 – SEL Sedan
  - P58 – SE Wagon
  - P59 – SEL Wagon
6. Select Order Code
  - 100A, 110A, 210A, 215A, 300A, 305A, 500A, 501A, 910A, 930A, 940A – Standard
  - 310A, 400A, 507A, 510A, 900A, 920A – Deluxe
  - 420A – Premium
7. Review Available Option Codes
8. Select Color & Trim

### Product Changes and Features Availability

Features, options and package content subject to change. Please check [www.fmcdealer.com](http://www.fmcdealer.com) or Dealer eStore for the most current information.

## 2003 TAURUS MAJOR STANDARD EQUIPMENT

	LX	SE	SES	SE Wagon	SEL	SEL Wagon
<b>EXTERIOR</b>						
<b>BACKLIGHT</b> — Flip-up glass w/gas cylinders				•		•
<b>BUMPERS</b> — Front and rear 5 mph impact absorbing body color	•	•	•	•	•	•
Unique shape rear 5 mph impact absorbing body colored w/step pads				•		•
<b>DOOR HANDLES</b> — Body color flush mounted	•	•	•	•	•	•
<b>FASCIA</b> — Body color	•	•	•	•	•	•
<b>HEADLAMPS</b> — Multi-reflector halogen	•	•	•	•	•	•
<b>LAMPS, SAFETY APPROACH</b> — Perimeter lighting system w/remote keyless entry		•	•	•	•	•
<b>LUGGAGE RACK</b> — Aerodynamic w/adjustable crossbar and tie downs				•		•
<b>MIRRORS</b> — Black electric remote control	•					
Dual body color, electric remote control		•	•	•	•	•
<b>MOLDINGS</b> — Bodyside protection - body color	•	•	•	•	•	•
Flush black around side windows, windshield, backlite	•	•	•		•	
Flush black windshield/backlite, bright side door window				•		•
Black rocker panel	•	•	•	•	•	•
<b>PAINT, CLEARCOAT</b>	•	•	•	•	•	•
<b>TAILLAMPS</b> — Monochromatic w/red turn signals	•	•	•	•	•	•
<b>WHEEL COVERS</b> — Locking	•					
<b>WHEELS, ALUMINUM</b> — 16" 5-spoke painted		•	•	•		
16" 7-spoke machined aluminum					•	•
<b>INTERIOR</b>						
<b>ASHTRAY</b> — Front	•	•	•	•	•	•
<b>CARGO AREA COVER</b>				•		•
<b>CARPET</b> — 13.5-Oz. Color keyed w/integral driver footrest	•	•	•	•	•	•
<b>CLOCK, ELECTRONIC DIGITAL</b> — With dimming feature	•	•	•	•	•	•
<b>CUPHOLDERS/CASSETTE STOWAGE</b> — Color keyed, integral w/center console	•	•	•	•	•	•
<b>DOOR HANDLES</b> — Black	•	•	•	•	•	•
<b>FLOOR MATS, FRONT &amp; REAR</b>	•	•	•	•	•	•
<b>GLOVE BOX</b>	•	•	•	•	•	•
<b>GRAB HANDLES, REAR BOTH SIDES</b>	•	•	•	•	•	•
<b>GROCERY BAG HOOKS</b> — Located on scuff plate inside trunk	•	•	•		•	
<b>INSTRUMENT PANEL</b> — Two-tone, w/back lighted cluster, positive shutoff climate control registers, side window demisters and windshield defroster	•	•	•	•	•	•
<b>INTEGRATED CONTROL PANEL</b> — With climate controls, radio, rear window defrost, and clock controls	•	•	•	•	•	•
<b>LIGHTS</b> — 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	•	•	•	•	•	•
<b>LUGGAGE COMPARTMENT</b> — Low liftover fully trimmed w/mini-spare	•	•	•	•	•	•
<b>MIRRORS</b> — Day/night rearview	•	•	•	•	•	•
Illuminated visor mirrors w/drivers secondary visor			•		•	
<b>PERSONAL SAFETY SYSTEM W/DUAL STAGE AIR BAGS, 2<sup>ND</sup> GENERATION</b> — Driver and right front passenger	•	•	•	•	•	•
<b>RADIO</b> — 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.

## 2003 TAURUS MAJOR STANDARD EQUIPMENT

	LX	SE	SES	SE Wagon	SEL	SEL Wagon
<b>INTERIOR (Continued)</b>						
<b>SEATS</b> — Five-passenger seating w/dual recliners, front armrest, front seat map pockets, 2-way head restraints, and storage console (6-passenger standard for Fleet)			•		•	
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	•	•	•	•	•	•
<b>SAFETY BELTS</b> — 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.	•	•	•	•	•	•
<b>STEERING COLUMN</b> — Tilt	•	•	•	•	•	•
<b>STEERING WHEEL</b> — Color keyed 4-spoke soft feel w/center horn engagement	•	•	•	•	•	•
Leather wrapped steering wheel					•	•
<b>STORAGE</b> — Hidden under floor and right quarter				•		•
<b>SUNVISORS</b> — Cloth covered w/covered vanity mirrors	•	•	•	•	•	•
Illuminated w/driver's secondary visor (driver only)			•		•	•
<b>WOOD TRIM</b> — Center stack, instrument panel, door switch bezels					•	•
<b>FUNCTIONAL</b>						
<b>AIR CONDITIONING</b> — Manual temperature control CFC free	•	•	•	•		
Electronic automatic temperature control					•	•
<b>AIR EXTRACTORS</b> — Quarter panel for improved ventilation and door closing efforts	•	•	•	•	•	•
<b>ALTERNATOR</b> — 130-Amp	•	•	•	•	•	•
<b>ANTENNA</b> — Fixed whip quarter panel mounted	•	•	•		•	
Power automatic quarter panel mounted				•		•
<b>BATTERY</b> — Low maintenance 58-amp	•	•	•	•	•	•
<b>BATTERY SAVER</b> — Turns off interior lights after 30 minutes	•	•	•	•	•	•
<b>BRAKES</b> — Power assisted front disc/rear drum	•	•	•		•	
4-Wheel disc				•		•
ABS 4-wheel anti-lock brakes			•		•	•
<b>CHIME</b> — Safety belt reminder, headlamp-on, door open/key-in-ignition	•	•	•	•	•	•
<b>CRASH SEVERITY SENSOR</b>	•	•	•	•	•	•
<b>DECKLID RELEASE</b>	•	•	•		•	
<b>DEFROSTER/DEFOGGER, REAR WINDOW</b>	•	•	•	•	•	•
<b>ELECTRONIC ENGINE CONTROLS</b> — EEC-V	•	•	•	•	•	•
<b>EMERGENCY INSIDE TRUNK RELEASE</b>	•	•	•		•	
<b>ENGINE</b> — 3.0L 2V 6-Cylinder Vulcan (SE Deluxe Wagon Only)			•	•		•
<b>ENGINE</b> — 3.0L 2V 6-Cylinder Vulcan Flexible Fuel Vehicle (SE Standard Wagon Only)	•	•		•		
<b>ENGINE</b> — 3.0L 4V 6-Cylinder Duratec					•	
<b>FRONT WHEEL DRIVE</b>	•	•	•	•	•	•
<b>FUEL TANK</b> — 18 gallons (includes tethered quick release gas cap)	•	•	•	•	•	•
Fuel shutoff switch (deactivates fuel pump upon rear impact)	•	•	•	•	•	•
<b>GLASS</b> — Solar tinted complete	•	•	•	•	•	•
<b>HEAT</b> — Rear seat floor outlets	•	•	•	•	•	•
<b>HOOD</b> — Gas assist and remote release	•	•	•	•	•	•
<b>HORN, DUAL NOTE</b>	•	•	•	•	•	•

**LEGEND:** ★ = New for this model year.

## 2003 TAURUS MAJOR STANDARD EQUIPMENT

	LX	SE	SES	SE Wagon	SEL	SEL Wagon
<b>FUNCTIONAL (Continued)</b>						
<b>INSTRUMENTATION</b> — Temperature and fuel gauges, electric 110 mph speedometer, low brake fluid alert light, trip odometer, 1 million mile odometer and tachometer	•	•	•	•	•	•
<b>LOCKS</b> — Child safety on rear doors	•	•	•	•	•	•
Unique wagon liftgate latch, night latch, and exterior release handle				•		•
<b>LOCKS, POWER DOOR</b> — Illuminated controls	•	•	•	•	•	•
<b>PARKING BRAKE</b> — Foot operated	•	•	•	•	•	•
<b>POWER POINTS</b> — Two, dual 12V	•	•	•	•	•	•
<b>REMOTE KEYLESS ENTRY</b> —With security approach lamps		•	•	•	•	•
With keypad					•	•
<b>SEALS</b> — Full perimeter dual w/third seal on door frame	•	•	•	•	•	•
<b>SEATS, POWER</b> — Driver six-way w/manual driver lumbar			•		•	•
<b>SECURILOCK™</b> — Passive anti-theft system (coded key)	•	•	•	•	•	•
<b>SHIFTER</b> — Column w/soft feel handle	•			•		•
Floor shifter		•	•		•	
<b>SPEED CONTROL</b> — Wheel mounted illuminated controls		•	•	•	•	•
<b>STEERING</b> — Power, rack and pinion w/ variable assist	•	•	•	•	•	•
<b>SUSPENSION</b> — 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				•		•
<b>TIE DOWNS</b> — Decklid provision in latch	•	•	•		•	
Load floor				•		•
<b>TIRES</b> — P215/60Rx16 all-season	•	•	•	•	•	•
Mini-spare	•	•	•	•	•	•
<b>TRANSAXLE</b> — Electronic 4-speed automatic overdrive	•	•	•	•	•	•
Transaxle oil cooler	•	•	•	•	•	•
<b>WINDSHIELD WIPERS</b> — 2-Speed w/variable intermittent	•	•	•	•	•	•
Rear wiper/washer				•		•
<b>WINDOWS, ILLUMINATED POWER SIDE</b> — Includes lockout switch, express down driver's window, and accessory delay	•	•	•	•	•	•

**LEGEND:** ★ = New for this model year.

## 2003 Taurus

		Sedan					
		LX	SE	SES	SES	SEL	SEL
Body Code	Order Code	P52 (3.0L)	P53 (3.0L)	P55 (3.0L)	P55 (3.0L 4V)	P56 (3.0L 4V)	P56 (3.0L 4V)
Order Code	Order Code	110A (3.0L FFV)	215A (3.0L FFV)	305A (3.0L FFV)	—	—	—
<b>POWERTRAIN</b>		<b>Standard</b>	<b>Standard</b>	<b>Standard</b>	<b>Deluxe</b>	<b>Deluxe</b>	<b>Premium</b>
Auto O/D Transmission	Type	Std. 2V 6 Cyl. 3.77	Std. 2V 6 Cyl. 3.77	Std. 2V 6 Cyl. 3.77	Std. 4V 6 Cyl. 3.98	Std. 4V 6 Cyl. 3.98	Std. 4V 6 Cyl. 3.98
Horsepower @ rpm (SAE net)	Torque (lb. - ft. @ rpm)	155 @ 4900 185 @ 3950	155 @ 4900 185 @ 3950	155 @ 4900 185 @ 3950	200 @ 5650 200 @ 4400	200 @ 5650 200 @ 4400	200 @ 5650 200 @ 4400
Compression Ratio		9.7:1	9.7:1	9.7:1	10.0:1	10.0:1	10.0:1
<b>SUSPENSION/CHASSIS</b>							
Brakes, 4-Wheel Disc	Brakes, Power Assisted	—	—	—	—	—	—
Fuel Tank Capacity (gal.)	Steering, Variable Rack & Pinion	Std. 18.0	Std. 18.0	Std. 18.0	Std. 18.0	Std. 18.0	Std. 18.0
Suspension, 4-Wheel Independent	Tire Size/Type	Std. P215/60 Rx16 All-Season 16" Steel	Std. P215/60 Rx16 All-Season 16" 5-Spoke Painted Aluminum	Std. P215/60 Rx16 All-Season 16" 5-Spoke Painted Aluminum	Std. P215/60 Rx16 All-Season 16" 5-Spoke Painted Aluminum	Std. P215/60 Rx16 All-Season 16" 7-Spoke Machined Aluminum	Std. P215/60 Rx16 All-Season 16" 7-Spoke Machined Aluminum
<b>KEY EXTERIOR FEATURES</b>							
Keypad	Mirrors, Dual Power	—	—	—	—	Std.	Std.
Moldings, Chrome Bodyside	Remote Keyless Entry System	Std.	—	—	—	Std.	Std.
Windshield Wipers, Variable Intermittent		Std.	Std.	Std.	Std.	Std.	Std.
<b>KEY INTERIOR FEATURES</b>							
Air Conditioning, Manual Control	Air Conditioning, Electronic Temperature Control	Std.	Std.	Std.	Std.	—	—
Anti-Theft System, Perimeter		—	—	—	—	Std.	Std.
<b>Audio:</b>							
— AM/FM Stereo	— AM/FM Stereo In-Dash CD	Std.	—	—	—	—	—
— AM/FM Stereo Cassette w/6-Disc CD		—	—	Std.	Std.	Std.	Std.
Floor Mats, Front & Rear	Headlamps, Auto	Std.	Std.	Std.	Std.	Std.	Std.
Lamps, Security Approach	Locks, Power	Std.	Std.	Std.	Std.	Std.	Std.
<b>Seats:</b>							
— Power Driver w/Lumbar		—	Incl. in SE Value Pkg.	Std.	Std.	Std.	Std.
Speed Control	Steering Wheel, Leather Wrapped	—	Std.	Std.	Std.	Std.	Std.
Visors, Dual Illuminated w/Secondary Visors (driver only)	Visors, Dual w/Covered Mirrors	—	—	Std.	Std.	Std.	Std.
		Std.	Std.	—	—	—	—
<b>GROUPS/PACKAGES</b>							
<b>Centennial Package</b> (req. 21J power passenger seat and UA (black) with CH (medium parchment) incl. unique burl wood trim on center I.C.P. surround, floor console, front door switch bezels, floor shifter knob and steering wheel, 100% two tone leather seats, 100% leather headrest, 100% leather center console armrest, satin crème gages, floor mats with Centennial logo on front, "black-out" head lamps/tail lamps, Centennial badges, unique machined aluminum 5-spoke wheel, and Centennial customer kit)		66C	—	—	—	—	Optional
<b>LX Speed Control/Cassette Package</b> (incl. speed control and cassette)		90L	Optional	—	—	—	—
<b>Luxury &amp; Convenience Package</b> (incl. auto-dim. mirrors w/compass and heated mirrors)		96L	—	—	Optional	Optional	Optional
<b>Safety Package</b> (req. 552 ABS and incl. side impact air bags and all-speed traction control)		85R	—	Optional	Optional	Optional	Std.
<b>SE Value Package</b> (incl. power driver seat and 6-disc CD changer)		53S	—	Optional	—	—	—
<b>SES Wood Package</b> (incl. real wood and leather trimmed steering wheel, faux wood shift knob, wood accents on door trim (front), console and I.P.)		17W	—	—	Optional	Optional	—
<b>Sport Package</b> (NA w/J leather seating or 17W SES Wood Pkg.) (incl. 5-spoke aluminum sport wheels, monochromatic spear on grille and rear decklid, two-tone cloth sport seats, pewter brush finish on center stack and floor console surround)		90T	—	—	—	Optional	—
<b>Wood Steering Wheel &amp; Shift Knob Package</b> (incl. real wood & leather trimmed steering wheel & faux wood shift knob)		52S	—	—	—	Optional	Optional
<b>AVAILABLE OPTIONS</b>							
Audio, AM/FM Stereo Cassette (NA w/single in-dash CD)	Audio, CD Changer, 6-Disc (incl. 58H Cassette)	58H 919	Optional	Std. Incl. in SE Value Pkg.	Incl. w/919 Optional	Incl. w/919 Optional	Std. Std.
Audio, MACH	Brakes, Anti-Lock Braking System (ABS)	916 552	—	—	Optional Std.	Optional Std.	Optional Std.
Cargo Net (Fleet only w/valid FIN code)	Cigarette Lighter (Fleet only w/valid FIN)	18C 43C	Optional	Optional	Optional	Optional	Optional
Engine Block Heater (Fleet only w/valid FIN code or local market standard by state)	Lamps, Daytime Running (Fleet only w/valid FIN)	41H 942	Optional	Optional	Optional	Optional	Optional
Mirrors, Heated (Fleet only w/valid FIN)	Moonroof, Power	54H 13B	Optional	Optional	Optional	Optional	Optional
Pedals, Power Adjustable	Seat, 60/40 Split Fold Rear	59C 46S	—	Optional	Optional	Optional	Std.
Seat, 5-Passenger w/Console & Floor Shift	Seat, 6-Passenger	186 184	—	Optional	Optional	Optional	Std.
Seat, Power Passenger (req. L Premium leather)	Seat Trim, Leather	21J N	Std.	Std.	—	Optional	Optional
Seat Trim, Two-Tone Premium Leather	Spoiler, Rear (NA w/184 6-pass. seating)	L 13K	—	—	Optional <sup>1</sup>	Optional <sup>1</sup>	Optional

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

<sup>1</sup> Seat trim code L with Dark Charcoal interior.

# 2003 Taurus Wagon

	Wagon		
	SE	SE	SEL
	Body Code	P58	P59
	Order Code	500A (3.0L)	507A (3.0L 4V)
Order Code	501A (3.0L FFV)	—	—
<b>POWERTRAIN</b>	<b>Standard</b>	<b>Deluxe</b>	<b>Deluxe</b>
Auto O/D Transmission .....	Std.	Std.	Std.
Type.....	2V 6Cyl.	4V 6Cyl.	2V 6Cyl.
— Axle Ratio.....	3.77	3.98	3.77
Horsepower @ rpm (SAE net).....	155 @ 4900	200 @ 5650	155 @ 4900
Torque (lb. – ft. @ rpm).....	185 @ 3950	200 @ 4000	185 @ 3950
Compression Ratio.....	9.7:1	10.0:1	9.7:1
<b>SUSPENSION/CHASSIS</b>			
Brakes, 4-Wheel Disc.....	Std.	Std.	Std.
Brakes, Power Assisted .....	Std.	Std.	Std.
Fuel Tank Capacity (gal.).....	18.0	18.0	18.0
Steering, Variable Rack & Pinion.....	Std.	Std.	Std.
Tire Size/Type.....	P215/60Rx16 All-Season	P215/60Rx16 All-Season	P215/60Rx16 All-Season
Wheel Size/Appearance.....	16" 5-Spoke Painted Aluminum	16" 5-Spoke Painted Aluminum	<b>16" 7-Spoke Machined Aluminum</b>
<b>KEY EXTERIOR FEATURES</b>			
Keypad.....	—	—	<b>Std.</b>
Mirrors, Dual Power.....	Std.	Std.	Std.
Moldings, Chrome Bodyside.....	—	—	<b>Std.</b>
Remote Keyless Entry System.....	Std.	Std.	Std.
Windshield Wipers, Variable Intermittent.....	Std.	Std.	Std.
<b>KEY INTERIOR FEATURES</b>			
Air Conditioning, Manual Control.....	Std.	Std.	—
Air Conditioning, Electronic Temperature Control.....	—	—	<b>Std.</b>
Anti-Theft System, Perimeter.....	—	—	<b>Std.</b>
<b>Audio:</b>			
— AM/FM Stereo .....	—	—	—
— AM/FM Stereo Cassette.....	Std.	—	—
— AM/FM Stereo In-Dash CD.....	—	Std.	—
— AM/FM Stereo Cassette w/6-Disc CD.....	—	—	<b>Std.</b>
— AM/FM Stereo Cassette w/6-Disc CD and MACH Audio (incl. w/Duratec Pkg.).....	—	—	—
Cargo Cover.....	Std.	Std.	Std.
Floor Mats, Front & Rear.....	Std.	Std.	Std.
Headlamps, Auto.....	—	—	<b>Std.</b>
Lamps, Security Approach .....	Std.	Std.	Std.
Locks, Power.....	Std.	Std.	Std.
Pedals, Power Adjustable.....	Incl. w/Wagon Comfort Pkg.	<b>Std.</b>	Std.
<b>Seats:</b>			
— 60/40 Split Fold Rear.....	Std.	Std.	Std.
— 6-Passenger.....	Std.	Std.	Std.
— 5-Passenger w/Console & Floor Shift (incl. w/Duratec Pkg.).....	—	—	—
— Power Driver w/Lumbar.....	Incl. w/Wagon Comfort Pkg.	<b>Std.</b>	Std.
Speed Control.....	Std.	Std.	Std.
Steering Wheel, Leather Wrapped .....	—	—	<b>Std.</b>
Visors, Dual Illuminated w/Secondary Visors (driver only).....	—	—	<b>Std.</b>
Visors, Dual, w/Covered Mirrors.....	Std.	Std.	—
<b>GROUPS/PACKAGES</b>			
<b>Duratec Package</b> (incl. 3.0L V6 4V Duratec engine, 6- disc CD changer, MACH prem. sound, (186) 5- pass. seating w/floor console & shift or (184) 6- pass. seating w/flip/fold console & column shift).....	<b>53D</b>	—	<b>Optional</b>
<b>Luxury &amp; Convenience Package</b> (incl. auto-dim. mirrors w/compass and heated mirrors).....	<b>96L</b>	—	<b>Optional</b>
<b>Safety Package</b> (req. 552 ABS and incl. side impact air bags and all-speed traction control).....	<b>85R</b>	—	<b>Optional</b>
<b>Wagon Comfort Package</b> (incl. power driver seat and power adjustable pedals).....	<b>96C</b>	<b>Optional</b>	<b>Std.</b>
<b>Wood Steering Wheel and Shift Knob Package</b> (incl. real wood & leather trimmed steering wheel & faux wood shift knob) (req. 53D Duratec Package w/186 5-pass. seating).....	<b>52S</b>	—	<b>Optional</b>
<b>AVAILABLE OPTIONS</b>			
Brakes, Anti-Lock Braking System (ABS).....	<b>552</b>	<b>Optional</b>	<b>Std.</b>
Cigarette Lighter (Fleet only w/valid FIN).....	<b>43C</b>	<b>Optional</b>	<b>Optional</b>
Engine Block Heater (Fleet only w/valid FIN code or local market standard by state).....	<b>41H</b>	<b>Optional</b>	<b>Optional</b>
Lamps, Daytime Running (Fleet only w/valid FIN).....	<b>942</b>	<b>Optional</b>	<b>Optional</b>
Mirrors, Heated (Fleet only w/valid FIN).....	<b>54H</b>	—	<b>Optional</b>
Moonroof, Power.....	—	—	—
Seat, Power Passenger.....	—	—	—
Seat Trim, Leather (opt. w/6-pass, req. w/5-pass).....	<b>N</b>	—	<b>Optional</b>
Seat Trim, Two-Tone Premium Leather.....	—	—	—

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

# 2003 Taurus Fleet

	Sedan					Wagon
	LX	SE	SE	SES	SE	
	Body Code P52	P53	P53	P55	P58	
Order Code	900A	910A	920A	930A	940A	
<b>POWERTRAIN</b>	<b>Deluxe Fleet</b>	<b>Standard Fleet</b>	<b>Deluxe Fleet</b>	<b>Standard Fleet</b>	<b>Standard Fleet</b>	
Auto O/D Transmission .....	Std.	Std.	Std.	Std.	Std.	
3.0L 2V 6 Cyl. ....	Std.	Std.	Std.	Std.	Std.	
3.0L 2V 6 Cyl. FFV .....	<b>992</b> <i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	
— Axle Ratio .....	3.77	3.77	3.77	3.77	3.77	
Displacement (liters) .....	3.0	3.0	3.0	3.0	3.0	
Horsepower @ rpm (SAE net) .....	155 @ 4900	155 @ 4900	155 @ 4900	155 @ 4900	155 @ 4900	
Torque (lb. - ft. @ rpm) .....	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	
<b>SUSPENSION/CHASSIS</b>						
Brakes, 4-Wheel Disc .....	—	—	—	—	Std.	
Brakes, Power Assisted .....	Std.	Std.	Std.	Std.	Std.	
Fuel Tank Capacity (gal) .....	18.0	18.0	18.0	18.0	18.0	
Steering, Variable Rack & Pinion .....	Std.	Std.	Std.	Std.	Std.	
Tire Size/Type .....	P215/60Rx16 All-Season	P215/60Rx16 All-Season	P215/60Rx16 All-Season	P215/60Rx16 All-Season	P215/60Rx16 All-Season	
Wheel Size/Appearance .....	16" Steel	16" 5-Spoke Painted Aluminum	16" 5-Spoke Painted Aluminum	16" 5-Spoke Painted Aluminum	16" 5-Spoke Painted Aluminum	
<b>KEY EXTERIOR FEATURES</b>						
Keypad .....	—	—	—	—	—	
Mirrors, Dual Power .....	Std.	Std.	Std.	Std.	Std.	
Remote Keyless Entry System .....	—	<b>Std.</b>	Std.	Std.	Std.	
Windshield Wipers, Variable Intermittent .....	Std.	Std.	Std.	Std.	Std.	
<b>KEY INTERIOR FEATURES</b>						
Air Conditioning, Manual Control .....	Std.	Std.	Std.	Std.	Std.	
Air Conditioning, Electronic Temperature Control .....	—	—	—	—	—	
<b>Audio:</b>						
— AM/FM Stereo .....	—	—	—	—	—	
Auto Head Lamps .....	—	—	—	—	—	
Cargo Cover .....	—	—	—	—	Std.	
Floor Mats, Front & Rear .....	Std.	Std.	Std.	Std.	Std.	
Lamps, Security Approach (incl. w/remote keyless entry) (lamps deleted w/RKE fleet delete) .....	—	<b>Std.</b>	Std.	Std.	Std.	
Locks Power .....	Std.	Std.	Std.	Std.	Std.	
Perimeter Anti-theft System .....	—	—	—	—	—	
<b>Seats:</b>						
— 6-Passenger .....	Std.	Std.	Std.	Std.	Std.	
— Third Row Seat .....	—	—	—	—	Std.	
Speed Control .....	Std.	Std.	Std.	Std.	Std.	
Visors, Dual Illuminated w/Secondary Visors (driver only) .....	—	—	—	<b>Std.</b>	—	
Visors, Dual w/Covered Mirrors .....	Std.	Std.	Std.	—	Std.	
<b>GROUP/PACKAGES</b>						
<b>Audio Group</b> (AM/FM stereo cassette w/6- disc CD and 80-watt, 6-speaker MACH amplifier) .....	<b>53A</b> —	—	—	<b>Optional</b>	—	
<b>Safety Package</b> (req. 552 ABS and incl. side impact air bags and all-speed traction control) .....	<b>85R</b> <i>Optional</i>	—	<b>Optional</b>	<i>Optional</i>	<i>Optional</i>	
<b>Luxury &amp; Convenience Package</b> (incl. auto- dim. Mirrors w/compass & heated mirrors) .....	<b>96L</b> —	—	—	<b>Optional</b>	—	
<b>Wagon Group Delete</b> (deletes third row seat and cargo cover) (Fleet only w/valid FIN) .....	<b>68R</b> —	—	—	—	<i>Optional</i>	
<b>Wagon Comfort Group</b> (incl. power driver seat and power adjustable pedals) .....	<b>96C</b> —	—	—	—	<i>Optional</i>	
<b>AVAILABLE OPTIONS</b>						
Audio, AM/FM Stereo Cassette .....	<b>58H</b> Std.	Std.	<b>Optional</b>	—	Std.	
Audio, AM/FM Stereo In-Dash CD .....	<b>585</b> —	<b>Optional</b>	<b>Std.</b>	Std.	<i>Optional</i>	
Audio, CD Changer, 6-Disc (incl. 58H Cassette) .....	<b>919</b> —	—	<b>Optional</b>	—	—	
Brakes, Anti-Lock Braking System (ABS) .....	<b>552</b> Std.	<i>Optional</i>	<i>Optional</i>	<b>Std.</b>	<i>Optional</i>	
Cargo Net .....	<b>18C</b> —	—	—	<b>Optional</b>	—	
Cigarette Lighter (Fleet only w/valid FIN code) .....	<b>43C</b> <i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	
Engine Block Heater (Fleet only w/valid FIN code) .....	<b>41H</b> <i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	
Lamps, Daytime Running (Fleet only w/valid FIN) .....	<b>942</b> <i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	
Mirrors, Heated (Fleet only w/valid FIN) .....	<b>54H</b> —	—	<b>Optional</b>	<i>Optional</i>	<i>Optional</i>	
Moonroof, Power .....	<b>13B</b> —	—	—	<b>Optional</b>	—	
Remote Keyless Entry System & Security Approach Lamps- Delete (Fleet Only) .....	<b>47A</b> —	<b>Optional</b>	—	—	—	
Pedals, Power Adjustable (req. power driver seat) .....	<b>59C</b> <b>Optional</b>	—	<b>Optional</b>	<i>Optional</i>	Incl. w/Wagon Comfort Pkg.	
Seat, 60/40 Split Fold Rear .....	<b>46S</b> —	<b>Optional</b>	<b>Std.</b>	Std.	Std.	
Seat, 5-Passenger w/Console & Floor Shift .....	<b>186</b> —	—	<b>Optional</b>	<i>Optional</i>	—	
Seat, Power Driver w/Lumbar .....	<b>21A</b> <i>Optional</i>	<i>Optional</i>	<b>Std.</b>	Std.	Incl. w/Wagon Comfort Pkg.	
Seat, Power Passenger .....	—	—	—	—	—	
Seat Trim, Leather (req. valid FIN code) .....	<b>N</b> —	—	<b>Optional<sup>1</sup></b>	<i>Optional<sup>1</sup></i>	—	
Spoiler, Rear (req. 5-passenger seating) .....	<b>13K</b> —	—	<b>Optional</b>	<i>Optional</i>	—	

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

<sup>1</sup> Seat trim code L with Dark Charcoal interior.

## 2003 TAURUS GROUP/MISCELLANEOUS OPTIONS

**SPORT EDITION (90T)**

- 5-Spoke sport wheel
- Two-tone cloth sport seats
- Unique Sport Edition badging on fender and front mats
- Monochromatic spear appliqué (front and rear)
- Unique pewter brush finish on floor console and instrument panel surrounds

**Not available with:**

- J leather seating
- FFV powertrain
- SES Wood Package (17W)

**WOOD STEERING WHEEL AND SHIFT KNOB PACKAGE (52S)**

- Real wood and leather trimmed steering wheel
- Faux wood floor shifter knob
- Available on SEL Sedan and SEL Wagon

**SEL Wagon Requires:**

- 53D Duratec Package w/186 5-passenger seating

**SES WOOD PACKAGE (17W)**

- Real wood and leather trimmed steering wheel
- Faux wood shifter knob
- Wood accents on door trim (front), console and I.P.

**LUXURY AND CONVENIENCE PACKAGE (96L)**

- Auto-dim rearview mirror with compass
- Heated side mirrors
- Available on SES and SEL series

**LX SPEED CONTROL/CASSETTE (90L)**

- Speed control
- Cassette
- Available on LX

**SAFETY PACKAGE (85R)**

- Side impact airbags
- All-speed traction control
- Available on SE, SES and SEL
- Standard on SEL Premium TPO arrays

**Requires: Anti-Lock Braking System (552)****SE VALUE PACKAGE (53S)**

- Power driver seat
- 6-Disc CD changer
- Available on SE

**WAGON GROUP DELETE (68R) (Fleet Only)**

- Deletes third row seat and cargo cover

**CENTENNIAL PACKAGE (66C)**

- Two tone 100% leather seats, 100% leather headrest, and 100% leather center console armrest. All with darker color stitching.
- Satin Crème gages with coordinated cluster surround.
- Plusher front/rear floor mats with embroidered Centennial logo on front mats.
- Replace 2003 SEL headlamps and tail lamps with "black-out" lamps.
- Unique high gloss Centennial Wood Burl accents on steering wheel, shift knob, door trim (front), console, and instrument panel (upgraded from dark paldeo).
- Unique Centennial badge on sides and rear of car.
- Unique machined aluminum 5-spoke wheel.
- Centennial Customer Kit - incl. commemorative watch, book, key chain and leather portfolio cover for owner's manual.
- Available on SEL Premium (420A) only.
- Available only in Black (UA) with Medium Parchment (CH) interior.

**CENTENNIAL PACKAGE (REQUIRED) OPTIONS**

- Power passenger seat (21J)

**MISCELLANEOUS**

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

**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 registrations when the vehicles are being delivered to non-California Emissions, non-Cross-Border States locations. Also requires 422 California Emissions System.

**ENGINE BLOCK HEATER**

Standard and only available in states of AK, MN, ND, SD, MT, WI and WY. Other states available via FCSD.

**NOTE: Fleet Only** – Engine block heater optional in all states with valid FIN code.

**\*\*\*CROSS-BORDER STATES**

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

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

12/01/02

## 2003 TAURUS COLOR & TRIM

INTERIOR TRIM TYPE AND COLOR SELECTOR <b>NOTE:</b> First letter denotes type, second letter denotes color.		INTERIOR TRIM COLORS		
		Medium Graphite	Medium Parchment	Dark Charcoal
<b>LX (P52)</b> Cloth (6-Passenger) w/Flip-Fold Center Seating Console/Column Shift		G2	GH	
<b>SE Sedan (P53)</b> Cloth Seats Leather Seating Surfaces, Buckets (5-Passenger) w/Floor Shift/Floor Console <sup>1</sup> (Fleet Only Optional)		K2 N2	KH NH	KW LW
<b>SES (P55)</b> Cloth Seats Leather Seating Surfaces w/Flip-Fold Center Seating Console		K2 N2	KH NH	KW LW
<b>SES Deluxe (P55)</b> Cloth Buckets (5-Passenger) w/Floor Console/Floor Shift Leather Seating Surfaces, Buckets (5-Passenger) w/Floor Shift/Floor Console		K2 N2	KH NH	KW LW
<b>Sport Edition (90T)</b> Cloth (5-Passenger) Two-Tone Sport Seat w/Floor Console/Floor Shift				SW
<b>SEL Deluxe (P56)</b> Cloth Seats Leather Seating Surfaces, Buckets (5-Passenger) w/Floor Console/Floor Shift		K2 L2	KH LH	KW LW
<b>SEL Premium (P56)</b> Cloth Buckets (5-Passenger) w/Floor Console/Floor Shift Leather Seating Surfaces, Buckets (5-Passenger) w/Floor Console/Floor Shift		K2 L2	KH LH	KW LW
<b>SE Wagon (P58)</b> Cloth (6-Passenger) w/Flip-Fold Center Seating Console/Column Shift		K2	KH	
<b>SEL Wagon (P59)</b> Cloth Seats Leather Buckets Seating Surfaces (5-Passenger) w/Floor Console/Floor Shift <sup>2</sup>		K2 N2	KH NH	
EXTERIOR COLOR		AVAILABILITY		
COLOR	CODE			
<b>ALL MODELS</b>				
Arizona Beige Clearcoat Metallic	AQ		•	
★ Gold Ash Clearcoat Metallic	C2		•	
Dark Shadow Grey Clearcoat Metallic	CX	•		•
Matador Red Clearcoat Metallic	DT	•	•	•
Spruce Green Clearcoat Metallic	FS	•	•	
Patriot Blue Clearcoat Metallic	M9	•	•	•
Silver Frost Clearcoat Metallic	TS	•		•
Black Clearcoat	UA	•	•	•
Vibrant White Clearcoat	WT	•		
<b>SPORT EDITION (90T)</b>				
Dark Shadow Grey Clearcoat Metallic	CX			•
Matador Red Clearcoat Metallic	DT			•
Patriot Blue Clearcoat Metallic	M9			•
Silver Frost Clearcoat Metallic	TS			•
Black Clearcoat	UA			•
<b>CENTENNIAL PACKAGE (66C)</b>				
Black Clearcoat Metallic (req. CH – Medium Parchment interior trim)	UA		•	

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

<sup>1</sup> Available only with Fleet arrays 920A & 930A.

<sup>2</sup> 5-Passenger only available with Duratec Package.

10/16/02

## 2003 TAURUS FUEL ECONOMY

		50 STATES			
		F.E. LABEL		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
		ADJUSTED			
ENGINE DISPL.	TRANSAXLE	CITY	HIGHWAY		
<b>SEDAN</b>					
3.0L 2V V6	Automatic Overdrive	20	28	\$1,011	26.7
3.0L 4V V6	Automatic Overdrive	20	27	\$1,011	26.9
3.0L 2V V6 FFV	Automatic Overdrive (Unleaded)	19	27	\$1,058	25.7
	Automatic Overdrive (Ethanol)	14	20	TBD	18.8
<b>WAGON</b>					
3.0L 2V V6	Automatic Overdrive	19	26	\$1,107	24.8
3.0L 4V V6	Automatic Overdrive	19	26	\$1,058	25.3
3.0L 2V V6 FFV	Automatic Overdrive (Unleaded)	TBD	TBD	TBD	TBD
	Automatic Overdrive (Ethanol)	TBD	TBD	TBD	TBD