



**2004 MY
Vehicle Line: Taurus**

Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

- Front fascia freshening.
- Medium Parchment Trim now available with Vibrant White.
- New freshened appearance to the 5-Spoke aluminum wheel.
- SES Wood Package includes a wood steering wheel, wood shift knob and wood accents optional on Taurus SES.
- The 2004 Taurus continues to provide outstanding safety, quality, comfort, & convenience at an affordable price.
- The 2004 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 2004 Taurus SEL continues to offer an **upgraded interior**, with color coordinated instrument panel treatments, a satin instrument cluster background, generous interior wood treatments, a 7-spoke wheel, chrome exterior bodyside moldings, and more luxurious (optional, sedan only) **Premium leather trim**.
- Six passenger seating with flip-fold center console is standard on Taurus LX, SE & SES with the upgraded appearance of 5-passenger seating standard on SEL. (5-passenger seating is optional on SE and SES).
- HomeLink is introduced on Taurus and is optional on SEL Sedan and Wagon.
- Wagon Comfort Package (96C) includes power driver seat and power adjustable pedals available on Taurus SE & SEL.
- ABS is optional on Taurus SE wagon.
- One new exterior color Merlot to replace Matador Red.
- The Sport Package (90T) includes 5-spoke directional wheels, two-tone cloth sport seats, unique pewter finish on interior pieces and unique badging on fender and floor mats.

Retail Only Key Points:

- Value-enhancing regional packages are being offered on the 2004 MY Taurus to provide regionally desirable equipment at greater savings.

Fleet Only Key Points:

- The 2003MY dedicated Fleet arrays have been eliminated. Fleet offerings consistent with 2003 will be achieved via retail arrays plus options.
- The **Fleet SE Value Package** includes a single in-dash CD player, power drivers seat and 60/40 split-fold rear seat (Adding this package to SE array 210A replaces 2003MY Fleet array 920A.)
- Heated side-view mirrors are available as a stand alone option for fleet customers with a valid FIN on Taurus SE, SES, & SEL.
- Cigarette lighter is optional for Fleet on Taurus LX, SE, SES & SEL sedan and SE & SEL wagon.

Recommended Mix:

| Series | Retail Mix |
|------------------|-------------------|
| <i>LX Sedan</i> | 6% |
| <i>SE Sedan</i> | 35% |
| <i>SES Sedan</i> | 47% |
| <i>SEL Sedan</i> | 7% |
| <i>SE Wagon</i> | 4% |
| <i>SEL Wagon</i> | 1% |

Key Options/Arrays:

- The Luxury and Convenience Package 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.

2004 TAURUS MAJOR PRODUCT CHANGES

OVERVIEW

The 2004 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

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 Sedan 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 remote keyless entry and electronic speed control
- The SE Value Package includes a 6-disc CD changer and power driver seat
- The Fleet SE Value Package includes a single in-dash CD player, power drivers seat and 60/40 split-fold rear

SES Sedan Array (300A)

- Standard equipment on SES Standard includes Anti-Lock Braking System (ABS), 5-spoke painted aluminum wheel, power driver seat, single CD 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.
- Available Duratec engine
- Ordering the optional Sport Package gives younger buyers the look they want – two tone cloth sport seats, unique sport wheels, a unique pewter finish on interior pieces and unique Sport badging on the fender and front floor mats. (Requires 5-passenger seating and spoiler)

SEL Sedan 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 split fold down rear seat
- The SEL offers a unique instrument cluster with a satin finish background

SEL Arrays (400A, 510A)

- **Wood Accents**
Standard on SEL sedan and wagon. Included are faux wood floor console, faux wood instrument panel center stack and faux wood door switch bezels
- **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

SE Wagon (500A)

- The SE Wagon comes with a Vulcan powertrain, 4-wheel disc brakes, AM/FM stereo cassette, and a split fold-down 2nd row seat

SEL Wagon (510A)

- SEL Wagon adds 7-spoke machined aluminum wheels, ABS, power driver seat, power adjustable pedals, 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 2004 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, 210A, 300A, 400A, 500A, 510A
3. Review Available Option Codes
4. Select Color & Trim

Product Changes and Features Availability

Features, options and package content subject to change. Please check www.fmcdealer.com or Dealer eStore for the most current information.

2004 TAURUS MAJOR STANDARD EQUIPMENT

| | LX | SE | SES | SE Wagon | SEL | SEL Wagon |
|--|----|----|-----|-------------|-----|--------------|
| 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 | | | | | • | • |
| 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" 7-spoke machined aluminum | | | | | • | • |
| INTERIOR | | | | | | |
| ASHTRAY — Front | • | • | • | • | • | • |
| CARPET — Color keyed w/integral driver footrest | • | • | • | • | • | • |
| CLOCK, ELECTRONIC DIGITAL — With dimming feature | • | • | • | • | • | • |
| CUPHOLDERS/CASSETTE STOWAGE — Color keyed, integral w/center console | • | • | • | • | • | • |
| DOOR HANDLES — Black | • | • | • | • | • | • |
| FLOOR MATS, FRONT & REAR | • | • | • | • | • | • |
| GLOVE BOX | • | • | • | • | • | • |
| GRAB HANDLES, REAR BOTH SIDES | • | • | • | • | • | • |
| 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 w/mini-spare | • | • | • | • | • | • |
| MIRRORS — Day/night rearview | • | • | • | • | • | • |
| Illuminated visor mirrors | | | • | | • | • |
| 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.

2004 TAURUS MAJOR STANDARD EQUIPMENT

| | LX | SE | SES | SE Wagon | SEL | SEL Wagon |
|---|----|----|-----|-------------|-----|--------------|
| INTERIOR (Continued) | | | | | | |
| SEATS — 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 | • | • | • | • | | • |
| 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 | | | | | • | • |
| STOWAGE — Hidden under floor and right quarter | | | | • | | • |
| SUNVISORS — Cloth covered w/covered vanity mirrors | • | • | • | • | • | • |
| Illuminated visor w/vanity mirror | | | • | | • | • |
| WOOD TRIM — Center stack, instrument panel, door switch bezels | | | | | • | • |
| 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 | • | • | • | • | • | • |
| INSTRUMENTATION — Temperature and fuel gauges, electric 110 mph speedometer, low brake fluid alert light, trip odometer, 1 million mile odometer and tachometer | • | • | • | • | • | • |

LEGEND: ★ = New for this model year.

2004 TAURUS MAJOR STANDARD EQUIPMENT

| | LX | SE | SES | SE Wagon | SEL | SEL Wagon |
|---|----|----|-----|-------------|-----|--------------|
| FUNCTIONAL (Continued) | | | | | | |
| 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 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 | • | • | • | • | | • |
| Floor shifter | | | | | • | |
| SPEED CONTROL — Wheel mounted illuminated controls | | • | • | • | • | • |
| 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 | • | • | • | • | • | • |
| 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.

2004 Taurus

| | | Sedan | | | | |
|---|------------|------------------------------|---|---|--|-------------------|
| | | LX | SE | SES | SEL | |
| | | Body Code | P52 | P53 | P55 | P56 |
| | | Order Code | 100A (3.0L) | 210A (3.0L) | 300A (3.0L) | 400A (3.0L 4V) |
| Order Code | | 310A (3.0L 4V) | | | | |
| POWERTRAIN | | | | | | |
| Auto O/D Transmission | | Std. | Std. | Std. | Std. | |
| 3.0L 2V 6 Cyl. FFV | 992 | Optional | Optional | Optional (NA w/310A) | — | |
| Type | | 2V 6 Cyl. | 2V 6 Cyl. | 2V 6 Cyl./4V 6 Cyl. | 4V 6 Cyl. | |
| — Axle Ratio | | 3.96 | 3.96 | 3.96 | 3.96 | |
| Horsepower @ rpm (SAE net) | | 155 @ 4900 | 155 @ 4900 | 155 @ 4900/200 @ 5650 | 200 @ 5650 | |
| Torque (lb. – ft. @ rpm) | | 185 @ 3950 | 185 @ 3950 | 185 @ 3950/200 @ 4400 | 200 @ 4400 | |
| Compression Ratio | | 9.7:1 | 9.7:1 | 9.7:1/10.0:1 | 10.0:1 | |
| SUSPENSION/CHASSIS | | | | | | |
| 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. | |
| Suspension, 4-Wheel Independent | | Std. | Std. | Std. | Std. | |
| Tire Size/Type | | P215/60 Rx16 | P215/60 Rx16 | P215/60 Rx16 | P215/60 Rx16 | |
| Wheel Size/Appearance | | All-Season 16" Steel | All-Season 16" Steel | All-Season 16" 5-Spoke Painted Aluminum | All-Season 16" 7-Spoke Machined Aluminum | |
| KEY EXTERIOR FEATURES | | | | | | |
| Keypad | | — | — | — | Std. | |
| Lamps, Security Approach | | — | — | — | Std. | |
| Mirrors, Dual Power | | Std. | Std. | Std. | Std. | |
| Moldings, Bodycolor | | Std. | Std. | Std. | Std. | |
| Remote Keyless Entry System | | — ¹ | Std. | Std. | Std. | |
| 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 | | Std. | — | — | — | |
| — AM/FM Stereo In-Dash CD | | — | Incl. in Fleet SE value Pkg. | Std. | — | |
| — AM/FM Stereo Cassette w/6-Disc CD | | — | — | — | Std. | |
| Floor Mats, Front & Rear | | Std. | Std. | Std. | Std. | |
| Headlamps, Auto | | — | — | — | Std. | |
| Locks, Power | | Std. | Std. | Std. | Std. | |
| Speed Control | | — ¹ | Std. | Std. | Std. | |
| Visors, Dual Illuminated | | — | — | Std. | Std. | |
| Visors, Dual w/Covered Mirrors | | Std. | Std. | — | — | |
| GROUPS/PACKAGES | | | | | | |
| Fleet SE Value Package (Fleet only w/valid FIN) | 90F | — | <i>Optional</i> | — | — | |
| LX Speed Control/Cassette Package | 90L | <i>Optional</i> | — | — | — | |
| Luxury & Convenience Package | 96L | — | — | Optional | <i>Optional</i> | |
| SE Value Package | 53S | — | Optional | — | — | |
| SES Wood Package | 17W | — | — | <i>Optional</i> | — | |
| Sport Package (NA w/leather seating, requires 310A w/4V Duratec engine, 186 5-pass seating, 13K rear spoiler and 46S 60/40 split fold rear seat) | 90T | — | — | Optional | — | |
| Wood Steering Wheel & Shift Knob Package | 52S | — | — | — | Optional | |
| AVAILABLE OPTIONS | | | | | | |
| Audio, AM/FM Stereo Cassette (NA w/single in-dash CD) | 58H | <i>Optional</i> | Std. | Incl. w/919 | Std. | |
| Audio, CD Changer, 6-Disc (incl. 58H Cassette) | 919 | — | Incl. in Retail SE Value Pkg. | Optional | Std. | |
| Audio, MACH | 916 | — | — | Optional | <i>Optional</i> | |
| Brakes, Anti-Lock Braking System (ABS) | 552 | <i>Optional</i> | <i>Optional</i> | Std. | <i>Optional</i> | |
| HomeLink | 65T | — | — | — | Optional | |
| Mirrors, Heated w/Security Approach Lamps | 54H | — | Optional | Incl. w/96L | Incl. w/96L | |
| Moonroof, Power | 13B | — | — | Optional | <i>Optional</i> | |
| Pedals, Power Adjustable (req. 525 speed control) | 59C | <i>Optional</i> ¹ | Optional | <i>Optional</i> | <i>Optional</i> | |
| Seat, 60/40 Split Fold Rear | 46S | — | <i>Optional & Incl. in Fleet SE value Pkg</i> | Optional | Std. | |
| Seat, 5-Passenger w/Console & Floor Shift | 186 | — | <i>Optional</i> | <i>Optional</i> | Std. | |
| Seat, 6-Passenger | 184 | Std. | Std. | Std. | <i>Optional</i> | |
| Seat, Power Driver w/Lumbar | 21A | <i>Optional</i> ¹ | Incl. in Fleet/Retail SE Value Pkg | Std. | Std. | |
| Seat, Power Passenger (req. L Premium leather) (req. 15B Side Impact Airbags) | 21J | — | — | — | Optional | |
| Seat Trim, Leather (req. 21A power drivers seat and 46S 60/40 split fold rear seat) | N | — | Optional ^{1, 2} | Optional ² | — | |
| Seat Trim, Two-Tone Premium Leather | L | — | — | — | Optional | |
| Side Impact Airbags | 15B | Optional ¹ | Optional | Optional | Optional | |
| Spoiler, Rear (NA w/184 6-pass. Seating w/column Shift, req. Remote Keyless Entry System) | 13K | — | Optional | <i>Optional</i> | <i>Optional</i> | |
| Steering Wheel, Leather Wrapped | 524 | — | — | Optional | Std. | |
| Traction Control (req. 552 ABS) | 553 | Optional ¹ | <i>Optional</i> | <i>Optional</i> | <i>Optional</i> | |
| Wheel, 5-spoke painted aluminum | 64M | — | Optional | Std. | — | |
| AVAILABLE OPTIONS – Fleet Only w/Valid FIN Code | | | | | | |
| Cargo Net | 18C | — | Optional | Optional | — | |
| Cigarette Lighter | 43C | <i>Optional</i> | <i>Optional</i> | <i>Optional</i> | <i>Optional</i> | |
| Engine Block Heater | 41H | <i>Optional</i> | <i>Optional</i> | <i>Optional</i> | <i>Optional</i> | |
| Lamps, Daytime Running | 942 | <i>Optional</i> | <i>Optional</i> | <i>Optional</i> | <i>Optional</i> | |
| Mirrors, Heated w/Security Approach Lamps | 54H | — | — | <i>Optional</i> | <i>Optional</i> | |
| Remote Keyless Entry System | 143 | <i>Optional</i> | Std. | Std. | Std. | |
| Remote Keyless Entry System - Delete | 47A | — | Optional | — | — | |
| Speed Control | 525 | <i>Optional</i> | Std. | Std. | Std. | |

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

¹ Available for Fleet only w/valid FIN code.

² Seat trim code L with Dark Charcoal Interior.

| 2004 Taurus Wagon | | Wagon | |
|---|------------|-----------------------------|--------------------------------------|
| | | SE | SEL |
| Body Code | | P58 | P59 |
| Order Code | | 500A (3.0L) | 510A (3.0L) |
| Order Code | | 507A (3.0L 4V) | |
| POWERTRAIN | | | |
| Auto O/D Transmission | | Std. | Std. |
| 3.0L 2V 6 Cyl. FFV | 992 | Optional (NA w/507A) | — |
| Type | | 2V 6Cyl./4V 6 Cyl. | 2V 6Cyl. |
| — Axle Ratio | | 3.96 | 3.96 |
| 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 |
| SUSPENSION/CHASSIS | | | |
| Brakes, 4-Wheel Disc | | Std. | Std. |
| Brakes, Power Assisted | | Std. | Std. |
| Fuel Tank Capacity (gal.) | | 18.0 | 18.0 |
| Steering, Variable Rack & Pinion | | Std. | Std. |
| Tire Size/Type | | P215/60Rx16 All-Season | P215/60Rx16 All-Season |
| Wheel Size/Appearance | | 16" Steel | 16" 7-Spoke Machined Aluminum |
| KEY EXTERIOR FEATURES | | | |
| Keypad | | — | Std. |
| Lamps, Security Approach | | — | Std. |
| Mirrors, Dual Power | | Std. | Std. |
| Moldings, Bodycolor | | Std. | Std. |
| Remote Keyless Entry System | | Std. | Std. |
| Windshield Wipers, Variable Intermittent | | Std. | Std. |
| KEY INTERIOR FEATURES | | | |
| Air Conditioning, Manual Control | | Std. | — |
| Air Conditioning, Electronic Temperature Control | | — | Std. |
| Anti-Theft System, Perimeter | | — | Std. |
| Audio: | | | |
| — AM/FM Stereo Cassette | | Std. | — |
| — AM/FM Stereo Cassette w/6-Disc CD | | — | Std. |
| Floor Mats, Front & Rear | | Std. | Std. |
| Headlamps, Auto | | — | Std. |
| Locks, Power | | Std. | Std. |
| Seats: | | | |
| — 60/40 Split Fold Rear | | Std. | Std. |
| — 6-Passenger | | Std. | Std. |
| — Power Driver w/Lumbar | | Incl. w/Wagon Comfort Pkg. | Std. |
| Speed Control | | Std. | Std. |
| Steering Wheel, Leather Wrapped | | — | Std. |
| Visors, Dual Illuminated | | — | Std. |
| Visors, Dual, w/Covered Mirrors | | Std. | — |
| GROUPS/PACKAGES | | | |
| Duratec Package | 53D | — | Optional |
| Luxury & Convenience Package | 96L | — | Optional |
| Wagon Comfort Package | 96C | <i>Optional</i> | Std. |
| Wagon Group | 90W | <i>Optional</i> | <i>Optional</i> |
| Wood Steering Wheel & Shift Knob Package | 52S | — | <i>Optional</i> |
| AVAILABLE OPTIONS | | | |
| Audio, AM/FM Stereo In-Dash CD | 585 | <i>Optional</i> | — |
| Brakes, Anti-Lock Braking System (ABS) (Req. on array 507A) | 552 | <i>Optional</i> | Std. |
| HomeLink | 65T | — | <i>Optional</i> |
| Mirrors, Heated w/Security Approach Lamps | 54H | Optional | Incl. w/96L |
| Moonroof, Power | 13B | — | — |
| Pedals, Power Adjustable (req. 525 speed control) | 59C | Incl. w/Wagon Comfort Pkg. | Std. |
| Side Impact Airbags | 15B | <i>Optional</i> | <i>Optional</i> |
| Seat Trim, Leather (opt. w/6-pass, req. w/5-pass) | N | — | Optional |
| Traction Control (req. 552 ABS) | 553 | <i>Optional</i> | <i>Optional</i> |
| Wheel, 5-spoke painted aluminum | 64M | <i>Optional</i> | — |
| AVAILABLE OPTIONS – Fleet Only w/Valid FIN Code | | | |
| Cigarette Lighter | 43C | <i>Optional</i> | <i>Optional</i> |
| Engine Block Heater | 41H | <i>Optional</i> | <i>Optional</i> |
| Lamps, Daytime Running | 942 | <i>Optional</i> | <i>Optional</i> |
| Mirrors, Heated w/Security Approach Lamps | 54H | — | Optional |

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

2004 TAURUS GROUP/MISCELLANEOUS OPTIONS

DURATEC PACKAGE (53D)

- 3.0L V6 4V Duratec engine
 - AM/FM Stereo Cassette w/6-Disc CD and MACH Audio
 - 5-Passenger seating w/floor console & shift (186)
- Or
- 6-Passenger seating w/flip/fold console & column shift (184)

FLEET SE VALUE PACKAGE (90F)

- Power driver seat w/lumbar
- In-dash single CD player
- 60/40 split fold rear seat
- Available on SE

LUXURY AND CONVENIENCE PACKAGE (96L)

- Auto-dim rearview mirror with compass
- Heated side mirrors
- Security Approach Lamps (Std w/SEL)
- Available on SES and SEL series

LX SPEED CONTROL/CASSETTE PACKAGE (90L)

- Speed control
- Cassette
- Available on LX

SE VALUE PACKAGE (53S)

- Power driver seat w/lumbar
- 6-Disc CD changer
- Available on SE

SES WOOD PACKAGE (17W)

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

SPORT EDITION (90T)

- 5-Spoke sport wheels
- Two-tone cloth sport seats
- Unique sport edition badging on fender and floor mats
- Unique pewter brush finish on floor console and instrument panel surrounds

Not available with:

- Leather seating
- FFV powertrain
- Wood Package
- 6-Passenger seating

WAGON COMFORT PACKAGE (96C)

- Power driver seat
- Power adjustable pedals

WAGON GROUP (90W)

- Third row seat
- Cargo cover

WOOD STEERING WHEEL & 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

MISCELLANEOUS

| | |
|--|------------|
| Pre-delivery only ¹ | 361 |
| Pre-delivery with 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 registrations when the vehicles are being delivered to non-California Emissions, non-Cross-Border States locations. Also requires 422 California Emissions System. Vehicles must be registered in California Emissions States.

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.

¹ For eligible California dealers only. Dealers must have a pre-existing contract with a pre-delivery service company in order to take advantage of this option.

10/15/03

2004 TAURUS COLOR & TRIM

| INTERIOR TRIM TYPE AND COLOR SELECTOR NOTE: First letter denotes type, second letter denotes color. | | INTERIOR TRIM COLORS | | |
|--|------|----------------------|------------------|---------------|
| | | Medium Graphite | Medium Parchment | Dark Charcoal |
| LX (P52) Cloth Seats (6-Passenger) w/Flip-Fold Center Seating Console/Column Shift | | G2 | GH | |
| SE Sedan (P53) Cloth Seats (Standard 6-Passenger, Optional 5-Passenger Buckets) Leather Seating Surfaces - Optional (Standard 6-Passenger, Optional 5-Passenger) (Fleet Only w/valid FIN code) | | K2 N2 | KH NH | KW LW |
| SES (P55) Cloth Seats (Standard 6-Passenger, Optional 5-Passenger Buckets) Leather Seating Surfaces (Standard 6-Passenger, Optional 5-Passenger Buckets) | | K2 N2 | KH NH | KW LW |
| SEL (P56) Cloth Seats (Standard 5-Passenger, Optional 6-Passenger) Leather Seating Surfaces (Standard 5-Passenger, Optional 6-Passenger) | | K2 L2 | KH LH | KW LW |
| SE Wagon (P58) Cloth (6-Passenger) w/Flip-Fold Center Seating Console/Column Shift | | K2 | KH | |
| SEL Wagon (P59) Cloth Seats (6-Passenger only) Leather Seating Surfaces (5-Passenger or 6-Passenger) | | K2 N2 | KH NH | |
| EXTERIOR COLOR | | AVAILABILITY | | |
| COLOR | CODE | | | |
| ALL MODELS | | | | |
| Arizona Beige Clearcoat Metallic | AQ | | • | |
| Gold Ash Clearcoat Metallic | C2 | | • | |
| Dark Shadow Grey Clearcoat Metallic | CX | • | | • |
| Spruce Green Clearcoat Metallic | FS | • | • | |
| ★Merlot Clearcoat Metallic | FX | • | • | • |
| True Blue Clearcoat Metallic | RJ | • | • | • |
| Silver Frost Clearcoat Metallic | TS | • | | • |
| Black Clearcoat | UA | • | • | • |
| Vibrant White Clearcoat | WT | • | • | |
| SPORT EDITION (90T) | | | | |
| Dark Shadow Grey Clearcoat Metallic | CX | | | |
| ★Merlot Clearcoat Metallic | FX | | | • |
| True Blue Clearcoat Metallic | RJ | | | • |
| Silver Frost Clearcoat Metallic | TS | | | • |
| Black Clearcoat | UA | | | • |

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

2004 TAURUS FUEL ECONOMY

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