



2005 MY

Vehicle Line: **Taurus**

Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

- New simplified series strategy
- SE and SEL series in both Sedan and Wagon configurations
- Safety and Security Package is available on both SE and SEL series
- SE Preferred Equipment Package and the SEL Premium Package are upgrade packages for both series
- Wood steering wheel, shift knob and woodgrain appearance appliqué trim on the center console, door trim and center instrument panel are standard on the SEL
- Two new colors: Windveil Blue and Light Tundra

Key Messages:

- Taurus continues to deliver the best value in a mid-sized family car by offering the best combination of safety, performance, comfort, purposeful innovation and quality at an affordable price

Recommended Mix:

	<i>Retail Mix*</i>			
	<i>SE Sedan</i>	<i>SEL Sedan</i>	<i>SE Wagon</i>	<i>SEL Wagon</i>
	62%	28%	8%	2%
Engine Type				
3.0L 2V 6-cyl Engine	100%	50%	100%	25%
3.0L 4V 6-cyl Engine	—	50%	—	75%
Key Packages				
SE Preferred Equipment Package	50%	—	60%	—
SEL Premium Package	—	50%	—	75%
Safety and Security Package	40%	40%	40%	40%
Key Options				
Audio, AM/FM Stereo with In-Dash CD	50%	—	25%	—
Audio, 6-Disc CD Changer	20%	25%	—	25%
Brakes, Anti-Lock	25%	25%	25%	25%
Mirrors, Heated	20%	20%	20%	20%
Moonroof	35%	35%	20%	20%
Seats, 5-Passenger with Floor Console	60%	—	60%	—
Wheels, 5-Spoke Painted Aluminum	20%	—	20%	—

*Rates above represent full model year retail projections

2005 TAURUS MAJOR PRODUCT CHANGES

OVERVIEW

The 2005 Taurus features minor exterior, interior and safety changes.

MODEL/SERIES/AVAILABILITY

- Four (4) arrays delivering the most comprehensive equipment levels (SE – 1 Sedan, 1 Wagon; SEL – 1 Sedan, 1 Wagon)

EXTERIOR CHANGES

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

INTERIOR CHANGES

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

SAFETY CHANGES

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

NEW PACKAGE CHANGES

Added New Packages:

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

Deleted Packages:

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

2005 TAURUS ORDER COMBINATIONS

SE Sedan 3.0L 2V V6 4-Speed Automatic

- Body Code: P53
- Order Code: 100A

2005 TAURUS ORDER COMBINATIONS (Continued)

SE Wagon 3.0L 2V V6 4-Speed Automatic

- Body Code: P58
- Order Code: 300A

SEL Sedan 3.0L 2V V6 4-Speed Automatic

- Body Code: P56
- Order Code: 200A

SEL Wagon 3.0L 2V V6 4-Speed Automatic

- Body Code: P59
- Order Code: 400A

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.

2005 TAURUS MAJOR PRODUCT SUMMARY

The following equipment is standard as indicated. Each series includes the standard equipment of the previous series, except where additions/exceptions are noted:

SE	SEL
<p><u>Powertrain/Functional</u></p> <ul style="list-style-type: none"> • Brakes – power assisted, front disc/rear drum (Sedan) • Brakes – 4-wheel disc (Wagon) • Drivetrain - front wheel drive • Engine – 3.0L 2V 6-Cylinder Vulcan • Transmission – 4-speed automatic <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Remote Keyless Entry System • Mirrors – black electric remote control • Moldings – color keyed bodyside • Wheels – 16" steel wheels w/cover • Windshield wipers – variable intermittent <p><u>Interior</u></p> <ul style="list-style-type: none"> • Air conditioning – manual control • Audio – AM/FM stereo cassette • Cargo cover (Wagon only) • Floor mats – front & rear • Message center w/trip computer • Power locks & windows • Seats – six-passenger cloth seating w/dual recliners, front armrest, front seat map pockets, 2-way head restraints & center seating console • Seats – 3rd row (Wagon only) • Seats – 60/40 split-fold rear seat (Wagon only) • Speed control • Visors w/covered mirrors <p><u>Safety/Security</u></p> <ul style="list-style-type: none"> • Air bags – 2nd generation driver & front passenger • Battery saver feature • Emergency inside trunk release (Sedan) • Illuminated entry • LATCH System (Lower Anchors & Tethers for Children) in rear outboard seats • Personal Safety System™ • SecuriLock® / Immobilizer-Anti-Theft System 	<p><i>All SE content, plus:</i></p> <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Mirrors – dual body color, electric remote control w/security approach lamps • Remote Keyless Entry System w/keyless entry keypad • Wheels – 16" 7-spoke machined aluminum wheels <p><u>Interior</u></p> <ul style="list-style-type: none"> • Anti-Theft System (perimeter) • Audio – AM/FM stereo w/single CD • Compass – displayed in message center • Mirror – electrochromic rearview • Exterior temperature display – displayed in message center • HomeLink® garage door opener • Seats – five-passenger cloth seating w/dual recliners, front armrest, front seat map pockets, 2-way head restraints & storage console • Seats – power driver seat, 6-way w/manual driver lumbar • Seats – 60/40 split-fold rear seat • Visor – illuminated w/vanity mirror • Wood interior trim accents – center stack, instrument panel, steering wheel, gear shift knob & door switch bezels

Please see Standard Equipment pages for more details.

Product Changes and Features Availability

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★ = New for this model year.

2005 TAURUS STANDARD EQUIPMENT

The following items are standard on every 2005MY TAURUS vehicle:

POWERTRAIN/FUNCTIONAL

- Alternator – 130-amp
- Battery – low maintenance 58-amp
- Brakes
 - Power assisted front disc/rear drum (Sedan)
 - 4-Wheel disc (Wagon)
 - Parking brake, foot operated
- Drivetrain – FWD (front wheel drive)
- Engine – 3.0L Vulcan 2V 6-cylinder
- Fuel tank – 18.0 gallon
- Spare tire – convenience mini-size
- Steering – power rack & pinion w/variable assist
- Suspension – independent front & rear
- Tires – P215/60Rx16 A/S
- Transmission – 4-speed automatic transmission
- 100,000 mile tune-up interval

EXTERIOR

- Antenna
 - Fixed whip quarter panel-mounted (Sedan)
 - Automatic power antenna (Wagon only)
- Bumpers – front & rear 5-mph impact absorbing, body color
- Door handles – body color flush-mounted
- Glass – solar tinted complete
- Headlamps – multi-reflector halogen
- Hood – gas-assist & remote release
- Luggage rack (Wagon) – aerodynamic w/adjustable crossbars
- Moldings
 - Fascias/bodyside moldings – body color front/rear fascias & bodyside protection moldings
 - Flush black around side windows, windshield, backlight
 - Black rocker panel
- Paint – clearcoat
- Tail lamps – monochromatic w/red turn signals
- Wipers/washers – 2-speed variable intermittent/low/high defroster

INTERIOR

- Air conditioning – manual temperature control, CFC-free
- Air extractors – quarter panel for improved ventilation & door closing
- Ashtray – front
- Carpet – color keyed w/integral driver footrest
- Clock – electronic digital w/dimming feature, integral w/radio
- Console – door (2) cupholders & enclosed storage bin
- Cupholders – color keyed, integral w/center console
- Floor mats – front & rear
- Glove box
- Grab handles – rear both sides
- Grocery bag hooks – located on scuff plate inside trunk
- Heat – rear seat floor outlets
- Instrument panel – two-tone w/back-lighted cluster, positive shutoff climate control registers, side window demisters & windshield defroster

INTERIOR (Continued)

- Instrumentation – temperature & fuel gauges, electric 120-mph speedometer, low brake fluid alert light, trip odometer, 1 million mile odometer & tachometer, message center
- Integrated control panel – climate controls, radio, rear window defrost
- Lights
 - Light group/dual beam map & dome lamp (dome lamp only on moonroof equipped vehicles)
 - 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 & safety belt reminder
 - Low fuel
 - Delayed-off dome lamp
 - Front door courtesy light, ashtray, luggage compartment
- Locks – power door, illuminated controls
- Luggage compartment – low liftover
- Message center w/trip computer functions
- Mirrors – day/night rearview
- Power points – (2) dual 12-volt
- Speed control – steering wheel-mounted illuminated controls
- Steering column – tilt
- Steering wheel – color keyed 4-spoke soft feel w/center horn engagement (SE only)
- Sunvisors – cloth covered w/covered vanity mirrors

SAFETY/SECURITY

- Air bags – second generation driver & front passenger
- Battery Saver – turns off interior lights after 30 minutes
- Belt-Minder® System
- Child safety locks – rear doors
- Chime – safety belt reminder, headlamps-on, door open/key-in-ignition
- Driver & front passenger seats – safety belt pretensioners & height adjustable D-rings
- Emergency inside trunk release (Sedan)
- Front & rear crumple zones
- Fuel shutoff switch – deactivates fuel pump upon rear impact
- LATCH (Lower Anchors and Tethers for Children) System – on rear outboard seat locations
- Personal Safety System™
 - Electronic crash severity sensor
 - Dual stage driver & right front passenger air bags
 - Front outboard safety belt usage sensor
 - Personal Safety System Restraint Control Module
 - Front passenger seat weight sensor
 - Passenger air bag disable indicator
 - Driver seat position sensor
 - Front outboard safety belt pretensioners
 - Front outboard safety belt energy management retractors
- Remote keyless entry with (2) key fobs
- SecuriLock® Passive Anti-Theft System

★ = New for this model year.

• = Available

2005 TAURUS STANDARD EQUIPMENT

- Side door intrusion beams – high strength

The following features are standard on select all-new 2005MY TAURUS vehicles:

POWERTRAIN/FUNCTIONAL	SE Sedan	SE Wagon	SEL Sedan	SEL Wagon
Brakes				
Power assisted front disc/rear drum	•		•	
4-Wheel disc		•		•
KEY EXTERIOR FEATURES				
Mirrors				
Black electric remote control	•	•		
Dual body color, electric remote control w/security approach lamps			•	•
Wheels				
16" wheels w/deluxe wheel covers	•	•		
16" 7-spoke machined aluminum			•	•
KEY INTERIOR FEATURES				
Audio				
Electronic AM/FM stereo cassette w/4-speakers	•	•		
Electronic AM/FM stereo, single in-dash CD w/4-speakers			•	•
Compass – displayed in message center			•	•
Exterior temperature display			•	•
HomeLink® garage door opener			•	•
Mirror				
Electrochromic rearview			•	•
Seats				
6-Passenger seating w/dual recliners, front armrest, front seat map pockets, 2-way head restraints & center seating console	•	•		
5-Passenger seating w/dual recliners, front armrest, front seat map pockets, 2-way head restraints & center seating console			•	•
Power driver seat, 6-way manual driver lumbar			•	•
3 rd row seat & cargo cover (Wagon only)		•		•
60/40 split-fold rear seat		•	•	•
Visors				
Illuminated visor w/vanity mirror			•	•
Wood interior trim & accents				
Center stack, instrument panel, steering wheel, gear shift knob & door switch bezels			•	•
SAFETY/SECURITY				
Remote keyless entry keypad			•	•
Perimeter Anti-Theft System			•	•
Security approach lamps			•	•

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• = Available

2005 TAURUS FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

Axle Ratio = 3.96

WHEEL AVAILABILITY



16" Steel Wheel with Deluxe Wheel Cover
Std. on SE



16" 5-Spoke Painted Aluminum Wheel
Opt. on SE (64M)



16" 7-Spoke Machined Aluminum Wheel
Std. on SEL

2005 TAURUS OPTIONAL EQUIPMENT

		SE Sedan	SE Wagon	SEL Sedan	SEL Wagon
DRIVE TYPE					
Front Wheel Drive (FWD)	Body Code	P53	P58	P56	P59
	Order Code	100A	300A	200A	400A
POWERTRAIN/FUNCTIONAL					
Engines:					
3.0L 2V 6-Cyl. FFV (<i>Late Availability on SEL</i>)	992	O	O	O	O
3.0L 4V 6-Cyl. Duratec	99S	—	—	O	O
WHEELS					
16" 5-Spoke Painted Aluminum	64M	O	O	—	—
16" 7-Spoke Machined Aluminum		—	—	S	S
KEY INTERIOR OPTIONS					
Audio:					
AM/FM Stereo w/In-Dash CD	585	O	O	S	S
AM/FM Stereo w/6-Disc CD Changer & In-Dash Cassette (NA w/585 In-Dash CD)	919	—	—	O	O
Mach Audio (req. 6-disc CD or SEL Premium)	916	—	—	O	O
Cigarette Lighter	43C	O	O	O	O
Seats:					
5-Passenger Cloth Seating Surfaces w/Floor Shift	186	O	O	S	S
Leather Seating Surfaces (req. 186 5-Passenger Seats on SE, incl. 60/40 split-fold rear seat)	N/L	O	O	O	O
GROUP & PACKAGES (see Packaged Options/Emissions page for pkg. content)					
SE Preferred Equipment Package	90A	O	O	—	—
SEL Premium Package (NA w/992 FFV Engine)	96P	—	—	O	O
Safety & Security Package	53P	O	O	O	O
OTHER OPTIONS					
Brakes – Anti-Locking	552	O	O	O	O
Leather-Wrapped Steering Wheel	524	O	O	—	—
Mirrors – Heated w/Security Approach Lamps (Security Approach Lamps std. on SEL)	54H	O	O	O	O
Moonroof – Power	13B	O	O	O	O
Side Impact Air Bags	15B	O	O	O	O
Traction Control (req. 552 Anti-Lock Brakes)	553	O	O	O	O
FLEET ONLY OPTIONS (w/valid FIN Code)					
Fleet SE Value Package (see Packaged Options/Emissions page for pkg. content)	90F	F	F	—	—
Cigarette Lighter	43C	F	F	F	F
Daytime Running Lights	942	F	F	F	F
Engine Block Heater	41H	F	F	F	F
Leather-Wrapped Steering Wheel & Vinyl Floor Shifter on SEL (<i>Late Availability</i>)	524	—	—	F	F
Rear Spoiler Delete (avail. w/90A SE Preferred Equipment Pkg. & 96P SEL Premium Pkg.)	47D	F	—	F	—
Remote Keyless Entry Delete (NA w/54H Mirrors)	14D	F	—	—	—
Seats:					
6-Passenger Cloth Seating Surfaces (incl. wood steering wheel on SEL; wood shift knob is deleted)	184	S	S	F	F
3 rd Row Seat Delete (Wagon only)	66D	—	F	—	F
Leather Seating Surfaces, 6-Passenger (incl. wood steering wheel on SEL; wood shift knob is deleted)	N/L	—	—	F	F
Tire – Conventional Spare Tire & Wheel	508	F	—	F	—

2005 TAURUS COLOR & TRIM AVAILABILITY

		INTERIOR COLOR		
		Medium/Dark Flint	Medium/Dark Pebble	Ebony Black
SE Sedan	5-Passenger or 6-Passenger Cloth Seats 5-Passenger Leather Seating Surfaces ¹	K2 N2	KH NH	KW LW
SE Wagon	5-Passenger or 6-Passenger Cloth Seats 5-Passenger Leather Seating Surfaces ¹	K2 N2	KH NH	— —
SEL Sedan	5-Passenger or 6-Passenger Cloth Seats ³ 5 or 6-Passenger Two-Tone Leather Seating Surfaces ^{1, 3}	K2 L2	KH LH	KW LW ²
SEL Wagon	5-Passenger or 6-Passenger Cloth Seats ³ 5 or 6-Passenger Leather Seating Surfaces ^{1, 3}	K2 N2	KH NH	— —
EXTERIOR COLOR		CODE	AVAILABILITY	
ALL MODELS				
Arizona Beige Clearcoat Metallic	AQ		•	
Gold Ash Clearcoat Metallic	C2		•	
Dark Shadow Grey Clearcoat Metallic	CX	•		
★ Light Tundra Clearcoat Metallic	DV	•	•	•
Merlot Clearcoat Metallic	FX	•	•	
★ Windveil Blue Clearcoat Metallic	P3	•	•	•
Silver Frost Clearcoat Metallic	TS	•		•
Black Clearcoat	UA	•	•	•
Vibrant White Clearcoat	WT	•	•	•

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

² Ebony Black leather seating surfaces are not available in two-tone.

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

★ = New for this model year.

• = Available

PACKAGED OPTIONS/EMISSIONS

RETAIL/FLEET PACKAGES

SE PREFERRED EQUIPMENT PACKAGE (90A)

Availability:

- Optional on SE Sedan (100A) and Wagon (300A)

Includes:

- 5-Spoke aluminum wheel
- Rear spoiler (Sedan only)
- Power driver seat with lumbar
- 60/40 Split-folding rear seat (std. on Wagon)

NOTE: Fleet must order 47D to delete rear spoiler from SE Preferred Equipment Package.

SEL PREMIUM PACKAGE (96P)

Availability:

- Optional on SEL Sedan (200A) and Wagon (400A)
- Not available with FFV Engine (992)

Includes:

- 6-Disc changer (includes AM/FM cassette)
- Electronic Automatic Temperature Control (EATC)
- Leather seating surfaces
- Rear spoiler (Sedan only)
- Power passenger seat
- Automatic headlamps

NOTE: Fleet must order 47D to delete rear spoiler from SEL Premium Package.

SAFETY/SECURITY PACKAGE (53P)

Availability:

- Optional on all series

Includes:

- Side impact air bags
- Anti-locking brakes
- Traction control

FLEET PACKAGES (Available with valid FIN code)

FLEET SE VALUE PACKAGE (90F)

Availability:

- Optional on SE Sedan (100A) and Wagon (300A)
- Available with either 5 or 6-passenger seating

Includes:

- Power driver seat with lumbar
- 60/40 Split-folding seat (std. on Wagon)

MISCELLANEOUS

Pre-delivery only ¹	361
COV Required	79V

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.

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/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.

*****CROSS-BORDER STATES**

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

ENGINE BLOCK HEATER

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

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

2005 TAURUS POWERTRAIN/DIMENSIONS

FUEL ECONOMY

ENGINE DISPL.	TRANSMISSION	50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
		CITY	HIGHWAY		
FWD					
3.0L 2V Vulcan (gasoline)	4-Speed Automatic	20	27	\$914	26.4
3.0L 2V Vulcan (FFV)	4-Speed Automatic	19	27	TBD	19.6
3.0L V6 Duratec	4-Speed Automatic	20	27	\$914	26.5

ENGINE HORSEPOWER AND TORQUE RATINGS

ENGINE DISPL.	TRANSMISSION	NOMINAL COMPRESSION RATIO	50 STATES	
			HORSEPOWER	TORQUE
			H.P. @ RPM	FT. LB. @ RPM
ALL				
3.0L 2V Vulcan (FFV)	4-Speed Automatic	9.7:1	153 @ 4900	185 @ 3950
3.0L V6 Duratec	4-Speed Automatic	10.0:1	200 @ 5650	207 @ 4400

DIMENSIONS*

INTERIOR DIMENSIONS	Measurements	
	Sedan	Wagon
Head Room (inches)		
1 st Row	40.0	39.4
2 nd Row	38.1	38.9
Shoulder Room (inches)		
1 st Row	57.3	57.3
2 nd Row	56.6	56.6
Leg Room Maximum Extension (inches)		
1 st Row	42.2	42.2
2 nd Row	38.9	38.5
Total Passenger Volume (cu.-ft.)		
Combined	104.4	104.2
Luggage Capacity Rear Seats (cu.-ft.)		
Cargo Volume	17.0	38.8
Lift-over Height	26.0	—
EXTERIOR DIMENSIONS (inches)		
Wheelbase	108.5	108.5
Overall Length	197.6	197.7
Overall Width	73.0	73.0
Overall Height	56.1	57.8

*All dimensions are preliminary figures