



2007MY

Vehicle Line: **TAURUS**

**Marketing Strategy and Mix Recommendations**

**Marketing Strategy Key Points:**

- SE and SEL series in Sedan
- 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

**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>
	<b>85%</b>	<b>15%</b>
<b>Engine Type</b>		
3.0L 2V 6-Cyl. Engine	100%	100%
<b>Key Packages</b>		
SE Preferred Equipment Package	50%	—
SEL Premium Package	—	50%
Safety and Security Package	40%	40%
<b>Key Options</b>		
Audio, AM/FM Stereo w/In-Dash CD	50%	—
Audio, 6-Disc CD Changer	20%	25%
Brakes, Anti-Lock	25%	25%
Mirrors, Heated	20%	20%
Moonroof	35%	35%
Seats, 5-Passenger w/Floor Console	60%	—
Wheels, 5-Spoke Painted Aluminum	20%	—

\*Rates above represent full model year retail projections

**2007 TAURUS**  
**MAJOR PRODUCT CHANGES**

**OVERVIEW**

The 2007 Taurus features minor exterior, interior and safety changes.

**DROPPED OPTIONS**

- FFV is no longer available

**2007 TAURUS ORDER COMBINATIONS****SE Sedan 3.0L 2V V6 4-Speed Automatic**

- Body Code: P53
- Order Code: 100A

**SEL Sedan 3.0L 2V V6 4-Speed Automatic**

- Body Code: P56
- Order Code: 200A

**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.

## 2007 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"> <li>• Brakes – power assisted, front disc/rear drum</li> <li>• Drivetrain – front wheel drive</li> <li>• Engine – 3.0L 2V 6-cylinder Vulcan</li> <li>• Transmission – 4-speed automatic</li> </ul> <p><u>Exterior</u></p> <ul style="list-style-type: none"> <li>• Mirrors – black electric remote control</li> <li>• Moldings – color keyed bodyside</li> <li>• Remote Keyless Entry System</li> <li>• Wheels – 16" steel wheels w/cover</li> <li>• Windshield wipers – variable intermittent</li> </ul> <p><u>Interior</u></p> <ul style="list-style-type: none"> <li>• Air conditioning – manual control</li> <li>• Audio – AM/FM stereo cassette</li> <li>• Floor mats – front &amp; rear</li> <li>• Message center w/trip computer</li> <li>• Power locks &amp; windows</li> <li>• Seats – 6-passenger cloth seating w/dual recliners, front armrest, front seat map pockets, 2-way head restraints &amp; center seating console</li> <li>• Speed control</li> <li>• Sunvisor w/covered mirrors</li> </ul> <p><u>Safety/Security</u></p> <ul style="list-style-type: none"> <li>• Air bags – 2<sup>nd</sup> generation driver &amp; front passenger</li> <li>• Battery saver feature</li> <li>• Emergency inside trunk release</li> <li>• Illuminated entry</li> <li>• LATCH System (Lower Anchors &amp; Tethers for CHildren) in rear outboard seats</li> <li>• Personal Safety System™</li> <li>• SecuriLock® / Immobilizer-Anti-Theft System</li> </ul>	<p><i>All SE content, plus:</i></p> <p><u>Exterior</u></p> <ul style="list-style-type: none"> <li>• Mirrors – dual body color, electric remote control w/security approach lamps</li> <li>• Remote Keyless Entry System w/keyless entry keypad</li> <li>• Wheels – 16" 7-spoke machined aluminum wheels</li> </ul> <p><u>Interior</u></p> <ul style="list-style-type: none"> <li>• Anti-Theft System (perimeter)</li> <li>• Audio – AM/FM stereo w/single CD</li> <li>• Compass – displayed in message center</li> <li>• Exterior temperature display – displayed in message center</li> <li>• Mirror – electrochromic rearview</li> <li>• Seats <ul style="list-style-type: none"> <li>– 5-Passenger cloth seating w/dual recliners, front armrest, front seat map pockets, 2-way head restraints &amp; storage console</li> <li>– Power driver seat, 6-way w/manual driver lumbar</li> <li>– 60/40 split-fold rear seat</li> </ul> </li> <li>• Sunvisor – illuminated w/vanity mirror</li> <li>• Wood interior trim accents – center stack, instrument panel, steering wheel, gear shift knob &amp; door switch bezels</li> </ul>

Please see Standard Equipment pages for more details.

### 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.

★ = New for this model year.

## 2007 TAURUS STANDARD EQUIPMENT

The following items are standard on every 2007MY TAURUS vehicle:

### POWERTRAIN/FUNCTIONAL

- Alternator – 130-amp
- Battery – low maintenance 58-amp
- Brakes – power assisted front disc/rear drum
- 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
- 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
- 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
- Cigarette lighter
- 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
- 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

### INTERIOR (Continued)

- 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
  - Emergency inside trunk release
  - 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 w/(2) key fobs
  - Safety belt pretensioners & height adjustable D-rings – driver & front passenger seats
  - SecuriLock® Passive Anti-Theft System
  - Side door intrusion beams – high strength

The following features are standard on select all-new 2007MY TAURUS vehicles:

KEY EXTERIOR FEATURES	SE Sedan	SEL Sedan
<b>Mirrors</b>		
Black electric remote control	•	
Dual body color, electric remote control w/security approach lamps		•
<b>Wheels</b>		
16" wheels w/deluxe wheel covers	•	
16" 7-spoke machined aluminum		•

★ = New for this model year.

• = Available

## 2007 TAURUS STANDARD EQUIPMENT

KEY INTERIOR FEATURES	SE Sedan	SEL Sedan
<b>Audio</b>		
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		•
<b>Mirror</b>		
Electrochromic rearview		•
<b>Seats</b>		
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		•
60/40 split-fold rear seat		•
<b>Sunvisors</b>		
Illuminated sunvisor w/vanity mirror		•
<b>Wood interior trim &amp; accents</b>		
Center stack, instrument panel, steering wheel, gear shift knob & door switch bezels		•
<b>SAFETY/SECURITY</b>		
Remote keyless entry keypad		•
Perimeter Anti-Theft System		•
Security approach lamps		•

★ = New for this model year.

• = Available

# 2007 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

02/13/06

## 2007 TAURUS OPTIONAL EQUIPMENT

		SE Sedan	SEL Sedan
<b>DRIVE TYPE</b>			
Front Wheel Drive (FWD)	Body Code	P53	P56
	Order Code	100A	200A
<b>POWERTRAIN/FUNCTIONAL</b>			
3.0L 2V 6-Cyl. Gas Engine (avail. in all 50 states)		S	S
<b>WHEELS</b>			
16" 5-Spoke Painted Aluminum	64M	O	—
<b>KEY INTERIOR OPTIONS</b>			
<b>Audio:</b>			
AM/FM Stereo w/In-Dash CD	585	O	S
AM/FM Stereo w/6-Disc CD Changer & In-Dash Cassette (NA w/585 In-Dash CD)	919	—	O
Mach Audio (req. 6-disc CD or SEL Premium)	916	—	O
<b>Seats:</b>			
5-Passenger Cloth Seating Surfaces w/Floor Shift	186	O	S
Leather Seating Surfaces (req. 186 5-Passenger Seats on SE, incl. 60/40 split-fold rear seat)	N/L	O	O
<b>GROUP &amp; PACKAGES (see Packaged Options/Emissions page for pkg. content)</b>			
SE Preferred Equipment Package	90A	O	—
SEL Premium Package	96P	—	O
Safety & Security Package	53P	O	O
<b>OTHER OPTIONS</b>			
Brakes – Anti-Locking	552	O	O
Leather-Wrapped Steering Wheel	524	O	—
Mirrors – Heated w/Security Approach Lamps (Security Approach Lamps std. on SEL)	54H	O	O
Moonroof – Power	13B	O	O
Side Impact Air Bags	15B	O	O
Traction Control (req. 552 Anti-Lock Brakes)	553	O	O
<b>FLEET ONLY OPTIONS (w/valid FIN code)</b>			
Fleet SE Value Package (see Packaged Options/Emissions page for pkg. content)	90F	F	—
Daytime Running Lights	942	F	F
Engine Block Heater	41H	F	F
Leather-Wrapped Steering Wheel & Vinyl Floor Shifter on SEL	524	—	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	—
<b>Seats:</b>			
6-Passenger Cloth Seating Surfaces (incl. wood steering wheel on SEL; wood shift knob is deleted)	184	S	F
Leather Seating Surfaces, 6-Passenger (incl. wood steering wheel on SEL; wood shift knob is deleted)	N/L	—	F
Tire – Conventional Spare Tire & Wheel	508	F	F

★ = New for this model year.

S = Standard, O = Optional, P = Packaged Option,  
F = Fleet Option w/valid FIN code  
Ford Division

## 2007 TAURUS COLOR & TRIM AVAILABILITY

		INTERIOR COLOR		
		Medium/Dark Flint	Medium/Dark Pebble	Ebony Black
<b>SE Sedan</b>	5-Passenger or 6-Passenger Cloth Seats 5-Passenger Leather Seating Surfaces <sup>1</sup>	K2 N2	KH NH	KW LW
<b>SEL Sedan</b>	5-Passenger or 6-Passenger Cloth Seats <sup>2</sup> 5 or 6-Passenger Two-Tone Leather Seating Surfaces <sup>1, 2</sup>	K2 L2	KH LH	KW LW <sup>3</sup>
EXTERIOR COLOR		CODE	AVAILABILITY	
<b>ALL MODELS</b>				
Arizona Beige Clearcoat Metallic	<b>AQ</b>		•	
Gold Ash Clearcoat Metallic	<b>C2</b>		•	
Light Tundra Clearcoat Metallic	<b>DV</b>	•	•	•
Merlot Clearcoat Metallic	<b>FX</b>	•	•	
Windveil Blue Clearcoat Metallic	<b>P3</b>	•	•	•
Tungsten Clearcoat Metallic	<b>T8</b>	•		
Silver Frost Clearcoat Metallic	<b>TS</b>	•		•
Black Clearcoat	<b>UA</b>	•	•	•
Vibrant White Clearcoat	<b>WT</b>	•	•	•

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

<sup>2</sup> 6-Passenger seating (cloth or leather on SEL is a Fleet only option.

<sup>3</sup> Ebony Black leather seating surfaces are not available in two-tone.

★ = New for this model year.

• = Available

**PACKAGED OPTIONS/EMISSIONS****RETAIL/FLEET PACKAGES****SE PREFERRED EQUIPMENT PACKAGE (90A)****Availability:**

- Optional on SE Sedan (100A)

**Includes:**

- 5-Spoke aluminum wheel
- Rear spoiler
- Power driver seat with lumbar
- 60/40 Split-folding rear seat

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

**SEL PREMIUM PACKAGE (96P)****Availability:**

- Optional on SEL Sedan (200A)

**Includes:**

- 6-Disc changer (includes AM/FM cassette)
- Electronic Automatic Temperature Control (EATC)
- Leather seating surfaces
- Rear spoiler
- Power passenger seat
- Automatic headlamps
- HomeLink® garage door opener

**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)
- Available with either 5 or 6-passenger seating

**Includes:**

- Power driver seat with lumbar
- 60/40 Split-folding seat

**MISCELLANEOUS**

COV Required ..... **79V**  
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. **Note:** In Maine and Vermont, dealers cannot order vehicles for customers in non-California Emission State locations (except Public Service/Emergency Vehicles – 936)

**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.. **41H**

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

## 2007 TAURUS POWERTRAIN/DIMENSIONS

### FUEL ECONOMY

ENGINE DISPL.	TRANSMISSION	50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
		CITY	HIGHWAY		
<b>FWD</b>					
3.0L 2V Vulcan (gasoline)	4-Speed Automatic	TBD	TBD	TBD	TBD

### ENGINE HORSEPOWER AND TORQUE RATINGS

ENGINE DISPL.	TRANSMISSION	NOMINAL COMPRESSION RATIO	50 STATES	
			HORSEPOWER	TORQUE
			H.P. @ RPM	FT. LB. @ RPM
<b>ALL</b>				
3.0L 2V Vulcan (gasoline)	4-Speed Automatic	9.7:1	153 @ 4900	185 @ 3950

### DIMENSIONS\*

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

\*All dimensions are preliminary figures