



04 | Taurus



**Earnhardt Ford**

HERE'S THE INFORMATION YOU REQUESTED.

Custom-designed for:

## Earnhardt Ford

---

Thank you for your interest in the 2004 Ford Taurus. In your brochure, you'll find:

- More about the ways Ford Taurus continues to surpass expectations - like the four-wheel Independent Suspension that delivers precise handling and the available 200-horsepower 3.0L 24-valve Duratec V6 engine that makes for easy acceleration.
- Information about Taurus' consistently strong safety record that remains so thanks to comprehensive testing and the latest technologies.
- Details about the versatile Taurus SE and SEL models including their standard 6-passenger seating, 60/40 split/fold 2nd-row seat back for easy storage of longer items and much more.
- Great current incentives and offers that make driving a Taurus more accessible than ever before.
- The location of your nearest Ford Dealers. You can even click on the Dealer name below to visit their website and view a map.

[Earnhardt Ford](#)

777 East Baseline Road  
Tempe, AZ 85283

(888) 492-0277

[Earnhardt Ford](#)

7300 W Orchid Ln.,  
Chandler, AZ 85226

(888) 492-0277

[Superstition Ford](#)

3400 S. Tomahawk  
Apache Junction, AZ 85219

(888) 422-0884

The incentives listed on this brochure were correct at the time they were posted. Your local Ford dealer is the best source for up-to-date incentive and leasing information. Residency restrictions apply.

Experienced My Ford yet? Get an inside look at the benefits of Ford ownership at the My Ford owner website. It's a one-stop spot for managing important vehicle information – 24/7, whenever you need it. It's free to register for personalized maintenance schedules, incentives and offers, and much more. You can even access your Ford Credit information and online bill payment services! Log on to [www.myford.fordvehicles.com](http://www.myford.fordvehicles.com) to get started.



**If you haven't looked at Ford lately ... look again.**



## Ready to surpass expectations.

Ford Taurus has become one of the most popular sedans on the road today. So how can a car like Taurus surpass expectations? By offering surprising luxury. Its four-wheel Independent Suspension delivers precise handling while a 200-horsepower 3.0L 24-valve Duratec V6 engine makes for easy acceleration. Inside, options like premium leather on the seating surfaces and real wood on the steering wheel add elegance. And details like available Electronic Automatic Temperature Control and available power adjustable pedals enhance the experience overall. With all these features and much more, Taurus is just waiting to take you by surprise.



IF YOU HAVEN'T LOOKED AT FORD LATELY, LOOK AGAIN.

# Taurus Lineup Overview

## LX



### The most affordable Taurus.

In addition to the standard features on every Taurus model, listed below are a few of the key features included on the LX:

- 3.0L Vulcan V6 engine
- 6-passenger seating
- Personal Safety System
- Air conditioning

MSRP: **\$20,320\***

EPA estimated mpg: **19 city / 26 highway\*\***

## SE

### The best-selling Taurus for value.

In addition to the standard features on every Taurus model, listed below are a few of the SE features that are upgrades over LX:

- AM/FM stereo with cassette player
- Remote keyless entry system
- Speed control
- 5-spoke painted aluminum wheels



MSRP: **\$20,855\***

EPA estimated mpg: **19 city / 26 highway\*\***

## SES



### A beautifully equipped sport sedan.

In addition to the standard features on every Taurus model, listed below are a few of the SES features that are upgrades over SE:

- Anti-lock brakes
- Single in-dash CD player
- Power Driver seat with lumbar support
- Illuminated visor mirrors

MSRP: **\$22,040\***

EPA estimated mpg: **19 city / 26 highway\*\***

## SEL

### Sport luxury and Duratec V6 power.

In addition to the standard features on every Taurus model, listed below are a few of the SEL features that are upgrades over SES:

- Individual front seats with center console and floor shift, plus 60/40 split-fold rear seatbacks
- Perimeter anti-theft system
- AM/FM stereo cassette with 6-disc CD changer
- Electronic temperature control air conditioning



MSRP: **\$23,965\***

EPA estimated mpg: **20 city / 27 highway\*\***

## SE WAGON



### Comfort and space for the family.

In addition to the standard features on every Taurus model, listed below are a few of the key features included on the SE Wagon:

- 2nd Row 60/40 Split Fold Seat Back
- Messenger Center with Instrument Cluster
- Aerodynamic adjustable roof rack
- Hidden, right quarter-panel and under-load-floor storage compartments

MSRP: **\$22,290\***

EPA estimated mpg: **18 city / 25 highway\*\***

## SEL WAGON

### A luxurious 8-passenger family wagon.

In addition to the standard features on every Taurus model, listed below are a few of the SEL Wagon features that are upgrades over SE:

- Anti-lock brakes
- Power driver seat and power adjustable pedals
- Electronic temperature control air conditioning
- AM/FM stereo cassette with 6-disc CD changer



MSRP: **\$24,115\***

EPA estimated mpg: **18 city / 25 highway\*\***

\* Starting Manufacturers Retail Price, excluding taxes, title and registration fees. Optional equipment not included.

\*\* EPA estimated city/highway mpg based on base engine/transmission configuration.

† Always wear your safety belt and secure children in the rear seat.

# Ford Taurus vs. Chevrolet Impala.

Ford Taurus has been designed to surpass expectations, but how does it fare when compared to its competitors? Take a look and see how Taurus does next to the Chevrolet Impala. And for even more comparisons, visit [www.fordvehicles.com](http://www.fordvehicles.com).

SPECIFICATIONS	2004 Ford Taurus SES Sedan	2004 Chevrolet Impala
Standard Seating	6	6
Automatic Climate Control	Not Available	Not Available
AM/FM Radio	Standard	Standard
Cassette Player	Standard	Standard
CD Player	Standard	Standard
Power Windows	Standard	Standard
Power Door Locks	Standard	Standard
Manual Transmission	Not Available	Not Available
Automatic Transmission	Standard	Standard
2-Wheel ABS Brakes	Not Available	Not Available
4-Wheel ABS Brakes	Standard	Standard
Rear Suspension	Standard	Standard
Horsepower@RPM	155@4900	180@5250
Torque@RPM	185@3950	205@4000
Brakes (rear)	Drum	Disc
Wheelbase (in.)	108.5	110.5
Front Head Room (in.)	40	39.2
Front Leg Room (in.)	42.2	42.2
Warranty, Basic (months)	36	36
Warranty, Basic (miles)	36,000	36,000



© Automotive Information Center™ September 2003. All Rights Reserved. This information is supplied for personal use only and may not be used for any commercial purpose whatsoever without the express written consent of Automotive Information Center. Automotive Information Center™ makes no guarantee or warranty, either express or implied, including without limitation any warranty of accuracy, merchantability, or fitness for particular purpose, with respect to the data presented here.



## **If only your time was this flexible.**

The Taurus has always been a popular choice because of its versatility. And the Taurus SE and SEL models offer all the space and amenities you could need. You'll find standard 6-passenger seating with a 60/40 split/fold 2nd row seat back that allows for easy storage of longer items like canoe paddles or skis. Available only on Taurus SEL, these two-tone premium leather-trimmed seats (shown above in Medium Parchment) define Taurus luxury. However, leather trim is also available on the SES and SEL in two solid colors – Medium Parchment and Medium Graphite. And if you opt for the Wagon Group with the Comfort Package, you get a 3rd row for two extra passengers, as well as a power driver's seat and power adjustable pedals.

# Featured Specifications - Interior Features

SEATING	LX	SE	SES	SEL	SE Wagon	SEL Wagon
6-passenger seating: cloth bucket seats with center seating, front armrest, two-way head restraints, front seat map pockets and flip/fold center seating console	S	S	S	O	S	S
5-passenger seating: cloth bucket seats with center seating, front armrest, two-way head restraints, front seat map pockets, floor console and floor shift (available in SEL Wagon with Duratec V6 Package)	-	O	O	S	-	-
Leather seating surfaces	-	-	O	O	-	O
60/40 split/fold-down rear seatback	-	O	O	S	S	S
Rear seating: 2nd-row 3-passenger bench	-	-	-	-	S	S
Rear seating: rear-facing 3 <sup>rd</sup> -row 2-passenger bench with adjustable head restraints and folding seat back load floor (available in Wagon Group)	-	-	-	-	O	O

CLIMATE CONTROL	LX	SE	SES	SEL	SE Wagon	SEL Wagon
CFC-free air conditioning with manual temperature control	S	S	S	-	S	-
CFC-free air conditioning with electronic automatic temperature control	-	-	-	S	-	S

ENTERTAINMENT SYSTEMS	LX	SE	SES	SEL	SE Wagon	SEL Wagon
AM/FM Full Logic stereo with four speakers	S	-	-	-	-	-
AM/FM Full Logic stereo/cassette player with four speakers	O	S	-	-	S	-
AM/FM Full Logic stereo with in-dash single CD player and four speakers	-	-	S	-	-	-
AM/FM Full Logic stereo with cassette player, 6-disc CD changer and four speakers	-	-	O	S	-	S
6-disc CD changer with cassette player (available on SE with SE Value Package)	-	O	-	-	-	-
MACH Sound System: AM/FM cassette/six disc trunk or console mounted CD changer with six speakers and 80 watts of peak power (available in SEL Wagon with Duratec V6 Package)	-	-	O	O	-	-

INSTRUMENTATION	LX	SE	SES	SEL	SE Wagon	SEL Wagon
Warning indicators: airbags, door ajar (liftgate ajar on wagon), battery, oil pressure, brake, service engine soon and low fuel warning lights; safety belt reminder, headlamp on and door open/key in ignition reminder chimes	S	S	S	S	S	S
Electronic digital clock	S	S	S	S	S	S
Integrated control panel; with climate controls, radio, rear window defrost and clock controls	S	S	S	S	S	S
Message Center with trip computer and systems check (compass and outside air temperature also on SEL)	S	S	S	S	S	S
Tachometer	S	S	S	S	S	S

DRIVER ASSISTANCE	LX	SE	SES	SEL	SE Wagon	SEL Wagon
Tilt steering column	S	S	S	S	S	S
Power driver seat with manual lumbar	-	O	S	S	O	S
Speed control	-	S	S	S	S	S
Leather-wrapped steering wheel	-	-	-	S	-	S
Power adjustable accelerator and brake pedals	-	O	O	O	O	S
Windshield wipers: two-speed, variable intermittent	S	S	S	S	S	S
Rear wiper/washer (Wagon) and rear window defroster	S	S	S	S	S	S
Battery Saver feature	S	S	S	S	S	S

PASSENGER COMFORT	LX	SE	SES	SEL	SE Wagon	SEL Wagon
Power passenger seat (requires premium leather seat trim)	-	-	-	O	-	-
Rear under seat heat ducts	S	S	S	S	S	S

REARVIEW MIRRORS	LX	SE	SES	SEL	SE Wagon	SEL Wagon



Power remote-control mirrors	S	S	S	S	S	S
Auto-dim inside mirror with compass and heated power outside mirrors	-	-	O	O	-	O
<b>VISORS AND VISOR MIRRORS</b>	<b>LX</b>	<b>SE</b>	<b>SES</b>	<b>SEL</b>	<b>SE Wagon</b>	<b>SEL Wagon</b>
Sun visors with covered vanity mirrors	S	S	-	-	S	-
Sunvisors: dual cloth-covered with illuminated visor and vanity mirrors	-	-	S	S	-	S
<b>CUPHOLDERS</b>	<b>LX</b>	<b>SE</b>	<b>SES</b>	<b>SEL</b>	<b>SE Wagon</b>	<b>SEL Wagon</b>
Cupholders and cassette storage in console	S	S	S	S	S	S
<b>STORAGE AREAS</b>	<b>LX</b>	<b>SE</b>	<b>SES</b>	<b>SEL</b>	<b>SE Wagon</b>	<b>SEL Wagon</b>
Storage: hidden, right-quarter-panel and under-load-floor storage compartments	-	-	-	-	S	S
<b>OTHER CONVENIENCE ITEMS</b>	<b>LX</b>	<b>SE</b>	<b>SES</b>	<b>SEL</b>	<b>SE Wagon</b>	<b>SEL Wagon</b>
Power door locks with illuminated controls	S	S	S	S	S	S
Power windows with illuminated controls, lockout switch, express-down feature for the driver and accessory delay	S	S	S	S	S	S
Remote decklid release (Sedan) Instrument panel: two-tone, with backlit cluster, positive shut-off outboard climate control registers, side window demisters and full-width windshield defroster	S	S	S	S	S	S
<b>CARGO CARRYING AID</b>	<b>LX</b>	<b>SE</b>	<b>SES</b>	<b>SEL</b>	<b>SE Wagon</b>	<b>SEL Wagon</b>
Grocery bag hooks: located on scuff plate inside trunk	S	S	S	S	-	-
<b>INTERIOR COURTESY LIGHTING</b>	<b>LX</b>	<b>SE</b>	<b>SES</b>	<b>SEL</b>	<b>SE Wagon</b>	<b>SEL Wagon</b>
Light Group: dual beam map/reading and dome lights (includes cargo light with Wagon)	S	S	S	S	S	S
<b>FLOOR COVERING</b>	<b>LX</b>	<b>SE</b>	<b>SES</b>	<b>SEL</b>	<b>SE Wagon</b>	<b>SEL Wagon</b>
Floor mats, front and rear	S	S	S	S	S	S
<b>WINDOWS AND GLASS</b>	<b>LX</b>	<b>SE</b>	<b>SES</b>	<b>SEL</b>	<b>SE Wagon</b>	<b>SEL Wagon</b>
Solar tinted glass	S	S	S	S	S	S
Power moonroof	-	-	O	O	-	-
<b>COMFORT AND CONVENIENCE PACKAGES</b>	<b>LX</b>	<b>SE</b>	<b>SES</b>	<b>SEL</b>	<b>SE Wagon</b>	<b>SEL Wagon</b>
LX Speed Control/Cassette Package	O	-	-	-	-	-
SE Value Package: includes 6-way power driver seat and 6-disc CD changer	-	O	-	-	-	-
Luxury and Convenience Package: includes auto-dim inside mirror, security approach lamps (standard in SEL), and heated power outside mirrors	-	-	O	O	-	O
SES Wood Package: includes real wood- and leather-trimmed steering wheel, faux wood-grained shift knob, and wood accents on front door trim, console, and instrument panel (see your dealer for availability)	-	-	O	-	-	-
Real Wood Steering Wheel and Faux Wood Shift Knob Package (see your dealer for availability)	-	-	-	O	-	O
Wagon Comfort Package: includes power driver seat and power adjustable pedals	-	-	-	-	O	S
Wagon Group: third row seat and cargo area cover	-	-	-	-	O	O
Duratec Package: includes 3.0L Duratec V6, 6-disc CD changer, MACH audio, 5-passenger seating with floor console and shift or 6-passenger seating with flip/fold console and column shift	-	-	-	-	-	O

## Featured Specifications - Exterior Features

	LX	SE	SES	SEL	SE Wagon	SEL Wagon
<b>BUMPERS</b>						
Bumpers: body color front and rear 5-mph impact absorbing	S	S	S	S	S	S
Bumpers: body color front and rear unique shape 5-mph impact absorbing; rear with step pads for Wagon	-	-	-	-	S	S
<b>BODY MOLDINGS</b>						
Bodyside protection moldings, color keyed	S	S	S	S	S	S
<b>LIGHTING</b>						
Multi-reflector halogen headlamps	S	S	S	S	S	S
Auto headlamps with delay	-	-	-	S	-	S
Security approach lamps	-	-	-	S	-	S
<b>LIFTGATE</b>						
One piece liftgate, hinged at top, with flip open rear window	-	-	-	-	S	S
<b>ROOF RACKS AND RAILS</b>						
Luggage rack aerodynamic with adjustable crossbar and tie-downs	-	-	-	-	S	S
<b>SPOILER</b>						
Rear deck lid spoiler	-	O	O	O	-	-
<b>PAINT</b>						
Clearcoat paint	S	S	S	S	S	S

## Featured Specifications - Power and Handling

	LX	SE	SES	SEL	SE Wagon	SEL Wagon
<b>ENGINES</b>						
3.0L Vulcan V6 engine with automatic overdrive transaxle	S	S	S	-	S	S
3.0L Duratec V6 engine with automatic overdrive transaxle	-	-	O	S	O	O
3.0L Vulcan V6 Flex-Fuel engine with automatic overdrive transaxle (see your dealer for availability)	O	O	O	-	O	-
<b>ELECTRICAL SYSTEM</b>						
Engine Electronics – EEC-V	S	S	S	S	S	S
<b>FUEL SYSTEM</b>						
Sequential electronic fuel injection, multiple port	S	S	S	S	S	S
Fuel shut-off switch: deactivates fuel pump upon rear impact	S	S	S	S	S	S
Fuel tank: 18-gallon	S	S	S	S	S	S
<b>STEERING</b>						
Power rack-and-pinion steering	S	S	S	S	S	S
<b>FRONT SUSPENSION</b>						
Front suspension: independent MacPherson struts with nitrogen gas-pressurized hydraulic struts and stabilizer bar	S	S	S	S	S	S
<b>REAR SUSPENSION</b>						
Sedan rear suspension: independent Quadralink (parallel control arms) system with nitrogen gas-pressurized hydraulic struts	S	S	S	S	-	-
Wagon rear suspension: independent SLA system with nitrogen gas-pressurized shocks, progressive rate springs and stabilizer bar	-	-	-	-	S	S

DRIVE SYSTEM	LX	SE	SES	SEL	SE Wagon	SEL Wagon
Front wheel drive	S	S	S	S	S	S

WHEELS	LX	SE	SES	SEL	SE Wagon	SEL Wagon
Wheels, Seven-spoke bolt-on wheel covers	S	-	-	-	-	-
Wheels, Five-spoke painted aluminum wheels	-	S	S	-	S	-
Wheels, Seven-spoke machined aluminum wheels	-	-	-	S	-	S

TIRES	LX	SE	SES	SEL	SE Wagon	SEL Wagon
Mini spare tire	S	S	S	S	S	S
P215/60R16 94T all-season tires	S	S	S	S	S	S

OTHER	LX	SE	SES	SEL	SE Wagon	SEL Wagon
Power front disc/rear drum brakes	S	S	S	S	-	-
Power 4-wheel disc brakes	-	-	-	-	S	S
Power anti-lock brakes	O	O	S	S	O	S

## Featured Specifications - Safety and Security

OCCUPANT PROTECTION	LX	SE	SES	SEL	SE Wagon	SEL Wagon
Personal Safety System, includes restraints control module, safety belt pretensioners, front passenger weight sensor, driver's seat position sensor, dual-stage front airbags, front safety belt usage sensors,† energy management retractors, front crash test severity sensors	S	S	S	S	S	S
Dual-stage driver and right front passenger airbags†	S	S	S	S	S	S
Side impact airbags†	-	O	O	O	O	O
Safety belts: manual lap/shoulder belts with adjustable D-rings on front outboard positions, pretensioners and energy management retractors on outside front positions	S	S	S	S	S	S
Child safety rear door locks	S	S	S	S	S	S
Side Intrusion Door Beams	S	S	S	S	S	S
LATCH — lower anchor and tether anchors for child safety seats in rear outboard seating positions	S	S	S	S	S	S
Emergency inside trunk release	S	S	S	S	-	-

ACCIDENT AVOIDANCE	LX	SE	SES	SEL	SE Wagon	SEL Wagon
4-wheel anti-lock braking system	O	O	S	S	O	S
Traction control system	-	O	O	O	O	O

ANTI-THEFT OR SECURITY	LX	SE	SES	SEL	SE Wagon	SEL Wagon
SecuriLock™ Passive anti-theft System	S	S	S	S	S	S
Perimeter anti-theft system	-	-	-	S	-	S
Remote keyless entry system	-	S	S	-	S	-
Remote Keyless Entry system with keypad	-	-	-	S	-	S
Security approach lamps	-	-	-	S	-	S

S = Standard O = Optional - = Unavailable

Ford Division reserves the right to change product specifications at any time without incurring obligations.

† Always wear your safety belt and secure children in the rear seat.

# Color Options & Wheel Styles



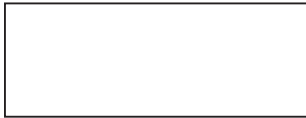
16" Steel Wheel  
with Full Locking  
Wheelcover



16" 5-Spoke  
Painted Aluminum Wheel



16" 7-Spoke  
Machined Aluminum  
Wheel



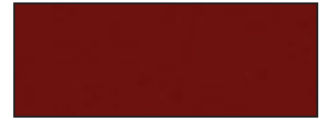
Vibrant White



Arizona Beige Metallic



Gold Ash Metallic



Merlot Metallic



Spruce Green Metallic



True Blue Metallic



Silver Frost Metallic



Dark Shadow Grey Metallic



Black

# Dealer Accessories

Your local Ford Dealer has just the right car for you, plus a host of accessories to tailor it perfectly to your needs.

## The Yakima® LoadWarrior rack system

The Yakima® LoadWarrior rack system lets you free up precious space inside. Constructed of durable steel, it attaches securely to the standard luggage rack on the Taurus wagon. Cargo stretch net included.



## Keyless Entry Pad

This keyless entry pad will open your vehicle door for you with a programmed code. And because it operates by radio frequency, you won't need hardware to mount it. (Comes standard on SEL models.)

## Highway Safety Kit

In case of a roadside emergency, you're covered with this Highway Safety Kit. Items are self-contained in a convenient canvas bag, and include a reflective triangle, flashlight (batteries included), fire extinguisher, bungee cords, thermal blanket and more.



## Why Ford Credit?

At Ford Credit, auto financing is our specialty. Whether you purchase or opt for a Red Carpet Lease, we offer a range of terms and features that make your experience hassle-free. Contact your local Ford Dealer or visit us on the Web at [www.fordcredit.com](http://www.fordcredit.com).



## Roadside Assistance

Every new Ford includes the assurance of a 24-hour emergency Roadside Assistance Program provided during the 3-year/36,000-mile limited warranty period. Ask your Ford Dealer for complete details on this program, which includes such services as fuel delivery, tire change, jump start, or even help when you're locked out of your vehicle.

## New Vehicle Limited Warranty

Under the New Vehicle Limited Warranty, you receive bumper-to-bumper coverage for 3 years/36,000 miles with no deductible. You also receive corrosion perforation coverage for five years with unlimited mileage and no deductible. Ask your Ford Dealer for a copy of the warranty.

## Helpful Ford Links

Now that you've learned more about this Ford vehicle, we would like to recommend the following links that can help you get all the information you need about finding, purchasing, and owning the Ford that's just right for you:



[Fordvehicles.com](#) - The best place to get information about Ford cars, trucks, and SUVs.

[Build Your Ford](#) - Build and price your vehicle online - From performance to interior colors and everything in between.

[Get a Price Quote](#) - Request a quick price quote from a Ford Dealer in your area.

[Search Dealer Inventory](#) - Find your vehicle at a Dealer near you.

[Certified Pre-Owned](#) - Ford Quality Checked Certified Pre-Owned Dealers - For pre-owned vehicles with Ford confidence!

[Ford Accessories Store](#) - These great accessories can make your Ford vehicle truly unique.

[Ford Credit](#) - Ford Credit online vehicle financing offers the tools you need to aid in your purchase decision including Payment Estimator and instant credit approval.

[My Ford](#) - The official Website for Ford Vehicles Owners. Personalized maintenance schedules, exclusive offers & incentives, your service expense log and much more!

### **Disclaimer:**

Competitive comparisons based on publicly available information and Ford certification date at time of brochure creation. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Following creation of the brochure, certain changes in standard equipment, options and the like or product delays, may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.