
New Ford Taurus Arrives to Middle East, Bringing Best-in-Class Technology and Driving Experience to Sedan Customers



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- Striking new design elements, a redesigned premium interior, and enhanced comfort features elevate Ford's iconic nameplate

- The new Taurus boasts cutting-edge technology with a class-leading 13.2-inch touchscreen, advanced SYNC 4A, a 10-speaker B&O sound system, and smart features like the 360-degree camera
- Powerful 2.0L EcoBoost performance is complemented by a new improved 1.5L Hybrid option, offering a blend of dynamism and improved fuel efficiency

Doha – Qatar, January 17, 2026 – Ford Middle East and North Africa has marked the official arrival of the new Taurus in the Middle East. Building on its storied legacy, this latest iteration introduces sophisticated design, cutting-edge features, and a blend of premium comfort and dynamic performance tailored for the diverse needs of the region.

Commanding attention with a completely refreshed aesthetic, with its exterior boasting a bold new front and rear fascia, updated headlamp architecture, and distinctive new wheel designs, while new vibrant colors like Hot Pepper Red and Vapor Blue ensured Taurus makes an undeniable visual statement. The interior, too, receives significant enhancements with new color and material choices, refined seat trims, and a modified console designed for heightened comfort and contemporary style.

Ravi Ravichandran, President of Ford Middle East and North Africa, said: “The new Ford Taurus represents a pivotal evolution for one of Ford’s most successful nameplates, designed specifically

with our loyal Middle East and North African customers in mind. This sedan combines a rich heritage with forward-thinking innovation, making it perfectly timed for customers seeking a vehicle that blends prestige, practicality, and advanced technology.”

The newest Taurus is engineered to lead, offering a choice of powerful and efficient powertrains. Under the hood, the robust 2.0L EcoBoost® engine, paired with an 8-speed automatic transmission, continues to deliver commendable performance, producing an impressive 239 horsepower and 382 Nm of torque. For those prioritizing even greater fuel efficiency, the 1.5L Hybrid engine offers an enhanced drive without compromising on power. The result is a pair of powertrains that meet diverse driving preferences while delivering a smooth and responsive experience across city streets and open highways.

At the heart of the new Taurus’ comprehensive technology upgrades is Ford’s latest-generation SYNC® 4A infotainment system, presented on an impressive 13.2-inch full HD center touchscreen—one of the biggest in its class. This intuitive system offers seamless connectivity with wireless Apple CarPlay® and Android Auto™ as standard.

New features that further redefine Ford’s flagship sedan’s convenience and luxury include a 360-degree camera, now available from the base Ambiente model, and a premium 10-speaker B&O Sound System integrated into the top-tier Titanium series for an immersive audio experience.

Building on its reputation for spaciousness, the new Taurus also caters effectively to families, providing ample cargo space and roomy interiors for both daily commutes and long journeys. Additionally, ventilated seats, available from the Trend trim, guarantees optimal comfort in any climate, while the available dual-panel panoramic sunroof enhances the cabin's sense of openness and luxury.

Equipped with a comprehensive suite of driver-assistance technologies designed to enhance safety and ease of driving—where features such as Intelligent Adaptive Cruise Control; Pre-Collision Assist with Automatic Emergency Braking; and the Lane-Keeping System with Blind Spot Monitoring and Cross-Traffic Alert, Taurus is peace of mind in motion. The 360-degree camera supplements it further by providing a comprehensive view for easier maneuvering and parking, backed up by Intersection Pre-collision Assist, and Emergency Steering Assist for extra support to help avoid incidents.

Taurus is also ushering in a new era of connected vehicle experiences, with the Ford Pass app available in select Middle East markets, offering added convenience, control, and peace of mind. New Ford Taurus owners can now remotely start their vehicle, pre-condition the cabin to their preferred temperature, and even activate the horn and lights to easily locate their car in a crowded parking lot. The all-new app also provides essential vehicle status updates, allowing users to

monitor vital information such as fuel levels, odometer readings, tire pressure, and oil, placing a host of functionalities directly into the customer's hands.

The arrival of the New Ford Taurus is a strategic move that reinforces Ford's commitment to providing a diverse portfolio of vehicles that resonate with regional customers, from tried and trusted EcoBoost-powered engines to New Energy hybrids complementing the Middle East region's ambitious sustainability goals.

With its blend of everyday usability, value for money, and strong dealer support, the new Ford Taurus—in showrooms now—is crafted to strengthen its leadership in the segment and continue its legacy across the Middle East and North Africa.