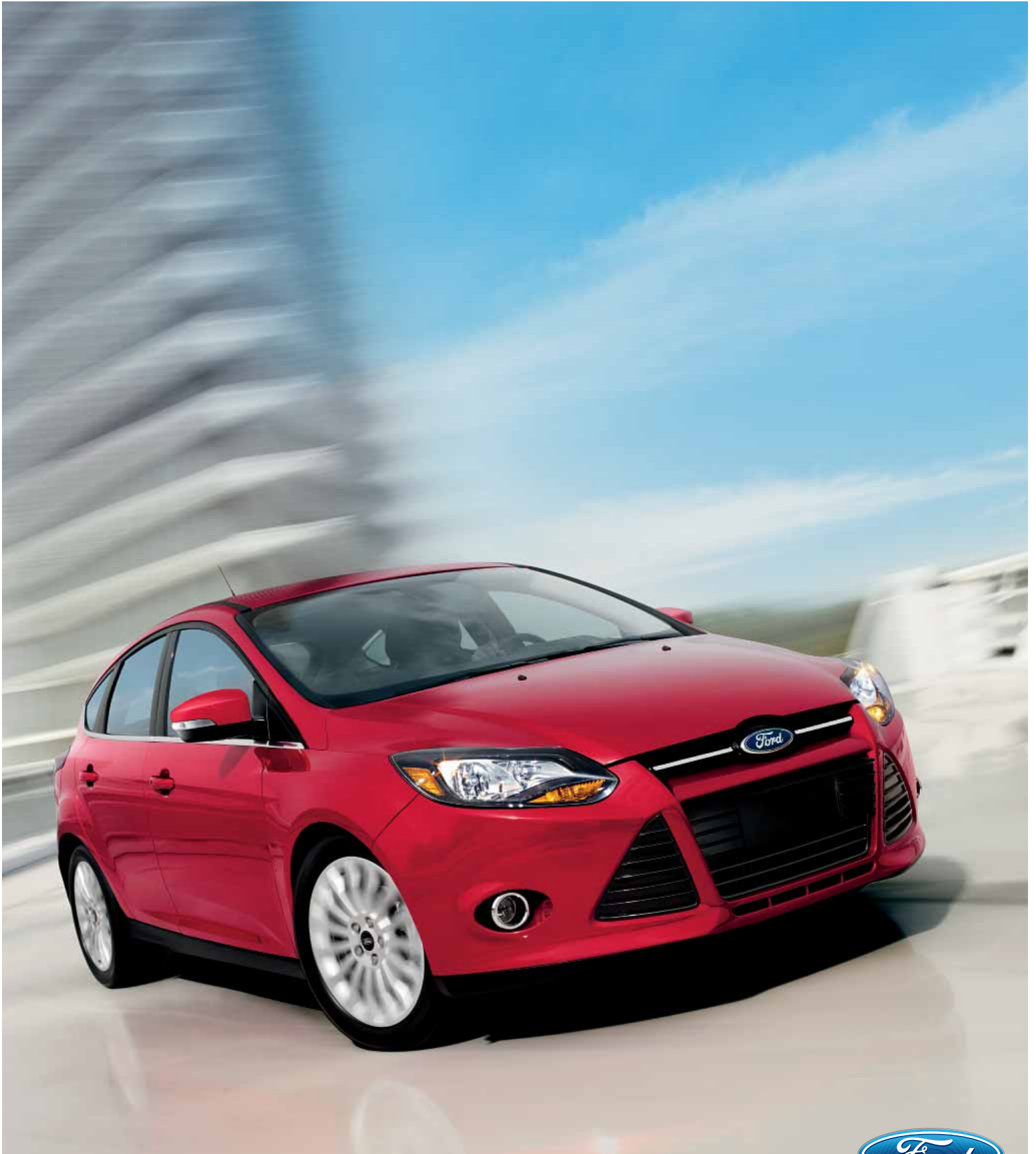


THE ALL-NEW 2012 **FOCUS**



Go Further

Thank you for your interest in the new 2012 Focus. Included in this brochure you'll find information about:

PERFORMANCE: Focus comes with an all-new chassis and suspension that's tighter and better than ever, and a new cornering assist system that puts the torque where the traction is.

DESIGN: Its kinetic design makes the car look like it's in motion even when it's parked.

TECHNOLOGY: With the available MyFord Touch™ technology, steering wheel mounted controls with a display in the cluster right in front of you let you control additional functions without taking your hands off the wheel or turning your head.

INTERIOR: Focus feels solid and looks right thanks to tolerances and craftsmanship that rivals much more expensive cars.

Dealer Information

Find up-to-date contact information for your local Ford dealer. To visit a local dealer Web site and view a map of their location, click on one of the links below.

Midway Ford Company	2777 Snelling Ave. N. Roseville, MN 55113	(651) 636-8200
New Brighton Ford	1100 Silver Lake Road New Brighton, MN 55112	(651) 633-9010
Superior-Brookdale Ford	9700 56th Avenue North Plymouth, MN 55442	(763) 559-9111
Morrie's Minnetonka Ford	13400 Wayzata Blvd. Minnetonka, MN 55305	(952) 546-5441

EXPERIENCED MY FORD YET? Get an inside look at the benefits of Ford ownership at the My Ford owner Web site. 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 to get started.



Start more than a car.

Driving the all-new 2012 Focus goes beyond fun and enjoyable. In it, you'll discover something more visceral. A dynamic design. An addictive driving experience. And technology and interior ergonomics that wrap around and plug you into something that is definitely more than just a car.



THE ALL-NEW 2012 **FOCUS** ford.com

Wind can't stop what wind can't touch.

It's more than good-looking for the sake of being good-looking. This kinetic design actually serves a purpose. An aerodynamic one. By crafting the Focus sedan to have a body surface eight percent more aerodynamic than the previous model, we improved its wind resistance and therefore made it more efficient. Irresistible to your eyes. Less resistant to the wind.



Not every addiction is bad for you.

Quitting this kind of feeling is the hard part. You'll crave it. And why not? Plug yourself into this interior designed around you. It starts with a low seating position and easy-to-use controls for available SYNC® with MyFord Touch™. Add quality materials such as available leather-trimmed seating and this will become a habit-forming experience.



Not just fun to drive – it's unforgettable to drive.

Focus, with its Torque Vectoring Control and available sport suspension, will give you great handling on all roads, especially in the corners. Throw in electric power-assisted steering (EPAS) and get precise response at high speeds and optimal maneuverability at slower speeds when needed. Start all that up and you're starting more than a car.



Focus Titanium 5-door in available Red Candy Metallic Tinted Clearcoat with the Titanium Handling Package.



THE ALL-NEW 2012 **FOCUS** ford.com

You can get up to 40 hwy mpg. The world gets a breath of fresh air.

A thrilling drive? It's more than talk. The up-to-40 hwy mpg* Focus SE with SFE Package backs up the talk with an all-new chassis plus AdvanceTrac® electronic stability control (ESC) with anti-lock brakes. Handling, performance and fuel economy. You get it all.



Ford Focus Titanium 4-door in Ingot Silver Metallic with Premium Package and Parking Technology Package.

*EPA-estimated 28 city/40 hwy/33 combined mpg.



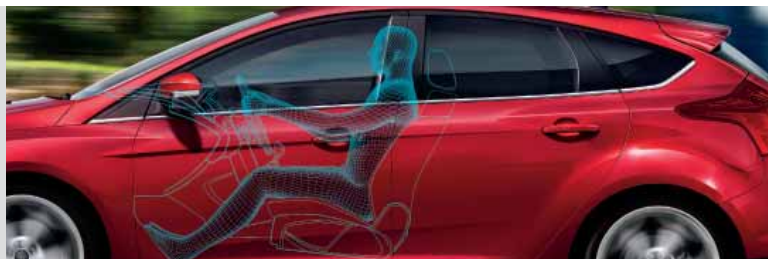
THE ALL-NEW 2012 **FOCUS** ford.com

Plug yourself in. Tune out the rest.

It's that first impression you never forget. In Focus, it happens when you climb inside, close the door and realize you're surrounded by a cockpit ergonomically designed to heighten the thrill of driving while connecting you to a vast array of groundbreaking technology. First impression? More like a lasting impression.

Racetrack sold separately.

A low seating position combined with a high beltline affords Focus a connected-to-the-road feeling normally found in sports cars.



Enlightened thinking.

Ambient interior lighting gives a broad canvas of colors and intensity to personalize your experience. And because you won't want to miss a square inch of this one-of-a-kind interior, a new spotlight feature bathes the car in white LED light to help you see it all when the sun is low. (Standard on SEL and Titanium)

The key to exhilaration is no key at all.

Enter Focus. Start Focus. Drive Focus. Without ever touching a key. In fact, you'll only ever need the key fob – and that can stay in your pocket or bag. (Standard on Titanium only)



Because you both wear the pants in this relationship.

Dual-zone electronic automatic temperature control allows the driver and front passenger to set separate temperatures. Cold feet? Not in this relationship. (Standard on SEL and Titanium)



Not that you're the show-off type, but if ever there were an opportunity...

Quality craftsmanship is something both felt and seen. Accomplishing both here is evident in everything from the solid feel from bumper to bumper and the detailed double French stitching in the available soft-touch leather-trimmed seating.



Go Further

THE ALL-NEW 2012 FOCUS ford.com

Exclusive technology. Inclusive feeling.

Multitasking has an entirely new meaning in Focus. In here, when you're talking multitasking, you're not just talking about all the things you can do with this many cubic feet of space — you're talking about how available SYNC® with MyFord Touch™ accesses gigs of your music, photos, favorite destinations, climate settings and more.



Phone

Unleash a world of connectivity when you pair your Bluetooth®-enabled phone. You can get access to your entire phone book, a picture of those calling or being called, customized settings and more.



10,000 voice commands.

What do you say to a car that understands 10,000 voice commands? Well, anything you want. That's what happens when you have the easy-to-use available SYNC with MyFord Touch. It's activated by voice and it lets you operate your MP3 player, climate controls, available navigation, phone and more — all with your voice.* All that lets you keep your eyes on the road and your hands on the wheel.



Navigation

With the available voice-activated Navigation System, you can get directions, find points of interest and select how you would like to get there: fastest, shortest or Eco-Route (the most fuel-efficient). You can even see maps in 3D.

Entertainment

Connect your MP3 player through the media hub with its two USB ports, use the audio/video input jacks for game systems, the SD card slot for SD cards, and stream tunes from your Bluetooth-enabled phone. It's all there.



Find a Wi-Fi spot? Or be one?

When you think beyond the known boundaries of technology you get ... this. Available MyFord Touch can turn Focus into a Wi-Fi™ hot spot for your passengers and connect you to entertainment, phone, navigation and climate via an eight-inch LCD center touch screen. An additional LCD screen behind the steering wheel displays vehicle information.** Both are completely customizable. And completely revolutionary.



Climate

Control heating and cooling by indicating desired temperatures, fan speed and vent locations. With MyFord Touch, all the controls to make your driving experience unforgettable can be accessed in one convenient place.

*Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. **Wi-Fi is a registered trademark of the Wi-Fi Alliance®. Requires in-vehicle USB mobile broadband connection, PAN-supported mobile device or proximity to an outside wireless hot spot. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.



Your senses may have sensory overload.

Technology without a purpose serves no one. But technology like that found in Focus serves everyone – including people who may never set foot inside one. Available features such as active park assist help you parallel park, rain-sensing wipers help keep your vision clear, and forward and reverse sensors help alert you to potential hazards.



Sightseeing in reverse.

When you shift your Focus into reverse, you shift your view of the world behind you. An available rear view camera automatically displays in the center stack screen and clearly shows you what you couldn't otherwise see. (Included in the Parking Technology Package on SEL and Titanium)

As simple as valet parking. No tipping necessary.

All you do is push a button. All it does is change everything you knew about parallel parking. Available active park assist helps you find a parking spot and, yeah, it also helps you park. Ultrasonic sensors identify a large enough parking space and, when you stop, the system takes over and steers the car into the space. (Included in the Parking Technology Package on SEL and Titanium)



Out of sight. Top of mind.

A Reverse Sensing System gives you an audible warning to help judge parking distance or alert you to obstacles when you're slowly backing up. (Included in the Premium Package on SEL and Titanium)



Your eyes on the road. Its eyes on the clouds.

Rain-sensing wipers automatically activate when water or snow hits your windshield. They even speed up or slow down, depending on the intensity of the precipitation. (Included in the Premium Package on SEL and Titanium)



Kinetic emotion.

Remember the first time you drove? You thought there was nothing better. Guess what? You were wrong. Focus, with its responsive powertrain, available sport suspension and kinetic design, takes that feeling to new heights. And with up to 40 hwy mpg on Focus SE with SFE Package,* it's a feeling you'll get to experience over and over again.

The roads should be so lucky.

The sophisticated new electric power-assisted steering (EPAS) achieves a balance that's not possible with conventional power steering systems. At parking-lot speeds, full power is delivered for feather-light maneuvering. Once you're moving, it constantly adjusts for optimum feel and control.



40 good reasons for an automatic transmission.

With the available PowerShift 6-speed transmission in Focus, you get the performance of a manual. From an automatic. It delivers seamless gear changes for amazing responsiveness. Most of all, it gives you all that while only sipping a gallon of gas for every 40 highway miles.*



Make an entrance. Leave an impression.

The 2.0L Ti-VCT GDI I-4 engine brings you direct injection and our twin independent variable camshaft timing that self-adjusts for efficient performance throughout the entire rpm range. So you'll get improved low-end torque and peak power when you redline all of its 160 hp.

Open-and-shut case for fuel efficiency.

To decrease wind resistance, certain Focus models include an Active Grille Shutter System** that automatically opens and closes to control the amount of air going into the engine compartment. That control helps give you better fuel economy. Eye-opening, isn't it?



Corners the market on cornering.

To enhance road handling while accelerating through a corner, Torque Vectoring Control adjusts the speed of each front wheel to improve cornering agility and strongly reduce understeer.



*EPA-estimated 28 city/40 hwy/33 combined mpg, Focus SE with SFE Package.

**Included with select models and packages. See dealer for details.



The only thing it plays safe ... is safety.

All the thrills, exhilaration, technology and handling mean nothing without safety. A quality-built car like Focus is engineered so that every element plays a part in helping keep you and yours safe – seats, airbags, steel and body. That's something you can depend on.

It's better to be good than lucky.

Focus uses a range of sophisticated features to help keep you protected, including an ultra-high-strength steel safety cage, an Anti-Lock Brake System with electronic brakeforce distribution, and front and side-curtain airbags.

The Focus suite of safety features includes:

- Personal Safety System™ featuring next-generation dual-stage driver and front-passenger airbags*
- Front seat-mounted side-impact airbags
- Safety Canopy® System with two-row side-curtain airbags
- Robust computer-optimized body structure with ultrarigid safety cage and crumple zones
- Pretensioners, load-limiting retractors and height-adjustable mounts on front safety belts
- Anti-lock brakes with electronic brakeforce distribution and emergency brake assist
- Emergency brake warning



Control even a control freak would appreciate.

AdvanceTrac electronic stability control sensors monitor wheel rotation, steering wheel angle and lateral acceleration. If they detect oversteer or understeer, it modulates the engine and brakes to help you stay in control.



Obsessive was the starting point.

You'll enjoy every drive because Focus engineers obsessed over every last detail. Focus was thoroughly tested in an assortment of harsh environments and situations to make sure you get a car beyond your wildest imagination.



More dependable inflation than the stock market.

Tire pressure monitoring automatically alerts you if interior pressure on any of your four tires is below an acceptable amount.

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



THE ALL-NEW 2012 FOCUS ford.com

What it is to you.

You have your own sense of style. As much as your personality, it's what makes you uniquely you. And to make sure that individuality is shown in everything you do, there are a number of accessories here you can use to customize your Focus inside and out. So go ahead, make your Focus even more distinctive.

Stainless Steel Door-Sill Plates



Rear Decklid Spoiler*



Cargo Area Protector



Racks and Carriers by Thule®**

APPEARANCE: Ford Custom Graphics by Original Wraps,™ Inc.** **ELECTRONICS:** GPS Tracking and Recovery by SmartAlert™ ■ Vehicle Security System ■ Forward or Reverse Bumper-Mounted Parking Assist System by EchoMaster®** ■ Portable Navigation Systems by Garmin®** ■ Remote Start Systems **EXTERIOR:** Rear Bumper Protector **INTERIOR:** Auto-Dimming Rearview Mirror ■ Ash Cup/Coin Holder without Lighter Element ■ Soft Cargo Organizers and Cooler Bag ■ Illuminated Gear Indicator Shift Knob by Gaslock**,*** ■ Cargo Mats **WHEELS:** 16-inch Machined Aluminum Wheels and Painted Pockets ■ 17-inch Polished Aluminum Wheels ■ Wheel Locks

For the most comprehensive selection of Focus Accessories, visit accessories.ford.com.

*Only available on 4-door sedan.

**Ford Licensed Accessories.

***Only available on manual transmission-equipped vehicles.

THULE is a registered trademark of Thule Sweden AB. SmartAlert is a registered trademark of Inilux, Inc. Garmin is a registered trademark of Garmin Ltd.

custom
accessories 

accessories.ford.com



Focus Titanium with Hood Deflector, Side Window Deflectors, Keyless Entry Keypad, Body Graphics, 17-inch Painted Machined Aluminum Wheels and Molded Splash Guards

Illuminated Gear Shift Knob* - All-Weather Floor Mats - Portable Navigation Systems by Garmin*** - Remote Start Systems



*Only available on manual transmission-equipped vehicles.

**Ford Licensed Accessories.

Garmin is a registered trademark of Garmin Ltd.

custom
accessories



accessories.ford.com

Models

Four Focus models give you the flexibility to choose the best one for you. No matter which you choose, none sacrifice what it means to be a Focus – dynamic, techno-talented and thrilling.



S

Standard features

- Front disc/rear drum brakes with Anti-Lock Brake System (ABS)
- Manual air conditioning
- AM/FM stereo/single-CD player with 4 speakers
- 15-inch steel wheels with silver-painted wheel covers
- Integrated blind spot mirrors
- Tilt/telescoping steering wheel
- Power front windows with one-touch-down driver's side feature

Bodystyle

- 4-door

Engine/Transmissions

2.0L Ti-VCT GDI I-4 engine
5-speed manual transmission (standard)
PowerShift 6-speed automatic transmission (optional)

SE

Additional to S

- Body-color exterior door handles and mirrors
- Front and rear floor mats
- 16-inch steel wheels with silver-painted wheel covers
- Fog lamps with chrome surrounds
- Automatic headlamps
- Steering wheel with secondary audio controls
- Power front and rear windows with one-touch-down driver's side feature
- MyKey® owner controls feature

Bodystyles

- 4-door, 5-door

Engine/Transmissions

2.0L Ti-VCT GDI I-4 engine
5-speed manual transmission (standard)
PowerShift 6-speed automatic transmission (optional)

SEL

Additional to SE

- 4-wheel disc brakes
- 16-inch aluminum wheels
- Body-color exterior mirrors with integrated turn signal indicators
- 6-speaker audio system
- MyFord® driver-connect technology
- SYNC voice-activated communications and entertainment system
- Interior ambient lighting
- Leather-wrapped steering wheel with cruise and secondary audio controls
- Dual-zone electronic automatic temperature control
- Power front and rear windows with one-touch-up/down feature on all windows

Bodystyles

- 4-door, 5-door

Engine/Transmissions

2.0L Ti-VCT GDI I-4 engine
PowerShift 6-speed automatic transmission with SelectShift manual control

Titanium

Additional to SEL

- 17-inch sport aluminum wheels
- SYNC with MyFord Touch with 8-inch center stack touch screen
- Rear spoiler (4-door only)
- Black headlamp surrounds
- Intelligent Access with push-button start
- Sirius Satellite Radio
- Sony® Audio System with 10 speakers including subwoofer
- HD Radio™ with iTunes® tagging feature
- Sport seats
- Piano Black fog lamp surrounds with chrome accents

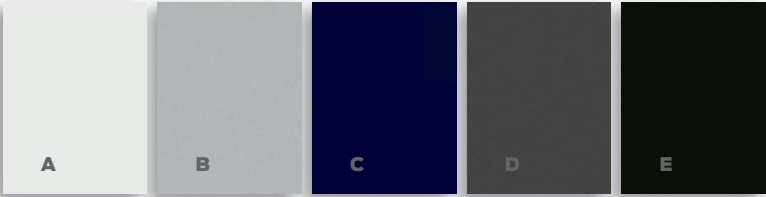
Bodystyles

- 4-door, 5-door

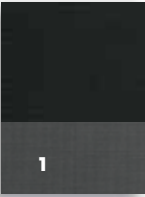
Engine/Transmissions

2.0L Ti-VCT GDI I-4 engine
PowerShift 6-speed automatic transmission with SelectShift manual control

Focus S



Focus S



15" wheel cover standard

Colors and trims		1
A	Oxford White	■
B	Ingot Silver Metallic	■
C	Kona Blue Metallic	■
D	Sterling Gray Metallic	■
E	Tuxedo Black Metallic	■
1	Charcoal Black cloth seat insert with Warm Steel cloth seat bolster	

Available options

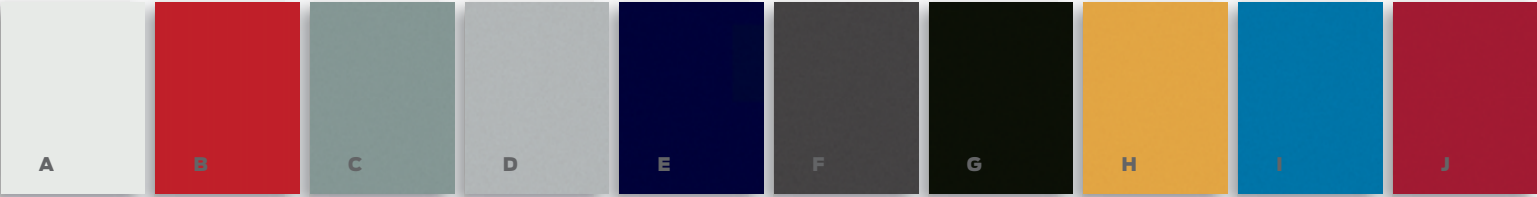
- PowerShift 6-speed automatic transmission

Bodystyles

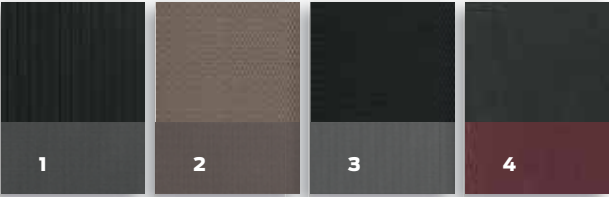
A stylish introduction to the lineup, Focus S is available as a 4-door sedan.



Focus SE



Focus SE



Colors and trims		1	2	3	4
A	Oxford White	■	■	■	
B	Race Red	■	■	■	
C	Frosted Glass Metallic		■		
D	Ingot Silver Metallic	■	■	■	■
E	Kona Blue Metallic	■	■	■	
F	Sterling Gray Metallic	■	■	■	■
G	Tuxedo Black Metallic	■	■	■	■
H	Yellow Blaze Metallic Tri-coat*			■	
I	Blue Candy Metallic Tinted Clearcoat*	■		■	
J	Red Candy Metallic Tinted Clearcoat*	■	■	■	

- 1 Charcoal Black cloth seat insert with Warm Steel cloth seat bolster
- 2 Medium Light Stone cloth seat insert with Medium Dark Stone cloth seat bolster
- 3 Charcoal Black cloth seat insert with Metal Gray cloth seat bolster (optional, part of SE Sport Package)
- 4 Charcoal Black leather seat insert with Tuscan Red leather seat bolster (optional, part of Interior Style Package - Tuscan Red)

*Additional charge.

Optional Equipment Groups

- 201A - Convenience Package
- 202A - MyFord and SYNC Package
- 203A - Convenience Package, MyFord and SYNC Package, SIRIUS Satellite Radio

Available options and packages

- PowerShift 6-speed automatic transmission
- Power moonroof
- SE Sport Package
- Super Fuel Economy (SFE) Package
- SE Winter Package
- Interior Style Package - Tuscan Red
- Interior Protection Package

Bodystyles

Effortlessly merging stylish design with innovation and convenience, Focus SE is available as a 4-door sedan and a 5-door hatchback.



16" wheel cover standard



16" aero wheel cover included with SFE Package



16" alloy included with SE Sport Package



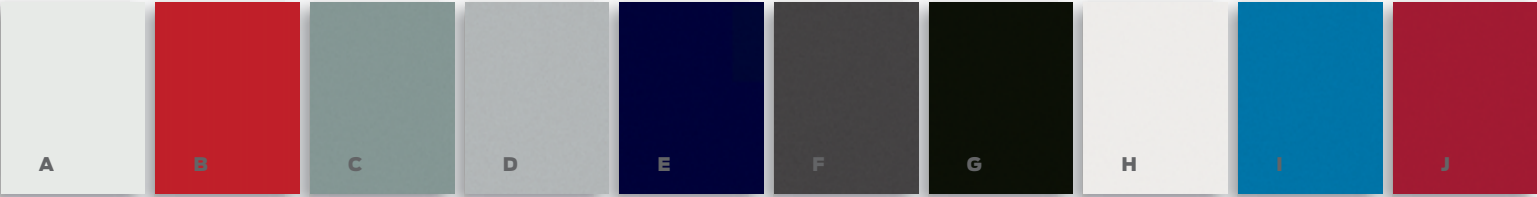
16" machined alloy with painted pockets optional with SE Sport Package



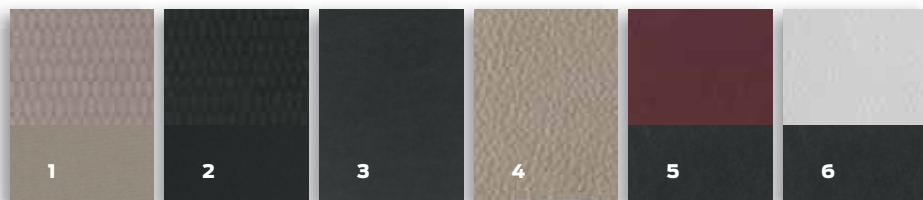
17" machined & painted alloy optional with SE Sport Package



Focus SEL



Focus SEL



Colors and trims

	1	2	3	4	5	6
A Oxford White	■	■	■	■		■
B Race Red	■	■	■	■		
C Frosted Glass Metallic	■			■		
D Ingot Silver Metallic	■	■	■	■	■	■
E Kona Blue Metallic	■	■	■	■		■
F Sterling Gray Metallic	■	■	■	■	■	■
G Tuxedo Black Metallic	■	■	■	■	■	■
H White Platinum Metallic Tri-coat*	■	■	■	■		■
I Blue Candy Metallic Tinted Clearcoat*		■	■			
J Red Candy Metallic Tinted Clearcoat*	■	■	■	■		■

- 1 Medium Light Stone cloth seat insert with Medium Light Stone cloth seat bolster
 2 Charcoal Black cloth seat insert with Charcoal Black cloth seat bolster
 3 Charcoal Black leather seat insert and bolster (optional)
 4 Medium Light Stone leather seat insert and bolster (optional)
 5 Charcoal Black leather seat insert with Tuscany Red leather seat bolster (optional, part of Interior Style Package - Tuscany Red)
 6 Arctic White leather seat insert with Charcoal Black leather seat bolster (optional, part of Interior Style Package - Arctic White)

*Additional charge.

Optional Equipment Groups

- 301A - MyFord Touch and Sony Package
- 302A - SEL Premium Package
- 303A - MyFord Touch and Sony Package, SEL Premium Package

Available options and packages

- Power moonroof
- Voice-activated Navigation System
- Interior Style Package - Tuscany Red
- Interior Style Package - Arctic White
- SEL Winter Package
- Parking Technology Package
- Interior Protection Package



16" alloy standard



17" polished alloy optional



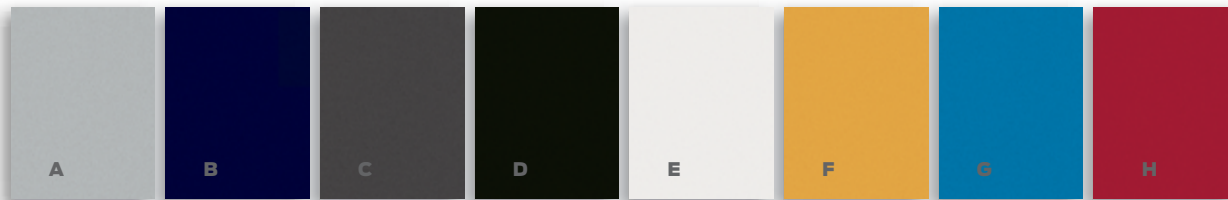
17" alloy included with SEL Premium Package

Bodystyles

The dynamic styling and thrilling drive come alive in SEL. It demonstrates an even greater emphasis on handling and excitement in both the 4-door sedan and 5-door hatchback.



Focus Titanium



Focus Titanium



Colors and trims		1	2	3	4
A	Ingot Silver Metallic	■	■	■	■
B	Kona Blue Metallic	■	■	■	■
C	Sterling Gray Metallic	■	■	■	■
D	Tuxedo Black Metallic	■	■	■	■
E	White Platinum Metallic Tri-coat*	■	■	■	■
F	Yellow Blaze Metallic Tri-coat*	■	■	■	■
G	Blue Candy Metallic Tinted Clearcoat*	■	■	■	■
H	Red Candy Metallic Tinted Clearcoat*	■	■	■	■

- 1 Charcoal Black cloth seat insert with Charcoal Black cloth seat bolster
- 2 Charcoal Black leather seat insert and bolster (optional)
- 3 Arctic White leather seat insert with Charcoal Black leather seat bolster (optional, part of Interior Style Package - Arctic White)
- 4 Charcoal Black leather seat insert with Tuscany Red leather seat bolster (optional, part of Interior Style Package - Tuscany Red)

*Additional charge.

Optional Equipment Groups

- 401A - Titanium Premium Package

Available options and packages

- Power moonroof
- Interior Style Package - Tuscany Red
- Interior Style Package - Arctic White
- Titanium Winter Package
- Parking Technology Package
- Voice-activated Navigation System
- Titanium Handling Package



17" sport alloy standard



17" polished alloy optional



17" machined & painted alloy optional



18" alloy included in Handling Package

Bodystyles

Whether you choose the 4-door sedan or 5-door hatchback, the very latest innovative technology and contemporary styling make Titanium the ultimate new Ford Focus.





QUALITY, GREEN, SAFE AND SMART.

ford.com

New Vehicle Limited Warranty. We want your Ford Focus ownership experience to be the best it can be. So under this warranty, your new vehicle comes with 3-year/36,000-mile bumper-to-bumper coverage, 5-year/60,000-mile Powertrain Warranty coverage, 5-year/50,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion (perforation) coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty. **Roadside Assistance.** Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle, or need towing. Your Ford Dealer can provide complete details on all of these advantages. **Ford Credit.** Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com. **Ford Extended Service Plan.** For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln dealerships. **Insurance Services.** Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company. **Genuine Ford Accessories** will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. Ford Licensed Accessories are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

