Thank you for your interest in the new 2013 Focus. Included in this brochure you’ll find information about:

**PERFORMANCE:** The responsive Ford Focus revs to life when you push the optional start button. It handles well when you combine the chassis and suspension. And the cornering assist system puts the torque where the traction is. Start it up. Get up and go.

**TECHNOLOGY:** SYNC® with MyFord Touch® is now available. It has touch-screen controls for navigation, phone and entertainment. Steering wheel controls with a display in the cluster let you handle additional functions without taking your hands off the wheel.

**DESIGN:** For the 2013 Focus, designers created shapes within a shape. The beltline is several beltlines, shifting into a Z-shaped pattern that puts muscular shoulders over the wheels. Kinetic design makes the car look like it’s in motion even when it’s parked.

**INTERIOR:** Available real alloy trim. French seams sewn into the optional leather-trimmed seating. Available piano black touches with their sweeping design statement. The Focus feels solid and looks great thanks to craftsmanship rivaling 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.

We’re sorry. There are no Ford dealers in your immediate area. If you would like to enter a new zip code and re-create your PDF, please go to the Custom Brochure page at: [www.fordvehicles.com/brochures](http://www.fordvehicles.com/brochures)

**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](http://www.myford.fordvehicles.com) to get started.
Exhilaration every day. Introducing Focus ST.1

Aero-crisp. Sure-footed. Smart. Inspired. Ford Focus has it all, including the admiration of some of the toughest critics in the world. In a single year, Focus was named “Best Car to Buy 2012” by TheCarConnection.com, “One of the 10Best Cars of 2012,” by Car and Driver, and one of AUTOMOBILE Magazine’s 2012 All-Stars. This year, with the addition of the exhilarating Focus ST hatchback, there’s more to love. We’ve taken all of the fun-to-drive attributes of Focus — and pushed them even further. ST is more dynamic. More powerful. More addictive. With a high-tech cockpit that encourages you to lay the power down. Like every 2013 Ford Focus, it’s so much more than just a car. Go further in a 2013 Focus.
Handles fuel with care.

Every drop is effectively used in Focus, from its convenient entry through the Easy Fuel® capless fuel filler to its efficient use in the 2.0L I-4 engine. Twin independent variable camshaft timing (Ti-VCT) adds extra precision, contributing to fuel efficiency or power output. Electric power-assisted steering (EPAS), whose electric motor operates only when assistance is required, contributes to fuel efficiency as well. And Active Grille Shutters help Focus make itself even more aerodynamic and fuel efficient. This all helps Focus SE with the SFE Package1 achieve up to 40 mpg hwy,2 letting you pass the pump and keep on driving.

1Available feature. 2EPA-estimated 28 city/40 hwy/33 combined mpg, Focus SE automatic with SFE Package.
Grabs the road. As well as plenty of attention.

Responds with precision.

“The Focus feels alive, with sweet steering and a sporty ride...” says TheCarConnection.com. Credit its responsive handling – especially in the corners – to standard Torque Vectoring Control and a sport-tuned suspension! Supplying precise response at highway speeds and ideal maneuverability at slower speeds, electric power-assisted steering (EPAS) constantly measures steering input, enhancing control. So get ready to turn some heads – including your own.

Performs with authority.

A cool, precise charge of fuel, thanks to direct injection. Efficient performance throughout the rpm range from self-adjusting twin independent variable camshaft timing (Ti-VCT). This recipe supplies ample low-end torque and peak power when you redline all 160 hp of the 2.0L I-4 engine. And with a car that handles this well, you certainly will.

A PowerShift 6-speed automatic transmission1 delivers torque to the wheels 100% of the time during shifts, supplying excellent responsiveness. Titanium includes SelectShift Automatic® capability to change gears at the touch of a button. For those who like to do the gear changing themselves, Titanium can also be equipped with a 5-speed manual transmission.1
Storms out of the gate.

And never looks back. Everything about the new Focus ST¹ is geared to get you to your destination. Quickly.

Mash the aluminum accelerator pedal and you’ll be treated to the rollicking performance of its 252-hp;² high-output 2.0L EcoBoost® I-4 engine that’s linked to a 6-speed manual transmission. An “overboost” feature can sustain increased torque (from 3,000 rpm to 4,500 rpm) for 15 seconds at a time, enhancing its performance feel. To further amplify your aural experience, engineers channeled the lower-engine frequencies of this signature sound into the cabin. Other ST upgrades include variable-ratio electric power-assisted steering, disc brakes with performance pads at all 4 corners, a unique sport suspension, dramatic center tailpipes, eye-catching 18¹ Y-spoke painted aluminum wheels and exclusive Tangerine Scream Metallic Tri-coat paint.

Inside, you’re the center of the action in its performance-minded cockpit. Enter and start it without using your key. Survey your instrumentation from RECARO® partial- or full-leather-trimmed front seats.³ Grip the unique leather-wrapped steering wheel with ST badge. Monitor the mini cluster gauges, including turbo boost, as you charge out of the corners. In Focus ST, there’s no reason to hold anything back.
Connects you best to what matters most.

Named “Connected Car of the Year 2012.”

Staying in touch is easy in Connected World magazine’s “Connected Car of the Year 2012.” With voice-activated Ford SYNC®, the system recognizes your paired phone and downloads your contacts to support voice calling. It also plays music from your phone, MP3, USB or iPod. In fact, SYNC AppLink™ lets smartphone users control Pandora®, iHeartRadio®, Stitcher Smart Radio™ and other apps by voice too. Just touch a steering wheel button and say things like “Call: Melissa,” or “Play genre: Pop.” SYNC also offers 911 Assist® and with an activated subscription to SYNC Services you get business searches, turn-by-turn driving directions and more. Personalize yours at ford.com/sync.

To amplify your experience, upgrade to SYNC® with MyFord Touch.® An 8” LCD touch screen, media hub, 4.2” instrument cluster screen, and familiar 5-way steering wheel controls give you mastery of your phone, entertainment, navigation and climate. The system recognizes over 10,000 voice commands — everything from “Destination: nightlife” to “My team’s schedule.” There’s almost no limit to what you can do, all with your hands on the wheel and eyes on the road. All this, in addition to a 6-month trial subscription to over 130 channels of unique content from SiriusXM Satellite Radio.®

Available feature. 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. SYNC Services varies by trim level and model year and may require a subscription. Traffic alerts and turn-by-turn driving directions available in select markets. Message and data rates may apply. Not all features are compatible with all phones. ©SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and Applink software. ©Available feature.
Raises your expectations.

You’ll be amazed at all that Focus has to offer inside. “When it comes to luxury and entertainment features, Focus goes well beyond state of the art,” says TheCarConnection.com. Luxury comes in the form of leather-trimmed seats, dual-zone electronic automatic temperature control, and 2 Interior Style Packages (in Tuscany Red or Arctic White) that feature two-tone leather-trimmed seats, matching door-trim inserts, coordinated steering wheel trim and more. For entertainment, there’s SYNC® with MyFord Touch® and ambient lighting. Enjoy it all from a cockpit that was designed to help you conquer the road. “...the Focus front seats are uncommonly good,” says automobilemag.com. “Comfortably and fantastically supportive, they give your back the clear message that the Focus wants to dance.”
Virtually parks itself.

Talk about stress reduction. First, simply press a button and active park assist\(^1\) alerts you when it has located an appropriate parallel parking spot. Then, take your hands off the wheel and Focus literally steers itself into place. All you have to do is follow system prompts to shift gears and control the brake and accelerator pedals. In practically no time at all, you'll be parked and ready for action. Stress-free.

\(^1\)Available feature.
Plays just one thing safe. Your safety.

Travel with confidence knowing that Focus was named a “2012 Top Safety Pick,” the highest possible rating from the Insurance Institute for Highway Safety (IIHS). After all, the thrills, exhilaration, technology and handling it provides mean little without safety. That’s why Focus is engineered so that every element plays a part in helping keep you safe – from seats and airbags to steel and body. It’s safety you can depend on.

Expects the unexpected.

More than half of the Focus body structure is made from high-strength and ultra-high-strength steel, with critical occupant safety zones reinforced with lightweight yet incredibly strong boron steel.

The next-generation, dual-stage front airbags of the Personal Safety System™ feature optimized driver’s side tethering. A driver’s knee airbag inflates between the knees and instrument panel in a crash. An adaptive tunnel vent helps tailor the front-seat side airbags to occupant size for personalized protection, while side-curtain airbags with roll-fold technology increase peace of mind by deploying to cover both rows of the vehicle. That’s 7 total airbags.

AdvanceTrac® electronic stability control¹ with brake-actuated traction control automatically helps avoid skidding and fishtailing, helping you keep all 4 wheels firmly planted in inclement weather. To help ensure the tires stay properly inflated, the Tire Pressure Monitoring System (TPMS) alerts you when any tire’s pressure is low, giving you time to get help if needed.

¹Remember that even advanced technology cannot overcome the laws of physics. It’s always possible to lose control of a vehicle due to inappropriate driver input for the conditions.
Takes performance to your level.

With Focus, there are plenty of features that help you make it your own. Socially active? Reinforce your life-of-the-party status with unique interior lighting and a power moonroof. Have teenage drivers? Feel more secure knowing every Focus features the standard Tire Pressure Monitoring System (TPMS), and can be equipped with available MyKey. It’s your Focus. Make sure it reflects your wants and needs.

<table>
<thead>
<tr>
<th>Ambient lighting¹</th>
<th>Dual-zone electronic automatic temperature control¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tire Pressure Monitoring System</td>
<td>MyKey¹</td>
</tr>
<tr>
<td>Power moonroof¹</td>
<td></td>
</tr>
</tbody>
</table>

¹Available feature.
Create a more meaningful driving experience: Connect with Ford Custom Accessories for authentic personalization possibilities. The cost of select accessories – ordered and purchased at the time you buy or lease your Focus – can be rolled into your monthly payment. And coverage for select accessories falls under the New Vehicle Limited Warranty that way too. See your dealer for details.

SE Hatchback in Blue Candy Metallic Tinted Clearcoat customized with silver bodyside graphics, rear spoiler, smoked hood and side window deflectors, keyless entry keypad, molded splash guards, roof-mounted crossbars by THULE® and 17” painted aluminum wheels
Illuminated gear shift knob
All-weather floor mats
Portable DVD rear-seat entertainment system by NextBase®
Remote start systems

Ford Licensed Accessory. ¹For manual transmission only.
**Standard Features**

**Mechanical**
- Active Grille Shutter System
- Anti-Lock Brake System (ABS)
- Front-wheel drive (FWD)
- Suspension – Front: independent MacPherson strut with stabilizer bar
- Suspension – Rear: independent control blade with stabilizer bar
- Torque Vectoring Control

**Exterior**
- Easy Fuel® capless fuel filler
- Quad-beam halogen headlamps
- Rear-window defroster
- Solar-tinted glass
- Windshield wipers – Front: variable- intermittent with washer

**Safety & Security**
- Personal Safety System™ for driver and front passenger includes dual-stage front airbags, safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver’s seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
- Adjustable head restraints at all 5 seating positions
- AdvanceTrac® electronic stability control
- Battery saver with headlamps-off delay
- Belt-Minder® front safety belt reminder
- Child-safety rear door locks
- Driver’s knee airbag®
- Emergency trunk release (sedan only)
- Front height-adjustable shoulder safety belts
- Front-seat side airbags**
- LATCH – Lower Anchors and Tether Anchors for Children (rear seat positions)
- SecuriLock® Passive Anti-Theft System
- Side-curtain airbags**
- SOS Post-Crash Alert System™ flashes hazard lights and sounds horn after airbag deployment or safety belt pretensioner activation in certain collisions**
- Tire Pressure Monitoring System (excludes spare)

**Interior**
- 4-spoke steering wheel
- 12-volt front powerpoint
- Auxiliary audio input jack
- Cabin air filtration system
- Cupholders (2 front)
- Front (2) and rear (2) assist handles
- Power door locks
- Tachometer
- Tilt/telescoping steering column

**S Sedan**
- Equipment Group 100A
- Includes all standard features, plus:
  - **Mechanical**
    - 2.0L Ti-VCT GDI I-4 FFV engine
    - 5-speed manual transmission
    - Compact spare
    - Electric power-assisted steering
    - Power front disc/rear drum brakes
  - **Seating**
    - Cloth seats
  - **Interior**
    - AM/FM stereo/single-CD player with MP3 capability
    - 4 speakers
    - Driver and front-passenger sun visors
    - Front floor console with storage
    - Manual air conditioning
    - Manual rear windows
    - Power front windows with one-touch-down driver’s side feature
  - **Exterior**
    - 15” steel wheels with silver-painted covers and P195/65R15 BSW tires
    - Black door handles
    - Black grille with chrome trim
    - Black power sideview mirrors with integrated blind spot mirrors
    - Remote Keyless Entry System with integrated keyhead transmitter remotes (2)

**Horsepower, Torque & EPA-Estimated Fuel Economy**

| Engine Type | Horsepower | Torque | Fuel Economy
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>2.0L Ti-VCT GDI I-4 FFV Engine</td>
<td>160 @ 6,500 rpm</td>
<td>146 @ 4,450 rpm</td>
<td>26 city/36 hwy/30 combined mpg</td>
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<tr>
<td></td>
<td>27 city/38 hwy/31 combined mpg</td>
<td></td>
<td>27 city/38 hwy/31 combined mpg</td>
</tr>
<tr>
<td></td>
<td>28 city/40 hwy/33 combined mpg</td>
<td></td>
<td>28 city/40 hwy/33 combined mpg</td>
</tr>
<tr>
<td>2.0L EcoBoost I-4 Engine (high-output)</td>
<td>252 @ 5,500 rpm</td>
<td>270 @ 2,500 rpm</td>
<td>23 city/32 hwy/26 combined mpg</td>
</tr>
</tbody>
</table>

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1Always wear your safety belt and secure children in the rear seat. 2SOS hardware may become damaged or the battery may lose power in a crash which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner. 3Figures achieved using premium unleaded fuel.

Comparisons based on 2012 competitive models (class is Small Sedans and Hatches), publicly available information and Ford certification data at time of release. 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. Dimensions shown may vary due to optional features and/or production variability. Following release of the PDF, 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.
**SE Sedan/Hatchback**

Equipment Group 200A
Includes select SE features, plus:

**Mechanical**
- Cruise control
- MyKey®

**Seating**
- Rear 60/40 split fold-down seat with armrest (hatchback only)

**Interior**
- 12-volt rear powerpoint
- AM/FM stereo/single-CD player with MP3 capability and 6 speakers
- Compass and outside temperature display
- Driver and front-passenger seat back map pockets
- Front floor console with storage and armrest
- Front carpeted floor mats
- Illuminated Entry System
- Illuminated visor vanity mirrors
- Power rear windows
- Rear-seat heat ducts
- Removable package tray (hatchback only)
- Steering wheel-mounted cruise, audio and 5-way MyFord® controls (2)

SYNC® with MyFord voice-activated, in-vehicle connectivity system which includes 4.2" color LCD displays in instrument cluster and center stack; and media hub with USB port

**Exterior**
- 16" painted aluminum wheels with P215/55R16 tires
- Automatic headlamps
- Body-color sideview mirrors with integrated blind spot mirrors and turn signal indicators
- Liftgate spoiler (hatchback only)
- Rear windshield wiper (hatchback only)

**Interior Dimensions**

| Sedan/Hatchback | | |
|----------------|------------------|
| Wheelbase | 104.3" |
| Length | 178.5"/171.6" |
| Height | 57.7" |
| Width – Excluding mirrors | 71.8" |
| Width – Including mirrors | 80.5" |

**Titanium Sedan/Hatchback**

Equipment Group 300A
Includes select SE features, plus:

**Mechanical**
- Intelligent Access with push-button start
- Perimeter alarm
- PowerShift 6-speed automatic transmission with SelectShift

Remote Start System (automatic transmission only)

**Seating**
- Leather-trimmed heated front seats

**Interior**
- Ambient lighting
- Audio System from Sony® with 10 speakers and HD Radio™ Technology
- Dual-zone electronic automatic temperature control
- Front and rear carpeted floor mats
- Metallic finish on door panels and register surrounds
- Overhead console
- Power windows with global one-touch-up/-down feature
- SiriusXM Satellite Radio with 6-month trial subscription
- SYNC with MyFord Touch® which includes SYNC Services; 4.2" display in instrument cluster; 8" LCD touch screen in center stack; and media hub with 2 USB ports, SD card reader and audio/video input jacks

**Exterior**
- 17" sport painted aluminum wheels with P215/50R17 tires
- Black headlamp bezels
- Body-color, heated sideview mirrors with integrated blind spot mirrors
- Fog lamps with chrome bezels
- Piano Black grille
- Rear view camera
- Reverse Sensing System

**Interior Dimensions**

| Sedan/Hatchback (ST) | | |
|---------------------|------------------|
| Head room | 38.3" (39.1") |
| Shoulder room | 55.6" |
| Hip room | 53.9" |
| Leg room | 41.9" (43.1") |

| Rear | | |
| Head room | 38.0"/37.9" |
| Shoulder room | 53.7" (52.6") |
| Hip room | 52.7" (52.8") |
| Leg room | 33.2" (33.4") |

**ST Hatchback**

Equipment Group 200A
Includes select SE features, plus:

**Mechanical**
- 2.0L EcoBoost® I-4 engine
- 6-speed manual transmission
- Full-size spare (16")

Intelligent Access with push-button start

**Seating**
- Cloth sport seats with ST logo

**Interior**
- Aluminum pedals
- Analog mini cluster gauges
- Leather-wrapped shift knob with alloy bevel cap and leather boot
- Unique instrument panel finish
- Unique leather-wrapped steering wheel with ST badge
- Unique ST scuff plates

**Exterior**
- 18" Y-spoke painted aluminum wheels with 235/40R18 Y-rated Summer tires
- Black headlamp bezels
- Chin spoiler
- Exhaust with bright-tipped dual center exit
- Fog lamps with black bezels
- High-mounted liftgate spoiler
- Piano Black grille
- ST badging

| Capacities (cu. ft.) | | |
|---------------------|------------------|
| Passenger volume | 90.7 |
| Luggage capacity (sedan) | 13.2 |
| Cargo volume behind front seats (hatchback) | 44.8 |
| Cargo volume behind rear seats (hatchback) | 23.8 |

Coming late 2012.

Dimensions may vary by trim level. RECARO is a registered trademark of RECARO Beteiligungsgesellschaft mbH. iPod is a registered trademark of Apple Inc. All rights reserved. PANORAMA, the PANORAMA logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc. Used with permission. iHeartRadio is a registered trademark of Clear Channel Broadcasting, Inc. Stitcher Smart Radio is a registered trademark of Stitcher, Inc. Microsoft is a registered trademark of Microsoft Corporation. SiriusXM Satellite Radio, Traffic and Travel Link subscriptions sold separately or as a package after trial expires. SiriusXM Traffic and Travel Link service available in select markets. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service available in the 48 contiguous United States, DC, and PR. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. THULE is a registered trademark of Thule Sweden AB. Sony is a registered trademark of the Sony Corporation. HD Radio is a proprietary trademark of iBiquity Digital Corp. Power Code is a trademark of Code Systems, Inc.
Available feature.


Available feature.
Exteriors
A Oxford White 1
B Ingot Silver Metallic 1
C Sterling Gray Metallic 1
D Tuxedo Black Metallic 1

Warm Steel Cloth with Charcoal Black Inserts

Available Packages
Cargo Management Package includes cargo net and foldable soft cargo organizer
Exterior Protection Package includes rear bumper protector and molded splash guards for front and rear

Available Options
Cargo area protector
Engine block heater
Focus bodyside graphics
Keyless entry keypad
Power Code™ Remote Start System (n/a with manual transmission)
PowerShift 6-speed automatic transmission
Stainless steel door-sill scuff plates
SYNC® with MyFord® voice-activated, in-vehicle connectivity system which includes 4.2" color LCD displays in instrument cluster and center stack; and media hub with USB port

Available Ford Custom Accessories
Visit accessories.ford.com to shop the complete collection

Oxford White.
Colors are representative only. See your dealer for actual paint/trim options.
## Exteriors

<table>
<thead>
<tr>
<th>Color</th>
<th>Options</th>
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<tbody>
<tr>
<td>Oxford White</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Ingot Silver Metallic</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Sterling Gray Metallic</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Race Red</td>
<td>1 2 3</td>
</tr>
<tr>
<td>Ruby Red Metallic Tinted Clearcoat¹</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Performance Blue Metallic</td>
<td>1 2 3</td>
</tr>
<tr>
<td>Blue Candy Metallic Tinted Clearcoat¹</td>
<td>1 2</td>
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<td>Tuxedo Black Metallic</td>
<td>1 2 3</td>
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</tbody>
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### Interiors

<table>
<thead>
<tr>
<th>Color</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Dark Stone Cloth with Medium Light Stone Inserts – Standard</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Warm Steel Cloth with Charcoal Black Inserts – Standard</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Charcoal Black Leather with Charcoal Black Inserts – Requires SE Appearance Package</td>
<td>1</td>
</tr>
<tr>
<td>Tuscany Red Leather with Charcoal Black Inserts – Requires Interior Style Package</td>
<td>1</td>
</tr>
<tr>
<td>Charcoal Black Leather with Arctic White Inserts – Requires Interior Style Package</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

### Available Equipment Group

#### Equipment Group 201A – SE Appearance Package

- 17” Silver machined aluminum wheels
- Fog lamps with chrome bezels, decklid spoiler (sedan), SelectShift (automatic only), rear disc brakes, perimeter alarm, leather-trimmed seating surfaces, 6-way power driver’s seat, rear 60/40 split fold-down seat with armrest (sedan), leather-wrapped steering wheel and shift knob, ambient lighting, overhead console, and SiriusXM Satellite Radio with 6-month trial subscription

### Available Packages

#### Arctic White Interior Style Package

- Arctic White and Charcoal Black two-tone leather-trimmed seats, Arctic White door-trim inserts and center armrest lid, coordinated steering wheel trim, premium carpeted floor mats, coordinated white interior finish, rear 60/40 split fold-down seat with armrest, and stainless steel door-sill scuff plates (201A only)

#### Cargo Management Package

- Cargo net and foldable soft cargo organizer

#### Exterior Protection Package

- Includes rear bumper protector and molded splash guards for front and rear

#### Interior Protection Package

- Includes all-weather floor mats for front and rear, and reversible carpeted cargo area mat with water-resistant underside (n/a with SE Winter Package or Sony® & MyFord Touch® Package)

#### SE Appearance Black Package

- Includes 17” black machined aluminum wheels, Piano Black grille, black fog lamp bezels, sideview mirrors and liftgate spoiler (hatchback only; requires 201A)

#### SE Winter Package

- Includes heated front seats and sideview mirrors, and all-weather floor mats

#### Sony® & MyFord Touch® Package

- Includes Audio System from Sony® with 10 speakers, SYNC® with MyFord Touch, voice-activated Navigation System, and dual-zone electronic automatic temperature control (201A only)

#### Super Fuel Economy (SFE) Package

- Includes 16” steel wheels with unique aero wheel covers and P215/55R16 BSW low-rolling-resistance tires, rear disc brakes, decklid spoiler and SFE badge (sedan only; requires PowerShift 6-speed automatic transmission; n/a with 201A)

#### Tuscany Red Interior Style Package

- Includes same contents as Arctic White Interior Style Package; Arctic White accents replaced with Tuscany Red (201A only)

### Available Options

- 17” black machined aluminum wheels (201A only)
- Cargo area protector
- Engine block heater
- Focal bodyside graphics
- Keyless entry keypad
- Power Code™ Remote Start System (requires PowerShift transmission)
- Power moonroof
- PowerShift 6-speed automatic transmission
- Rear floor mats²
- Reverse Sensing System
- SiriusXM Satellite Radio with 6-month trial subscription
- Stainless steel door-sill scuff plates (n/a with Interior Style Packages)

### Available Ford Custom Accessories

Visit accessories.ford.com to shop the complete collection

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¹Additional charge. ²Not available with Interior Style Package, Winter Package or Interior Protection Package. Colors are representative only. See your dealer for actual paint/trim options.
Titanium

Exteriors | Interiors
---|---
A. White Platinum Metallic Tri-coat | 1 3
B. Ingot Silver Metallic | 1 2 3
C. Sterling Gray Metallic | 1 2 3
D. Ruby Red Metallic Tinted Clearcoat | 1 3
E. Performance Blue Metallic | 1 3
F. Blue Candy Metallic Tinted Clearcoat | 1
G. Tuxedo Black Metallic | 1 2 3

1. Charcoal Black Leather with Charcoal Black Inserts – Standard
2. Tuscany Red Leather with Charcoal Black Inserts – Requires Interior Style Package
3. Charcoal Black Leather with Arctic White Inserts – Requires Interior Style Package

Sedan/Hatchback

Available Packages

Arctic White Interior Style Package includes Arctic White and Charcoal Black two-tone leather-trimmed seats, Arctic White door-trim inserts and center armrest lid, coordinated steering wheel trim, premium carpeted floor mats, coordinated white interior finish, rear 60/40 split fold-down seat with armrest, and stainless steel door sill scuff plates.

Cargo Management Package includes cargo net and foldable soft cargo organizer.

Exterior Protection Package includes rear bumper protector and molded splash guards for front and rear.

Titanium Handling Package includes 18" aluminum wheels, optimized sport suspension components, low-profile “summer only” performance tires, and 16" full-size spare steel wheel and tire.

Tuscany Red Interior Style Package includes Tuscany Red and Charcoal Black two-tone leather-trimmed seats, Tuscany Red door-trim inserts and center armrest lid, coordinated steering wheel trim, premium carpeted floor mats, coordinated red interior finish, rear 60/40 split fold-down seat with armrest, and stainless steel door sill scuff plates.

Available Options

- 17" polished aluminum wheels
- 5-speed manual transmission
- Active park assist (n/a with 5-speed manual transmission)
- Cargo area protector (n/a with Handling Package)
- Engine block heater
- Focus bodyside graphics
- Power moonroof
- Stainless steel door sill scuff plates (n/a with Interior Style Packages)
- Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription

Available Ford Custom Accessories

Visit accessories.ford.com to shop the complete collection.


1 Additional charge. Colors are representative only. See your dealer for actual paint/trim options.

*Coming late 2012. **Available feature. HID headlamps including LED signature lighting late availability.
ST

1 Exteriors Interiors
A Oxford White 1 2 3 4 5
B Ingot Silver Metallic 1 3 4 5
C Tangerine Scream Metallic Tri-coat 1 2 4 5
D Race Red 1 4 5
E Performance Blue Metallic 1 3 4 5
F Tuxedo Black Metallic 1 2 3 4 5
1 Charcoal Black Cloth with Anthracite Accents – Standard
2 Charcoal Black Leather with Tangerine Scream Cloth Accents – Requires ST2
3 Charcoal Black Leather with Performance Blue Cloth Accents – Requires ST2
4 Charcoal Black Leather with Smoke Storm Cloth Accents – Requires ST2
5 Charcoal Black Leather – Requires ST3

Hatchback

Available Equipment Groups

Available Options
Engine block heater
Power moonroof
Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription (requires 201A)

Available Ford Custom Accessories
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New Vehicle Limited Warranty. We want your Ford Focus ownership experience to be the best it can be. 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/60,000-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. FLA 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.