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04 | Focus



Thank you for your interest in Ford Focus.

Every time the automotive press takes Focus for a test-drive, more rave reviews get printed. And car enthusiasts all over the world have made it a top choice in its class. So, what's so special about Focus? Try everything. You get European performance at a fraction of the cost. And now every new Focus comes with a fully transferable 100,000-mile/5-year Powertrain Coverage** that includes towing and roadside assistance. So all you have to worry about is which turn to take next.

But there's more to being a Ford owner than just driving a great vehicle. There are perks like the My Ford owner website where you can manage all of your vehicle information in one place. Register today at www.fordvehicles.com. And if you are ready to own a Ford, we've included the location of your nearest dealer, as well as current offers you can use toward a new Ford Focus. Come in for a test-drive today and you'll find out why everyone's been raving.



At Ford Credit, auto financing is our specialty. Whether you purchase or opt for a Red Carpet Contract, 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.

Focus ZTS with optional Sport Group and moonroof



Loves curves.

Switchback. S-turn. Cloverleaf. You name it, Ford Focus loves to drive it. That's because it's built to handle everyday roads like they're part of the Autobahn. A fully independent European-tuned suspension allows the wheels to respond individually to the road. (Most cars in its class have solid axles, front and back.) The result? Focus takes on corners and uneven ground with precision handling and unbelievable traction. Add to that power rack-and-pinion steering for responsive maneuvering, and it's no wonder Focus keeps appearing on *Car and Driver's* 10Best list year after year.



Car and Driver 10Best, 4 years in a row
(2000, 2001, 2002, 2003)



1



2



3



4



ZTS interior with Medium Graphite leather-trimmed seats

5

1 Focus' suspension is comprised of an independent rear control blade, independent front MacPherson struts, a front stabilizer bar and power rack-and-pinion steering. All together giving Focus precise, responsive handling.
2 The available 2.3L DOHC engine not only kicks out 144 horses and 149 lbs.-ft. of torque, it meets Partial Zero Emissions Vehicle standards.

3 Standard on ZX5 Premium, this power retractable moonroof brings the outdoors in. Optional on other Focus models. **4** This 6-disc in-dash CD changer is one of the many stereo options in Ford Focus. Just pick your style.
5 Need plenty of room for you and your friends? You'll get 94 cu. ft. of it from Focus. (One of the largest interiors in its class.)

Ford Focus vs. Honda Civic

The automotive press can't say enough about Focus when compared to other cars in its class. What do you think? Take a look and see how Ford Focus stacks up against the Honda Civic. Then experience the real thing with a test-drive. And for even more comparisons, visit visit www.fordvehicles.com.

Car and Driver 10Best, 4 years in a row
Automobile Magazine All-Star, 4-time winner

"This thing's a beauty of balanced engineering." – *AutoWeek*

"[Focus brings] indulgence to a segment that is all too often defined by sacrifice." – *Automobile Magazine*

"... Focus ... delivers a generous measure of driving fun ..." – *Car and Driver*



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SPECIFICATIONS	2004 Ford Focus ZTS	2004 Honda Civic Sedan DX 5-Speed MT Front Side Airbag
Standard Seating	5	5
AM/FM Radio	Standard	Standard
Cassette Player	Not Available	Optional
CD Player	Standard	Optional
Power Windows	Standard	Not Available
Power Door Locks	Standard	Not Available
Manual Transmission	Standard	Standard
Automatic Transmission	Optional	Optional
4-Wheel ABS Brakes	Standard	Not Available
Rear Suspension	Standard	Standard
Horsepower@RPM	145@5750	115@6100
Torque@RPM	149@4250	110@4500
Brakes (rear)	Drum	Drum
Wheelbase (in.)	103	103.1
Front Head Room (in.)	39.1	39.8
Front Leg Room (in.)	40.8	42.2
Warranty, Basic (months)	36	36
Warranty, Basic (miles)	36,000	36,000

Dealer Accessories

The Yakima® removable roof rack is perfect for things like bikes, snowboards and skis. (Specific carriers sold separately.) The soft, nonskid footpads help prevent damage to the roof's surface. Integral locks help prevent theft. Kit includes all hardware, tools and installation instructions.



Leave an impression on those you leave behind with this chrome exhaust tip. Constructed of nickel-plated steel for long life, it slips over the end of the tailpipe. Easily installed; no drilling necessary.



A rear spoiler is available for the driving enthusiast. Manufactured to precision original equipment specifications, all spoilers come painted in popular colors or primed and ready to paint. Dealer installation is recommended.





Really loves curves.

Car and Driver says Ford Focus SVT is in "a handling class all by itself." So how does it leave the others behind? With the help of Ford's Special Vehicle Team. SVT engineers gave it a 2.0-liter Zetec engine that combines forged-steel connecting rods and high-compression aluminum pistons with the technology of Variable-Intake Cam Timing (VCT) and a Dual-Stage Intake (DSI) manifold. Then they included a Getrag 6-speed manual transaxle that helps put 170 horses and 145 lbs.-ft. of low-end torque to the pavement. But does it look as good as it moves? The designers made sure of that. From unique fascias on the exterior to leather-trimmed bucket seats, titanium-faced electroluminescent gauges and race-inspired stainless-steel sport pedals on the interior, Focus SVT stands apart. The end result is a high-performance vehicle that has enthusiasts and critics raving. And now it's your turn.



Performance driving with safety in mind.

Once you get a Focus, you're sure to be on the road a lot. So, you're going to want to feel secure while driving. You'll find that peace of mind in the exclusive, and standard, Ford Personal Safety System™. Its technologies include sensors that calculate the driver's seat position relative to the steering wheel, set the proper level of airbag* inflation and not only recognize safety belt use, but also the severity of the crash. You can also opt for the 4-wheel anti-lock braking system (ABS) and available All-Speed Traction Control. Together, they help reduce wheel lockup while maintaining traction on slippery roads.

Looking for more reasons to drive a Focus? We'll give you 100,000. Every single Focus comes with a 100,000-mile/5-year Powertrain Coverage that's in addition to the standard Focus bumper-to-bumper coverage.** This extra protection includes roadside assistance, as well as towing, and is fully transferable.

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

**3-year/36,000-mile Limited Warranty. See dealer for details.



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

FEATURED SPECIFICATIONS

Standard Focus Features

Suspension:

Independent Front MacPherson Strut
Independent Rear Control Blade
Airbags – Driver and Front Passenger*
100,000-Mile Tune-Up Interval**
LATCH – Child Safety Locks on Rear Doors
(Not Applicable on 3-Door Models)
Lower Anchors and Tether Anchors
for Child Safety Seats (Rear Outboard Positions)
Height-Adjustable Driver's Seat
Stainless Steel Exhaust System

Optional on All Focus Models

Side Impact Airbags*

Anti-Lock Braking System (ABS)

LX Sedan

Includes the Standard Focus Features, Plus:

2.0L SOHC 4-Cylinder Engine
5-Speed Manual Transaxle
14" Steel Wheels with Bolt-on-Appearance
Wheel Covers
AM/FM Stereo Cassette Player
OPTIONS:
Air Conditioning

SE Sedan

Includes the Standard Features of LX Sedan, Plus:

2.0L DOHC Zetec 4-Cylinder Engine
15" Steel Wheels with 9-Spoke-Appearance Covers
AM/FM Stereo with CD Player
Air Conditioning
Power Windows, Door Locks and Outside Mirrors
Remote Keyless Entry System
OPTIONS:
4-Speed Electronic Automatic Transaxle
Tilt/Telescoping Steering Wheel
Speed Control

ZTS Sedan

Includes the Standard Features of SE Sedan, Plus:

2.3L DOHC 4-Cylinder Engine†
15" 5-Spoke Aluminum Wheels
AM/FM Stereo with Single CD and MP3 Player
Speed Control
Tilt/Telescoping Steering Wheel
OPTIONS:
AM/FM Stereo with 6-Disc In-Dash CD Changer
Power Moonroof
Sport Group††

ZX3

Includes the Standard Focus Features, Plus:

2.0L DOHC Zetec 4-Cylinder Engine
5-Speed Manual Transaxle
15" Steel Wheels with 9-Spoke-Appearance Covers
AM/FM Stereo with Single CD Player
Tachometer
OPTIONS:
Air Conditioning

ZX3 Comfort

Includes the Standard Features of ZX3, Plus:

15" 5-Spoke Aluminum Wheels
AM/FM Stereo with Single CD and MP3 Player
Air Conditioning
Fog Lamps
Tilt/Telescoping/Leather-Wrapped
Steering Wheel

ZX3 Comfort

(Continued)

OPTIONS:

2.3L DOHC 4-Cylinder Engine†
AM/FM Stereo with 6-Disc In-Dash CD Changer

ZX3 Premium

Includes the Standard Features of ZX3 Comfort, Plus:

2.3L DOHC 4-Cylinder Engine†
16" 5-Spoke Aluminum Wheels
Power Windows, Door Locks and Outside Mirrors
Remote Keyless Entry System

OPTIONS:

AM/FM Stereo with 6-Disc In-Dash CD Changer
Power Moonroof

ZX5

Includes the Standard Focus Features, Plus:

2.0L DOHC Zetec 4-Cylinder Engine
5-Speed Manual Transaxle
15" Steel Wheels with 9-Spoke-Appearance Covers
AM/FM Stereo with Single CD Player
Air Conditioning
Tachometer

ZX5 Comfort

Includes the Standard ZX5 Features, Plus:

15" Multi-Spoke Aluminum Wheels
Power Windows, Door Locks and Outside Mirrors
Speed Control
OPTIONS:
2.3L DOHC 4-Cylinder Engine†
AM/FM Stereo with 6-Disc In-Dash CD Changer

ZX5 Premium

Includes the Standard ZX5 Comfort Features, Plus:

2.3L DOHC 4-Cylinder Engine†
16" 5-Spoke Aluminum Wheels
Power Moonroof
OPTIONS:
AM/FM Stereo with 6-Disc In-Dash CD Changer

SE Wagon

Includes the Standard Focus Features, Plus:

2.0L DOHC Zetec 4-Cylinder Engine
4-Speed Electronic Automatic Transaxle
15" Steel Wheels with 9-Spoke-Appearance Covers
AM/FM Stereo with Single CD Player
Power Windows, Door Locks and Outside Mirrors
Remote Keyless Entry System
Roof Rack

ZTW Wagon

Includes the Standard Features of SE Wagon, Plus:

2.3L DOHC 4-Cylinder Engine†
15" Multi-Spoke Aluminum Wheels
AM/FM Stereo with Single CD and MP3 Player
Speed Control
OPTIONS:
AM/FM Stereo with 6-Disc In-Dash CD Changer
Power Moonroof
Sport Group††

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

**Under normal driving conditions with regular fluid and filter changes.

†Standard on all series in states of CA, MA, ME, NY and VT.

††16" 5-spoke aluminum wheels, driver's side lumbar support, fog lamps, leather-wrapped steering wheel, tachometer, rear spoiler (sedan), rear cargo cover (wagon).



- 1 14" Steel Wheel with Bolt-on-Appearance Wheel Cover
- 2 15" Steel Wheel with 9-Spoke-Appearance Cover
- 3 15" 5-Spoke Aluminum Wheel
- 4 15" Multi-Spoke Aluminum Wheel
- 5 16" 5-Spoke Aluminum Wheel
- 6 17" 6-Spoke Aluminum Wheel
- 7 17" 15-Spoke Argent Wheel



Cloud 9 White



Egg Yolk Yellow



Sangria Red Metallic



Sonic Blue



Liquid Grey Metallic



Arizona Beige Metallic



Competition Orange



Light Tundra Metallic



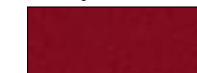
Twilight Blue Metallic



Pitch Black



Screaming Yellow



Infra-Red



French Blue Metallic



CD Silver Metallic

†SVT only