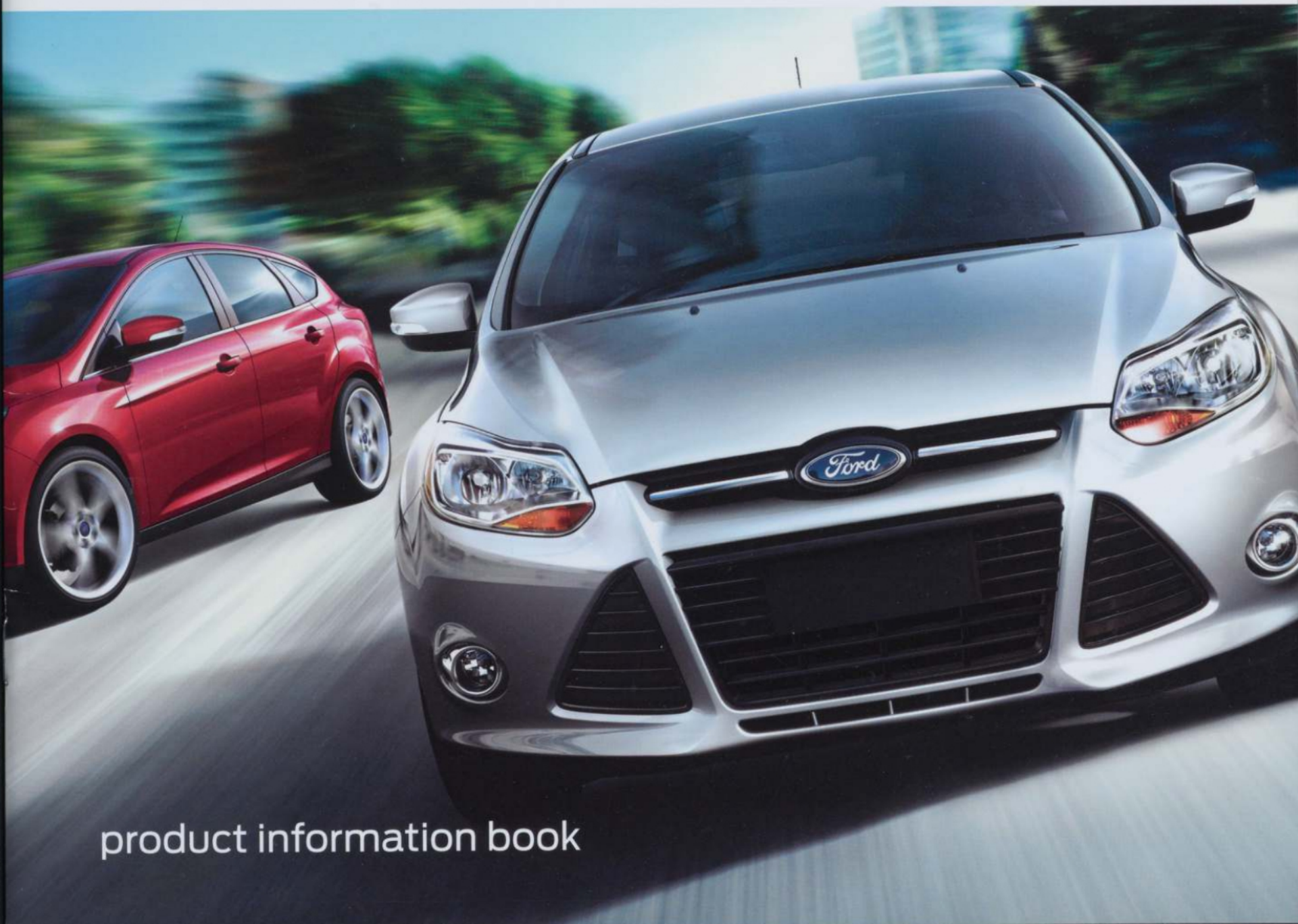


Start **more than** a car

Introducing the all-new
2012 **FOCUS**



product information book

Focus. Created for Purposeful Motion

With its bold, contemporary design, the all-new 2012 Focus makes a great first impression. Add to that a wraparound cockpit, remarkable technology, innovative features and exhilarating performance, and you have a vehicle that puts the driver in complete control. The 2012 Focus is a car that begs to be driven.



Focus

Taking on the C-Segment

This year, one out of every four vehicles sold globally falls within the C-segment. And within five years, the B- and C-segments combined could reach 25 percent of the U.S. market! The goal isn't to exist in this segment. The goal is to lead it — to be the best.

While cars in this segment have often been stereotyped as "basic transportation," the 2012 Focus offers surprising tech-savvy features and technologies previously unavailable in the C-segment. The time is now. Take advantage of this golden opportunity and get ready to wow your customers.

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Focus Insights

Use this Product Information Book to help strengthen your product knowledge and serve as a reference for the 2012 Focus. Also available is the 2012 Focus Launch DVD, which covers Focus product highlights and captures valuable insights from Ford designers and engineers!



Quick Reference (QR) Tag

This Product Information Book includes a "Tag" that allows you to access four quick videos right on your mobile phone. Simply open your phone's browser and download the free app at gettag.mobi or search for Microsoft® Tag in your phone's app store. Then follow directions to scan or snap the Tag for access to the Focus videos on FordTube Mobile. *Standard data rates apply.*



Dynamic Design

As the latest global vehicle from Ford, the new 2012 Focus offers a contemporary look from the outside in. The toned, athletic stance promises an exhilarating driving experience and beckons the driver to see what's beyond the next curve.

Kinetic Design

Conveying a sense of motion even when standing still, the Focus "kinetic" design delivers an exciting first impression. Focus comes in two body styles — a four-door sedan and a five-door hatchback — and offers four trim levels. Based on personal preferences, customers can choose the S, SE, SEL or the new Titanium model.

A wider stance with an increased track gives this Focus a more-planted look than the previous model. The new Focus boasts new front fenders, a new front fascia, a new grille design, new headlamps and new taillamps. These design elements, along with 11 exterior colors, work in harmony to give Focus impressive good looks from front to back.

Upscale Interior Features

The Focus design progression continues inside with an all-new refined interior. The driving environment is enhanced with features and packages including:

- **Ambient interior lighting** — LED interior lighting adds personality to the environment with illumination for front door handles, front-door storage pockets, front footwells and front console cup holders
- **"Search Light" functionality** — Enables customers to easily locate misplaced items. Flip a switch on the instrument panel and all ambient-lighting points are illuminated in bright white light
- **Interior Style Packages** — Customers can further enhance and customize the interior design of their new Focus. Style Packages come in Arctic White or Tuscany Red and feature:
 - Two-tone leather-trimmed seats with matching door-trim inserts and floor console armrest
 - Coordinated steering wheel trim
 - Coordinated interior finish
 - Premium floor mats
 - Rear seat armrest
 - Rear 60/40 split-fold-flat seatbacks on SE sedan models
- **SE Sport Package** — Customers with a Focus SE can give their vehicle a sportier appearance with this special package. Design and performance features include:
 - 16-inch painted aluminum wheels
 - Piano Black lower grille
 - Rear spoiler (standard on 5-door)
 - Cloth sport seats
 - Metallic interior trim finish
 - Leather-wrapped steering wheel
 - Sport-tuned suspension
 - Rear disc brakes

Exterior Design Features

Key exterior design features include:

- New quad-beam halogen headlamps give Focus a high-tech look
- The slim, swept-back headlamp design and the large, three-opening trapezoidal lower grille help to visually define the front end
- Attractive round fog lamps are neatly integrated so as not to detract from the strong lines
- Along the side, the dramatic "Z" bodyside accent lines give the exterior design a sense of motion
- Eleven new 15-, 16-, 17- and 18-inch wheel designs help differentiate between models
- Pronounced wheel arches add to the impressive stance of the vehicle and help showcase the new wheel designs

- The rear fascia has light-catching lines to enhance the wide track and athletic appearance
- The taillamps are distinctive between models — on the sedan, the wraparound design offers a sporty appearance and on the hatchback, the sculpted design offers a more premium look
- The fuel door is seamlessly integrated into the rear quarter panel of 5-door models, cleanly nestled below the curve of the taillight, and has push-to-open functionality that allows for a smooth, integrated design
- The efficient design continues with the decklid lip spoiler on the sedan and the liftgate spoiler on the hatchback to round out the exterior enhancements

Watch a Quick Video! Get a closer look at what makes the Focus exterior design so dynamic. *Standard data rates apply.*



Take Action!
Get ready to sell Focus by finding out what makes this all-new design so inspiring. Familiarize yourself with the two body styles, the four trim levels and the unique design packages. How are they different? What design characteristics will appeal to your customers?

Plug Yourself In

The Focus design evolution continues with an all-new intelligent interior design that incorporates world-class craftsmanship along with outstanding fit and finish. The interior environment fits the driver like a glove and feels like a cockpit.



Driver-focused wraparound interior. This next-generation Focus features a low seating position, door panels that are seamlessly integrated with the instrument panel, and controls within easy reach — all of which work together so drivers feel “plugged in” and in complete control.

Quality materials. Drivers and passengers will appreciate “soft-touch” surfaces for improved appearance and feel throughout the interior. Details such as the available real aluminum trim; clean, polished French-stitched seams sewn into the available leather-trimmed seating; and the available Piano Black accents make quite a statement.

Technology close at hand. The new larger center stack is a focal point of the interior and houses the 8-inch LCD touch screen on vehicles equipped with the **industry-exclusive** SYNC® with MyFord Touch™. The design enhances the cockpit feel with climate and audio controls that are conveniently located. Focus has a tilt/telescoping ergonomic steering wheel with multifunction controls that enable the driver to interact with the on-board technology with the tap of a finger.

Added comfort. Available Dual-zone Electronic Automatic Temperature Control keeps both driver and passenger comfortable according to their individual tastes. And available heated front seat cushions — in either leather trim or cloth — offer five adjustable temperature settings.

The Focus interior environment contains the technology, convenience and connectivity customers will appreciate, while inspiring an addictive driving experience.

Functional Focus

Seating. Focus has sport bucket front seats with 6-way manual adjustment for the driver and 4-way manual adjustment for the passenger. And the front seats have adjustable head restraints. The front seatbacks are sculpted for improved rear-passenger knee room and 60/40 split-fold-flat rear seatbacks provide maximum passenger and cargo-carrying flexibility.

One seatback can be folded flat to accommodate longer items while still providing a rear seating position for one passenger or both seatbacks can be folded for extra cargo space. For a flat load floor, customers can flip the seat bottoms forward and fold the seatbacks down.

Learn more! Get a better feel for Focus interior craftsmanship. *Standard data rates apply.*



Storage. Focus also offers thoughtful storage solutions throughout the vehicle. For example:

- Front door trim panels include a stowage pocket
- Glove box door includes a pen holder and business card holder
- Overhead console includes a handy spot for sunglasses
- Front sport bucket seatbacks include map pockets

The generous center console features a 12-volt auxiliary power point as well as two cup holders. Inside the console, you'll find an audio input jack and plenty of storage space for items such as an iPod®, cell phones, coins and more. On models equipped with MyFord Touch, the storage area houses a media hub that includes:

- An SD card reader
- Audio/video jacks
- Two USB ports



Plug Yourself In! Once new Focus models begin arriving in your showroom, get inside and experience one for yourself! Climb in, adjust the seat and mirrors, and check out the My Ford Touch driver-connect technology. Experience the impressive interior through the eyes of your potential buyers and get ready to sell!

Techno-Talented

Today's tech-savvy car buyers continue to rank convenience amenities and technology high on their wish list and the 2012 Focus does not fall short. It's loaded with impressive Ford technology features that are sure to help Focus lead the C-segment.

In fact, buyers considering a Focus today may be part of a trend called "right-sizing." This means that customers who are more conscious of fuel prices, their personal impact on the environment and their individual vehicle needs may determine that a smaller vehicle is a more responsible choice for them. Although people downsize cars, they don't downsize their expectations. That's why the 2012 Focus may just be the perfect choice. Here's a look at some of the inspiring technology features available on Focus.

Intelligent Access with Push-Button Start

This available feature enables customers to enter and start the vehicle without ever taking the key out of their pocket. The system senses when the Intelligent Access key is in range of the front doors and allows access to the vehicle by touching the black button on the driver or front-passenger exterior door handle. When the system senses the Intelligent Access key, the vehicle can be started by depressing the brake pedal and pressing the engine start/stop button located on the instrument panel.



MyKey® Owner Controls Feature

Focus offers the **industry-exclusive** MyKey owner controls feature, which helps parents increase the safety of at-risk drivers such as teenagers. MyKey enables vehicle owners to restrict features such as maximum audio volume and vehicle top speed.

Active Park Assist

New to Focus for 2012, active park assist helps take the stress out of parallel parking. With the simple press of a button, the system can detect an available parallel parking space and automatically steer the vehicle into the space, without anyone touching the steering wheel, while the driver controls the gas and brake pedals and transmission.

Rear View Camera

This available feature provides added driver convenience when backing up and is especially useful when parallel parking. The system automatically engages when the vehicle is placed in Reverse and includes a camera located above the license plate. Video is displayed on the 8-inch center stack touch screen with an image providing the vehicle centerline, rear bumper orientation and green, yellow and red trajectory lines to relate an object's proximity to the rear of the vehicle.



European model shown.

Forward and Reverse Sensing Systems

Two other Focus parking technology features include the Forward and Reverse Sensing Systems. These features help make parking easier by alerting the driver with an audible tone to certain objects either in front of the vehicle when approaching or behind the vehicle when backing up slowly. The audible tone increases in frequency as the vehicle gets closer to an object. Both systems are activated through ultrasonic sensors located in the front and rear bumpers.

Tech-savvy Focus!
Watch a quick video about impressive Focus technology. Standard data rates apply.



SYNC® with MyFord™ and SYNC with MyFord Touch™

Available on the 2012 Focus, **industry-exclusive** MyFord and MyFord Touch redesign how drivers interact with their vehicle. Powered by SYNC, MyFord Touch replaces many of the traditional vehicle buttons, knobs and gauges with a clear, colorful 8-inch LCD screen. The screen displays information relevant to each individual driver using a simple voice command or tap of the touch screen. In fact, the system recognizes more than 10,000 voice commands. This technology was first introduced on the 2011 Edge and enables drivers to integrate vehicle functions such as navigation and climate control with entertainment and phone information right from their MP3 player and mobile phone. And passengers are sure to appreciate the Wi-Fi® capability. Turn the page for a closer look at MyFord Touch.



Focus has a lengthy list of innovative technology features, including:

- Sony® Premium audio system with HD Radio™ and iTunes®(1) tagging as part of MyFord Touch
- Sirius® satellite radio
- Easy Fuel® capless fuel filler
- Voice-activated Navigation System
- Active park assist
- Universal garage door opener
- Rain-sensing windshield wipers
- And more



Be sure to check out **eSourceBook** for more information and helpful videos.

(1) iTunes is a registered trademark of Apple, Inc. All rights reserved.

Get On Board!

It's important to really understand the ins and outs of these great tech features so you can confidently answer questions and show your customers how they work. Of course, getting in a new Focus and experiencing "Techno-Talented" for yourself is highly recommended.

Techno-Talented: SYNC® with MyFord Touch™

SYNC with MyFord Touch enhances the traditional vehicle interior, adding voice control⁽¹⁾ and a full-color 8-inch LCD screen for a more visual and interactive presentation. MyFord Touch brings together modern consumer electronics screens and controls and rich graphic displays to make functions and settings more intuitive. Here's a closer look.



4.2" color LCD screen features vehicle information, including driver-assist settings, trip odometer, units of temperature and measurement, and "Eco Mode" — a unique fuel efficiency guide.

5-way control pad is familiar, instinctive and mapped to the instrument cluster LCD screen. This allows the driver to navigate through menus to select content.

The Favorites control pad allows customers easy access to their saved features without having to take their hands off the steering wheel. Star icons on the steering wheel correspond to the first (one star) and second (two star) favorite shortcuts on the 8" center stack screen.

"Push to Talk" button enables driver to answer incoming calls and is operated by pulling on the paddle switch.

Control pad enables driver to control audio and entertainment functions such as volume and moving through radio station presets, MP3 tracks and media settings.



Large multifunction 8" LCD touch screen in the center stack capable of displaying navigation (if equipped), climate control, phone and entertainment information.

The system includes Wi-Fi® capability that uses a USB modem or "air card" to turn MyFord Touch into a wireless router so occupants can browse the Internet inside the car.



Media Hub located inside center console.

SYNC with MyFord™ Key Features

MyFord is the building block of MyFord Touch. The base MyFord with SYNC includes:

- 4.2" LCD color screen in the instrument cluster with analog instrument cluster displays for fuel, speedometer and tachometer
- 4.2" LCD color screen in the center stack, which places key entertainment and phone information at eye level
- 5-way control pads that are mapped to the instrument cluster screen (left) and the center stack screen (right)
- And more

MyFord also allows programming of key vehicle features. For more information, visit eSourceBook.dealerconnection.com.

⁽¹⁾ Driving while distracted can result in loss of vehicle control. Only use mobile phones/SYNC/MyFordTouch/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.

Addictive Driving Experience

One of the big stories for the 2012 Focus is the addictive driving experience. Focus offers a combination of impressive power and exhilarating performance. Tuned for agility, precision and a connected-to-the-road feel, the Focus driving experience flatters the novice and rewards the enthusiast.

Anyone who's expecting basic transportation from this Focus is in for a big surprise. Ford Engineers have stepped it up this year with some very impressive performance and handling features.

Duratec® 2.0L I-4 Engine

The all-new 2.0L I-4 engine with standard direct injection delivers 160 horsepower and 146 lb.-ft. of torque. The engine makes use of an innovative technology called twin-independent variable cam timing, or Ti-VCT, which adjusts cam timing to provide optimum horsepower and fuel economy. It also offers:

- Aggressive Deceleration Fuel Shut-off (ADFSO)
- Smart regen charging alternator
- Dual overhead cam (DOHC) lightweight aluminum cylinder head with 4 valves per cylinder helps deliver a balance of horsepower and fuel efficiency
- Partial Zero Emissions Vehicle (PZEV) on models sold in California emissions states

Twin independent Variable Cam Timing (Ti-VCT)

This powertrain technology allows both the intake and exhaust camshafts to operate at different times in the combustion cycle, based on speed and load. Ti-VCT adjusts cam timing to provide an optimum balance between performance and fuel economy for remarkable power when accelerating as well as outstanding efficiency during situations such as idling or highway cruising.



Aggressive Deceleration Fuel Shut-off (ADFSO)

New to Focus for 2012, this innovative powertrain technology is automatic and requires no input from the driver. ADFSO helps maximize fuel efficiency by:

- Temporarily interrupting fuel delivery and consumption when the vehicle normally slows down while maintaining normal engine operation
- Using the transmission to keep the engine running at a low, more fuel-efficient operating level whenever possible
- Resuming normal fuel delivery when the vehicle reaches a low speed or when the driver accelerates

See for yourself! Learn more about high-tech performance and handling features. *Standard data rates apply.*



Transmissions

Part of what makes Focus so satisfying to drive is its lineup of responsive and precise transmissions. The Duratec I-4 is paired with:

- A standard 5-speed manual transmission
- An available 6-speed PowerShift™ automatic transmission

The 6-speed PowerShift delivers seamless gear changes and excellent responsiveness, and operates as two manual transmissions with a dual-clutch design managing the shifts between two gear sets. It offers the best of both worlds — the performance and efficiency of a manual transmission with the shift quality and ease of operation of an automatic. The 6-speed PowerShift comes with SelectShift capability on:

- SE with the Sport Package when equipped with an automatic transmission
- SEL models
- Titanium models

SelectShift Capability

For more performance-oriented driving, SelectShift allows the driver to change gears up or down, without using a clutch, by activating the thumb switch on the shifter handle. The driver manually upshifts the transmission by pushing the + portion of the switch and downshifts by pushing the — portion of the switch.



All-new Chassis and Suspension

For 2012, the Focus comes with an all-new chassis and suspension. Components include a front and rear stabilizer bar and a fully independent control blade rear suspension that work together to help reduce body roll. The available sport-tuned suspension is taut and inspires confidence behind the wheel.

Super Fuel Economy (SFE) Package

Focus SE sedan buyers can choose this package, which adds certain features to help maximize fuel efficiency. The SFE package requires the PowerShift 6-speed automatic transmission and includes:

- 16-inch steel wheels with unique "aero" wheel covers
- An active grille shutter, which is new to Focus for 2012⁽¹⁾
- Low-rolling-resistance tires
- Four-wheel disc brakes
- Rear spoiler
- SFE badge

Active Grille Shutter⁽¹⁾

As part of the SFE Package, this feature helps improve fuel efficiency by maximizing the aerodynamic efficiency of the grille opening and the engine cooling system. Located between the grill opening and the engine radiator, the Active Grille Shutter is electronically controlled by the engine control module. It automatically opens and closes to maintain the ideal engine operating temperature and maximize aerodynamic efficiency.

Torque Vectoring Control

Drivers will appreciate the new cornering assist system called Torque Vectoring Control. The outside front wheel has more available traction than the inside front wheel. In cornering situations, the system automatically delivers more torque to the front outside wheel. Balancing the torque delivery helps the vehicle track on the path intended by the driver.

⁽¹⁾ Feature availability varies by model, trim level and region sold.



Drive Time! Before test-driving a Focus equipped with the PowerShift 6-speed automatic transmission, be sure to let your customers know that they may feel the vehicle shift differently than with a traditional automatic transmission. You can assure them that this is a result of the dual-clutch design and is completely normal.



Safe and Secure

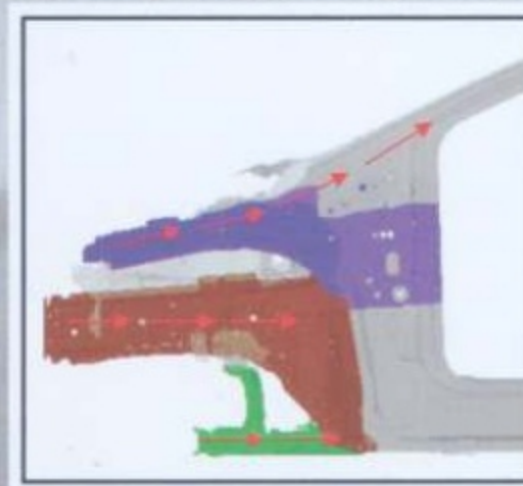
The 2012 Focus offers customers peace of mind with an array of accident avoidance and occupant protection features to help keep drivers and passengers safe. Ford continues to make enhancements to the overall safety story with innovative new technology and structural improvements.

Here's a quick overview of some key Focus safety and security features. For more detailed information, review the Safety section in the Source Book Appendices or on eSourceBook.

Structural Enhancements

In addition to the innovative SPACE or Side Protection And Cabin Enhancement Architecture, the all-new Focus is built on a strong Trinity crash structure and is designed to help protect occupants in a collision.

- The structure features an ultra-high-strength boron steel front beam for frontal impact absorption
- "Shotgun" rails that are designed to transfer impact forces over the passenger compartment to the roof structure
- And a decoupling engine cradle to help prevent intrusion into the passenger compartment



Tailor Rolled Blanks

New to Focus for 2012 and a Ford-first use of this technology, tailor rolled blanks are used to shape the B-pillar reinforcement. It's important to note that the B-pillar is a key structural element in the vehicle side. Tailor rolling provides eight different gauges of steel along the length of the B-pillar, allowing "customized" performance of the ultra-high-strength boron steel.



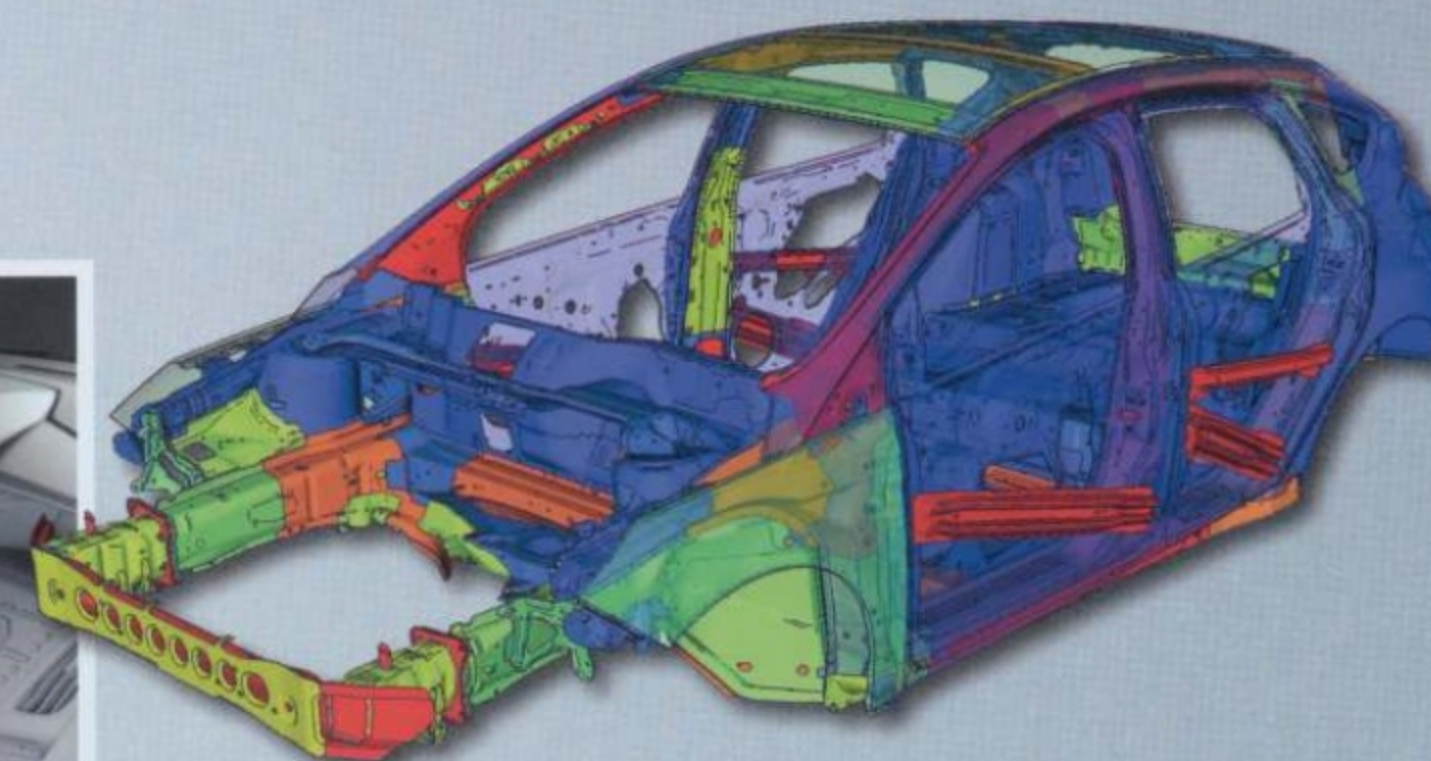
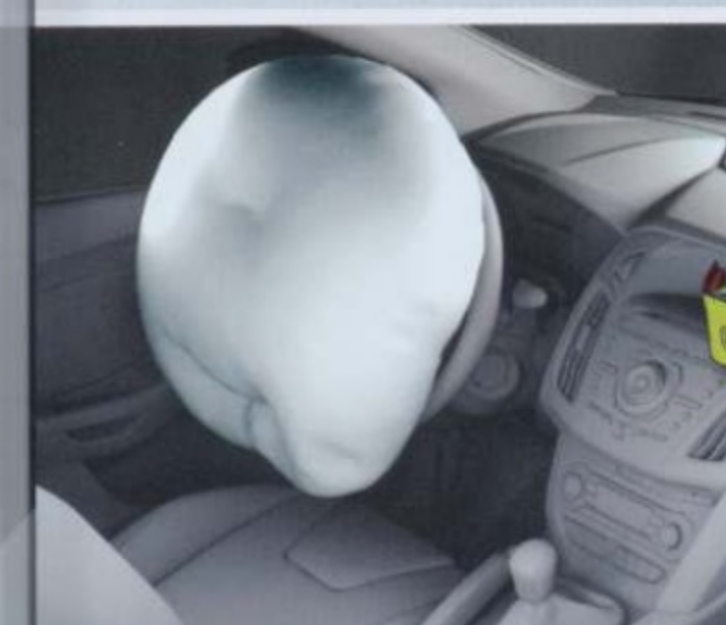
AdvanceTrac® Electronic Stability Control

Focus has standard AdvanceTrac® electronic stability control to help the driver maintain vehicle stability in adverse driving situations or when making evasive maneuvers on slippery pavement. The system monitors the vehicle's cornering behavior with steering angle, lateral acceleration and yaw rate sensors, and automatically makes braking and throttle adjustments to match the vehicle's direction to the driver's intention using the Anti-lock Braking System (ABS) and Traction Control components.



Next-Generation Airbags

The 2012 Focus pioneers the all-new Ford next-generation airbag technology, which uses a reconfigured curve-shaped tether system that pulls in the lower section to create a "pocket" to help lessen the impact of the front airbag on the driver's chest and ribs. Innovative seat-mounted side airbags help enhance chest protection for front seat occupants with shoulder vents that deliver varying levels of pressure based on the size of the occupant and how much of their shoulder blocks the vent. This is a great example of unseen technology built into the 2012 Focus.



Traction Control

Included with AdvanceTrac, Focus also comes standard with Traction Control, which uses a combination of brake and/or engine control to maximize available traction on slippery or loose driving surfaces at any speed.

Anti-Lock Braking System (ABS)

Included with AdvanceTrac, ABS helps drivers maintain steering control in emergency or other hard-braking situations. The system electronically "pumps" the brakes several times per second when the computer-controlled sensors indicate wheel lockup during hard braking.



Tire Pressure Monitoring System (TPMS)

This accident avoidance feature is a sensor-based system that alerts the driver to significant underinflation in any of the tires, excluding the spare. Pressure sensors detect actual tire air pressure and illuminate a warning light in the instrument cluster.

Get Smart on Safety. While customers have come to expect a high level of standard safety and security features, it's important to note that Ford continues to push the envelope. Be sure to check out the details on the latest safety innovations available on Focus. While many of these features are unseen, customers will appreciate knowing they're there. Visit eSourceBook and other helpful resources to get smart on safety!



2012 *Focus* Competitive Advantages vs. 2011 Honda Civic, 2011 Toyota Corolla, 2011 Chevrolet Cruze, 2011 Mazda3

How Focus Stacks Up. The 2012 Focus offers a wide range of competitive advantages. Take a closer look at key advantages and impressive features you can share with your Focus customers.

SYNC® with MyFord Touch™

A breakthrough technology that will change the way customers interact with their vehicle. SYNC with MyFord Touch was developed to provide customers with a safer, smarter way to manage a growing number of in-vehicle technologies. An 8" color LCD screen has four color-coded corners to manage audio, navigation, phone and climate controls, all with the touch of a finger or with voice commands.⁽¹⁾ Not available on Civic, Corolla, Cruze or Mazda3.

SYNC

This fully integrated, customizable voice-activated communications and entertainment system that includes Traffic, Directions and Information functionality for access to turn-by-turn directions, personalized traffic reports and business search (411) in addition to 911 Assist™, Vehicle Health Report (VHR) functionality, destination download through MapQuest⁽³⁾ and Google Maps⁽⁴⁾ and the standard SYNC features — all accessed by voice commands.⁽¹⁾ Not available on Civic, Corolla, Cruze or Mazda3.

Industry-exclusive MyKey® owner controls feature

Allows owners to program a "key limit" to certain vehicle functions to help promote safe driving habits. Functions include default restrictions (Persistent Belt-Minder® alert, earlier low fuel warning indicator and the disabling of certain features, if equipped) and programmable restrictions (limited vehicle top speed, speed alert chimes at 45, 55 or 65 mph and maximum audio system volume). Not available on Civic, Corolla, Cruze or Mazda3.

Intelligent Access with push-button start

Allows the driver to enter Focus with a single touch of the black button on either front door handle. Once inside, the driver does not need to take the key fob out of their pocket to start the vehicle. Simply step in, push the brake pedal and push the Start button. Not available on Civic, Corolla or Cruze.

Rain-sensing windshield wipers

Automatically activate when moisture on the windshield is detected at the appropriate speed to keep the windshield clear. Not available on Civic, Corolla or Cruze.

Industry-exclusive Easy Fuel® capless fuel filler

Makes filling up at the gas station easier since there is no fuel filler cap to remove and replace. Also helps reduce fuel tank evaporative emissions by eliminating the potential for customers to drive with a missing or improperly installed gas cap. Not available on Civic, Corolla, Cruze or Mazda3.

Active park assist

Makes parallel parking easier. The system uses forward sensors and the Reverse Sensing System to help drivers avoid obstacles directly in front of and behind the vehicle and will "scan" both sides of the road for parking spaces with sensors located in the front fascia. Then, while the driver controls the gas, brake and transmission, the system automatically steers the vehicle into the space. It is designed to park the vehicle in as little as 30 seconds, faster than the auto park system offered by Lexus. Not available on Civic, Corolla, Cruze or Mazda3.

6-speed PowerShift transmission with SelectShift capability

Delivers balance of performance and fuel economy, with gearing for launch and acceleration and a tall overdrive gear to reduce rpm at highway speeds. The manual mode allows for manual shifting without a clutch. Not available on Civic, Corolla, Cruze or Mazda3.

HD Radio™ with iTunes®(2) tagging

Offers new, extra local FM channels, crystal-clear sound, more music, news and sports, all subscription free. Nearly 2000 AM and FM stations across the nation currently broadcast with HD Radio technology. Not available on Civic, Corolla, Cruze or Mazda3.

Rear View Camera

Includes a camera located above the license plate that projects an image of what is behind the vehicle on the 8" LCD screen in the center stack when the vehicle is placed in Reverse. Added convenience when backing up and especially useful when parallel parking or hitching a trailer. Not available on Civic, Corolla, Cruze or Mazda3.

Titanium Handling Package

Adds unique 18-inch aluminum wheels wrapped in low-profile summer-compound tires and includes optimized sport suspension components to provide optimum levels of confidence and grip. A Handling Package is not available on Civic, Corolla, Cruze or Mazda3.



Forward and Reverse Sensing Systems

Help make parking easier by alerting the driver with an audible tone to certain objects either in front of the vehicle when approaching or behind the vehicle when backing up slowly. The audible tone increases in frequency as the vehicle gets closer to an object. Both systems are activated through ultrasonic sensors located in the front and rear bumpers. Not available on Civic, Corolla or Mazda3. Cruze has rear sensing only.

2012 Focus Impressive Features

- SYNC with MyFord Touch
- SYNC
- Dual USB ports
- RCA video input jacks
- Active park assist
- MyKey® owner controls feature
- Easy Fuel capless fuel filler
- HD Radio with iTunes Tagging
- Forward and Reverse Sensing Systems
- Integrated blind spot mirrors
- Direct-injection engine
- Wi-Fi® capability

(1) Driving while distracted can result in loss of vehicle control. Only use mobile phones/MyFord Touch/other devices, even with voice commands, when it's safe to do so. Some features may be locked out while vehicle is in gear.
 (2) iTunes is a registered trademark of Apple, Inc. All rights reserved.
 (3) Mapquest is a trademark of AOL Inc.
 (4) Google Maps is a trademark of Google, Inc.

2012 FOCUS model lineup

S



Performance/Handling

- Brakes – front disc/rear drum
- Drivetrain – front-wheel drive
- Engine – 2.0L DOHC I-4 with Ti-VCT and gasoline direct injection
- Spare tire – mini with steel wheel
- Steering – Electric Power-Assisted (EPAS) rack-and-pinion with Drift Control
- Suspension, independent – European-inspired
 - Front MacPherson strut with stabilizer bar
 - Rear Control Blade with stabilizer bar
- Tires – P195/65HR15 BSW
- Torque Vectoring Control
- Transmission – 5-speed manual

Comfort/Convenience

- Air conditioning – manual single-zone
- Air filtration system – cabin particulate
- Audio – Single-CD player with MP3 capability
 - 4 speakers
 - 80 watts
 - Auxiliary audio input jack
 - Speed-sensitive volume control
- Center console – floor console with storage
- Coat hooks – rear
- Cup holders – 2 front
- Defroster – rear window
- Door locks – central power
- Easy Fuel® capless fuel filler

Comfort/Convenience Cont'd

- Footrest – driver's left
- Heat ducts – rear seat
- Horn – single note
- Instrumentation – speedometer, tachometer and fuel gauge
- Intelligent 3-blink turn signal
- Lighting – front, rear and cargo area
- Mirrors – power, manual-folding with integrated blind spot mirror
- Power point – 12-volt, front
- Remote Keyless Entry

Comfort/Convenience Cont'd

- Seats
 - Front, cloth bucket seats with adjustable head restraints
 - Rear, cloth fold-flat with removable head restraints
 - Driver 6-way manual adjust
 - Front passenger 4-way manual adjust
- Steering wheel – tilt/telescoping
- Storage – front door bins
- Sun visors – driver and front passenger
- Warning buzzers
- Windows – power front with driver one-touch down
- Windshield wipers – intermittent front

Design/Styling

- Antenna – mast
- Bumpers – painted body-color
- Door handles – black
- Glass – solar tinted
- Grille – black with chrome trim
- Headlamps – quad-beam halogen
- Mirror caps, exterior – black
- Moldings, rocker – black
- Wheels – 15-inch steel with silver painted covers

Quality/Reliability/Durability

- Battery saver
- Intelligent Oil Life Monitor™

Safety/Security

- AdvanceTrac® electronic stability control
 - Anti-lock Braking System (ABS)
 - Traction control
- Airbags
 - Dual stage front
 - Side curtains
 - Front-seat side-impact
- Center High-Mount Stop Lamp (CHMSL)
- Child safety locks – rear door
- LATCH (Lower Anchors and Tethers for Children) System
- Safety belts
 - 3-point for all passengers
 - Height-adjustable front
 - Belt-Minder® system
 - Pretensioners

Safety/Security Cont'd

- SecuriLock® passive anti-theft system
- SOS Post-Crash Alert System™
- Tire Pressure Monitoring System (TPMS) – excludes spare tire

S Rapid Spec Option Group

Option group 100A

- Includes S standard equipment

S Options

- PowerShift 6-speed automatic transmission (44W)

SE

Includes all S content plus:



Performance/Handling

- Tires – P215/55R16

Comfort/Convenience

- Armrest – floor console
- Automatic headlamps
- Floor mats – carpeted, color-keyed front and rear
- Illuminated entry
- Instrument cluster
 - Driver's Message Center
- MyKey® owner controls feature
- Package tray – removable (5-door)

Comfort/Convenience Cont'd

- Seats – rear 60/40 split-fold-flat seatbacks (5-door)
- Steering wheel – redundant audio controls
- Storage – map pockets (front passenger seatback)
- Windows – power rear
- Windshield wiper – rear (5-door)

Design/Styling

- Door handles, exterior – body-color
- Fog lamps – round with chrome bezel
- Lower grille – Black
- Mirror caps, exterior – body-color
- Spoiler – rear liftgate (5-door only)
- Wheels – 16" steel with silver painted covers

SEL

Includes all SE content plus:



Performance/Handling

- Brakes – rear disc
- Transmission – PowerShift 6-speed automatic with SelectShift capability

Design/Styling

- Ambient interior lighting
- Beltline molding – chrome
- Lower grille – Piano Black
- Metallic interior trim finish – door pulls and register surround
- Wheels – 16-inch painted aluminum

Comfort/Convenience

- Audio – premium single-CD player with MP3 capability and 6 speakers
- Climate control – Dual-zone Automatic Temperature Control
- Console – overhead sunglasses storage
- Cruise control
- Gearshift knob – leather-wrapped
- Lighting – reading lights (1st row)
- Mirrors – exterior with side marker lamps and security approach lamps
- MyFord™ driver-connect technology

Comfort/Convenience Cont'd

- Power point – rear, auxiliary 12-volt
- Seats – 60/40 split-fold-flat rear
- Steering wheel – leather-wrapped
- Storage – rear seatback map pockets
- Sun visors – dual illuminated vanity mirrors
- SYNC®
- Universal garage door opener
- Windows – power with one-touch up/down for all windows
- Windshield wiper – rear (5-door)

Safety/Security

- Alarm – perimeter anti-theft

SE Rapid Spec Option Groups

Option group 200A

- Includes SE standard equipment

Option group 201A

- Convenience Package
 - Cruise control
 - Map lights
 - Perimeter alarm

Option group 202A

- MyFord and SYNC Package
 - MyFord™ driver-connect technology
 - SYNC®
 - Rear auxiliary 12-volt power point
 - Single-CD player with MP3 capability and 6 speakers

Option group 203A –

Includes 201A, 202A and Sirius® satellite radio

SE Options

- 2.0L I-4 PZEV Engine (981)
- PowerShift 6-speed automatic transmission (44W)
- Power moonroof (43M)
- 16" machined aluminum wheel with painted pockets (64Z; 201A, 203A)⁽²⁾
- 17" machined and painted aluminum wheel (647; 201A, 203A)⁽²⁾
- Blue Candy Metallic with tinted clearcoat (Z9)
- Red Candy Metallic with tinted clearcoat (U6)
- Yellow Blaze Metallic Tri-coat (NQ)

Winter Package (47W)

- All-weather floor mats
- Heated front seat cushions
- Heated exterior mirrors with side marker lights

Super Fuel Economy Package (46F)

- 16" steel wheels with unique aero wheel covers
- P215/55HR16 low rolling resistance tires
- Rear disc brakes
- Rear spoiler
- SFE badge

Interior Style Package – Tuscany Red (97S)⁽¹⁾

- Black/Red two-tone partial leather-trimmed seats with matching door trim inserts and floor console armrest
- Coordinated Red steering wheel trim
- Premium floor mats
- Rear seat armrest

Interior Style Package Cont'd

- Coordinated Red interior finish
- Rear 60/40 split-fold-flat seatbacks (sedan)
- Stainless steel door sill plates

SE Sport Package (67S)

- 16" painted aluminum wheels
- Piano Black lower grille
- Rear disc brakes
- Rear spoiler (standard on 5-door)
- Cloth sport seats
- Sport-tuned suspension
- Metallic interior trim finish
- Leather-wrapped shift knob and steering wheel
- If equipped with PowerShift automatic, 67S provides SelectShift capability

Interior Protection Package (47P)

- All-weather floor mats
- Reversible premium carpeted trunk/cargo area mat with water-resistant underside

SEL Rapid Spec Option Groups

Option group 300A

- Includes SEL standard equipment

Option group 301A

- MyFord Touch and Sony Package
 - Sony® premium 10-speaker sound system with subwoofer
 - HD Radio™
 - MyFord Touch™
 - Sirius® satellite radio

Option group 302A

- SEL Premium Package
 - 6-way power driver seat with manual lumbar
 - 17" painted aluminum wheels
 - Electrochromic auto-dimming inside rearview mirror
 - Leather-trimmed seats
 - Rain-sensing windshield wipers
 - Rear armrest with storage
 - Reverse Sensing System

Option group 303A

- Includes 301A and 302A

SEL Options

- 2.0L I-4 PZEV engine (981)
- Power moonroof (43M)
- Voice-activated Navigation System (586)
- 17" polished aluminum wheels (64F)
- Blue Candy Metallic with tinted clearcoat (Z9)
- Red Candy Metallic with tinted clearcoat (U6)
- White Platinum Metallic Tri-coat (UG)
- Yellow Blaze Metallic Tri-coat (NQ)
- Interior Style Package – Tuscany Red (97S)⁽¹⁾/Artic White (97L)⁽¹⁾
 - Two-tone leather-trimmed seats with matching door trim inserts and floor console lid
 - Coordinated steering wheel trim
 - Coordinated interior finish
 - Premium floor mats
 - Rear seat armrest
 - Stainless steel door sill plates

Winter Package (47W)

- All-weather floor mats
- Heated exterior mirrors
- Heated front seat cushions

Parking Technology Package (46P; 302A, 303A)

- Active park assist
- Front parking sensors
- Rear View Camera

Interior Protection Package (47P)

- All-weather floor mats
- Reversible premium carpeted trunk/cargo area mat with water-resistant underside

⁽¹⁾ Package is color-coordinated to specific exterior paint colors.

⁽²⁾ Requires SE Sport Package.

NOTE: See the latest Focus Dealer Ordering Guide for feature availability.

Visit **eSourceBook** for more details.

Titanium

Includes all SE content plus:



Performance/Handling

- Brakes – rear disc
- Suspension – sport-tuned
- Transmission – PowerShift 6-speed automatic with SelectShift capability
- Tires – P215/50R17

Design/Styling

- Wheels – 17" Sport painted aluminum
- Beltline molding – chrome
- Fog lamps – round with Gloss Black and chrome trim bezel
- Grille – Piano Black
- Headlamps – Black accent detail trim
- Metallic interior trim finish
- Spoiler – rear

Comfort/Convenience

- Ambient interior lighting
- Climate control – Dual-zone Automatic Temperature Control
- Console – overhead sunglasses storage
- Cruise control
- Gearshift knob – leather-wrapped
- HD Radio™
- Intelligent Access with push-button start
- Lighting – reading lights (1st row)
- Mirrors – exterior with side marker lamps and security approach lamps
- Power point – rear, auxiliary 12-volt
- Seats
 - Sport cloth
 - 60/40 split-fold-flat rear

Comfort/Convenience Cont'd

- Shifter handle – leather-wrapped (5-door)
- Sirius® satellite radio
- Sony® 10-speaker sound system with subwoofer
- Steering wheel – leather-wrapped
- Sun visors – dual illuminated vanity mirrors
- SYNC® with MyFord Touch™
- Universal garage door opener
- Windows – power with one-touch up/down for all windows
- Windshield wiper – rear (5-door)

Safety/Security

- Alarm – perimeter anti-theft

Titanium Options

- 2.0L I-4 PZEV engine (981)
- Interior Style Package – Tuscany Red (97S)⁽¹⁾/Artic White (97L)⁽¹⁾
 - Two-tone leather-trimmed seats with matching door trim inserts and floor console armrest
 - Coordinated steering wheel trim
 - Premium floor mats
 - Rear seat armrest
 - Stainless steel door sill plates
- Power moonroof (43M)
- Voice-activated Navigation System (586)

- 17" polished aluminum wheel (64F)
- 17" machined and painted aluminum wheel (647)
- Blue Candy Metallic with tinted clearcoat (Z9)
- Red Candy Metallic with tinted clearcoat (U6)
- White Platinum Metallic Tri-coat (UG)
- Yellow Blaze Metallic Tri-coat (NQ)
- Parking Technology Package (46P)
 - Active park assist
 - Forward Sensing System
 - Rear View Camera

- Titanium Handling Package (64X)
 - 18" aluminum wheels
 - P215/50R17 low profile summer compound performance tires
 - Optimized sport suspension
 - Full-size spare tire

- Titanium Winter Package (47W)
 - All-weather floor mats
 - Heated front seat cushions
 - Heated exterior mirrors

Titanium Rapid Spec Option Groups

Option group 400A

- Includes Titanium standard equipment

Option group 401A

- Titanium Premium Package
 - Electrochromic auto-dimming interior rearview mirror

Premium Package Cont'd

- Reverse Sensing System
- Rain-sensing windshield wipers
- Leather-trimmed seats
- 6-way power driver seat with manual lumbar
- Rear armrest with storage

Interior color and trim choices

Focus S

Color choice:
Charcoal Black

Material: Cloth

Focus SE

Color choices: Charcoal Black/Medium Light Stone

Material: Cloth

Focus SEL

Color choices:
Charcoal Black/
Medium Light Stone

Material: Cloth/
Leather-trimmed

Focus Titanium

Color choice:
Charcoal Black

Material: Sport Cloth/
Leather-trimmed



NOTE: See the latest Focus Dealer Ordering Guide for feature availability.

2012 FOCUS colors and wheels



Kona Blue Metallic (L6)



White Platinum Metallic Tri-coat⁽¹⁾⁽²⁾⁽³⁾ (UG)



Ingot Silver Metallic (UX)



Blue Candy Metallic with tinted clearcoat⁽¹⁾⁽²⁾ (Z9)



Yellow Blaze Metallic Tri-coat⁽¹⁾⁽²⁾⁽⁴⁾ (NQ)



Frosted Glass Metallic (Z9)⁽²⁾



Race Red (PQ)⁽²⁾⁽⁵⁾



Tuxedo Black Metallic (UH)



Oxford White (YZ)⁽⁵⁾



Sterling Gray Metallic (UJ)



Red Candy Metallic with tinted clearcoat⁽¹⁾⁽²⁾ (U6)



15-inch steel wheel with silver painted cover Standard on S



16-inch steel wheel with silver painted cover Standard on SE



16-inch steel wheel with unique aero cover Included in SFE Package on SE



16-inch painted aluminum wheel Included in SE Sport Package 67S



16-inch painted aluminum wheel Standard on SEL



17-inch painted aluminum wheel Included in SEL Premium Package



17-inch Sport painted aluminum wheel Standard on Titanium



18-inch aluminum wheel Included in Titanium Handling Package



16-inch machined face aluminum wheel with painted pockets Available on SE (requires SE Sport Appearance Package)



17-inch polished aluminum wheel Available on SEL/Titanium



17-inch machined face aluminum wheel with painted pockets Available on SE (requires SE Sport Appearance Package) and Titanium

- (1) Additional cost.
- (2) Not available on S.
- (3) Not available on SE.
- (4) Not available on SEL.
- (5) Not available on Titanium.

NOTE: See the latest Focus Dealer Ordering Guide for feature availability.

Specifications and Dimensions

Model	4-door	5-door
Wheelbase	104.3	104.3
Length	178.5	171.6
Height	57.8	57.8
Width (with/ without mirrors)	80.5/71.8	80.5/71.8
Track (Front/Rear)	61.2/60.4	61.2/60.4
Base Curb Weight (approx. lbs.)		
S	2857	-----
SE	2918	2889
SEL	2922	2891
Titanium	3015	2986

Seating

Seating Capacity	5	5
Head Room (Front/Rear)	38.3/38.0	38.3/37.9
Shoulder Room (Front/Rear)	55.6/53.7	55.6/53.7
Hip Room (Front/Rear)	53.9/52.7	53.9/52.7
Leg Room (Front/Rear)	41.9/33.2	41.9/33.2

Passenger/Luggage/Fuel Capacity

Passenger Volume (cu. ft.)	90.7	90.7
Luggage Capacity (cu. ft.)	13.2	23.8
Fuel Tank Capacity (gal.)	12.4	12.4

Engine

Engine Layout	Front engine, Front drive
Engine Type	2.0L DOHC Ti-VCT I-4
Displacement (liters/cubic inches)	2.0/122
Horsepower @ rpm	160 @ 6500
Torque @ rpm	146 @ 4450
Compression Ratio	12.0:1
Bore and Stroke (in.)	3.44 x 3.27
Fuel System	Electronic returnless sequential
Fuel Requirement	87 octane (minimum)
Exhaust System	Single, stainless steel with catalytic converter

Transmissions

Type	5-speed manual (MTX-75) 6-speed automatic (DP56) 6-speed SelectShift automatic (DP56)
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Final Drive Ratio

3.82:1 — (manual transmission)
3.85:1 (1st, 2nd, 5th and 6th gears) — automatic transmission
4.278:1 (3rd, 4th and Reverse) — automatic transmission

Gear Ratios

5-speed manual	1st- 3.67:1	2nd- 2.14:1	3rd- 1.45:1	4th- 1.02:1	5th- 0.81:1	Rev- 3.72:1
6-speed automatic	1st- 3.92:1	2nd- 2.43:1	3rd- 1.44:1	4th- 1.02:1	5th- 0.87:1	6th- 0.70:1 Rev- 3.51:1
6-speed SelectShift Automatic	1st- 3.92:1	2nd- 2.43:1	3rd- 1.44:1	4th- 1.02:1	5th- 0.87:1	6th- 0.70:1 Rev- 3.51:1

Front Suspension

Type	Independent MacPherson struts with Reverse-L on lower control arms
Springs	Coil
Shock Absorbers	Integral strut, gas-charged hydraulic
Stabilizer Bar Diameter	23.6mm

Rear Suspension

Type	Independent SLA system with one upper and two lower arms
Springs	Coil
Shock Absorbers	Gas-charged hydraulic
Stabilizer Bar Diameter	19.0mm

Steering

Type	Rack-and-pinion with electric variable assist (EPAS)
Overall Ratio	14.7:1
Turning Diameter	36.0 (15-, 16-, 17-inch wheels)
Curb-to-Curb (ft.)	40.0 (18-inch wheels)

Brakes

Standard	Front disc/rear drum with anti-lock braking system (ABS)
Optional	Four-wheel disc with anti-lock braking system (ABS) - Standard on SEL, Titanium; included in SE Sport Package

Trailer Towing

Towing Class	Light-duty Class I
Gross Trailer Weight (lbs.)	1000
Maximum Tongue Weight	100
Hitch design	Load-carrying

Flat/Neutral Towing

All Focus models are flat/neutral tow capable.
See SourceBook or eSourceBook for additional information.



Retailer Education & Training

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