

Drive one.

Models | Specifications

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



S

Standard features

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

Bodystyle

- 4-door

Engine/Transmissions

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

SE

Additional to S

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

Bodystyles

- 4-door, 5-door

Engine/Transmissions

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

SEL

Additional to SE

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

Bodystyles

- 4-door, 5-door

Engine/Transmissions

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

Titanium

Additional to SEL

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

Bodystyles

- 4-door, 5-door

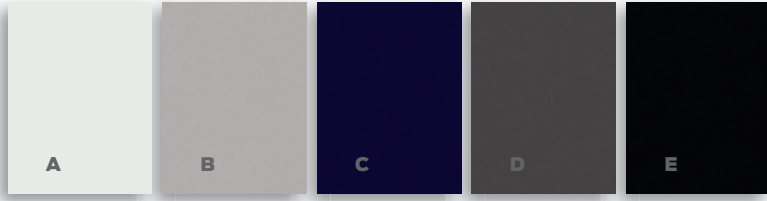
Engine/Transmissions

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

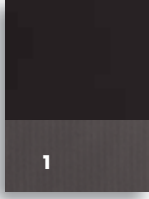


Drive one.

Focus S | Specifications



Drive one.



15" wheel cover standard

Colors and trims		1
A	Oxford White	■
B	Ingot Silver Metallic	■
C	Kona Blue Metallic	■
D	Sterling Gray Metallic	■
E	Tuxedo Black Metallic	■

1 Charcoal Black cloth seat insert with Warm Steel cloth seat bolster

Available options

- PowerShift 6-speed automatic transmission

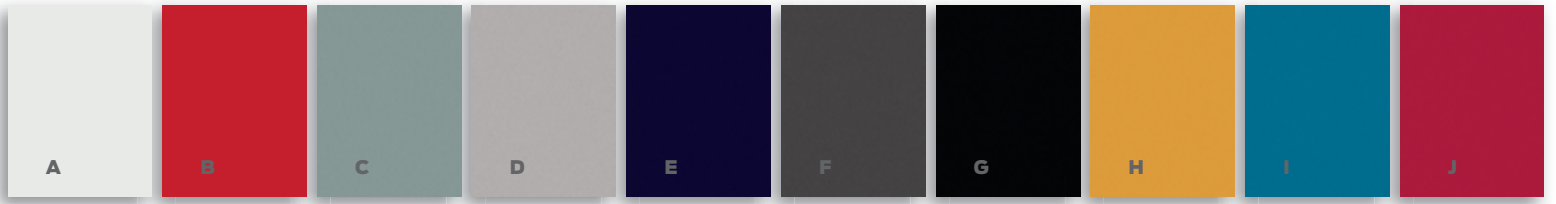
Bodystyles

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



Drive one.

Focus SE | Specifications



Drive one.



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

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

*Additional charge.

Bodystyles

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



Optional Equipment Groups

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

Available options and packages

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



16" wheel cover standard



16" aero wheel cover included with SFE Package



16" alloy included with SE Sport Package



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

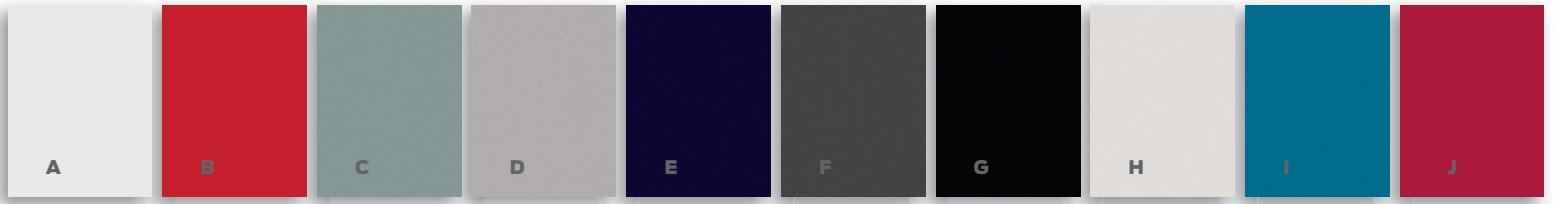


17" machined & painted alloy optional with SE Sport Package



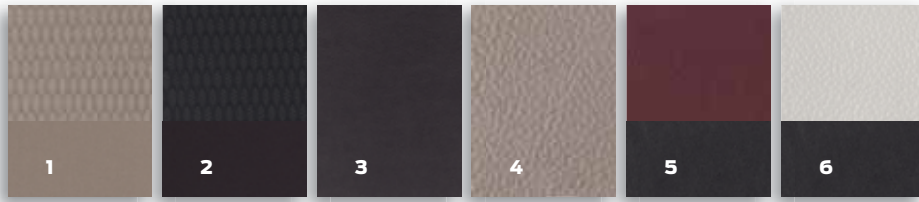
Drive one.

Focus SEL | Specifications



Drive one.

Focus SEL | Specifications



Colors and trims

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

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

*Additional charge.

Bodystyles

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



Optional Equipment Groups

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

Available options and packages

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



16" alloy standard



17" polished alloy optional

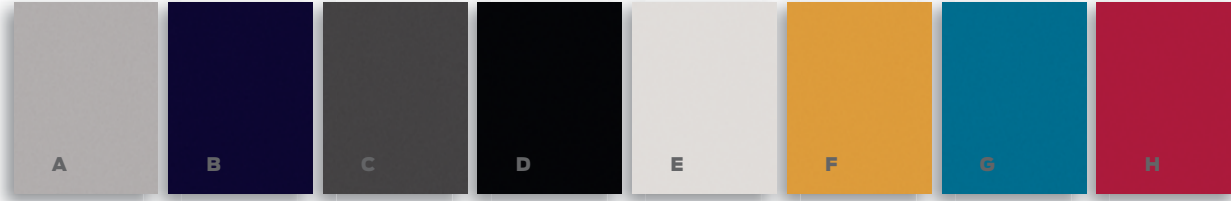


17" alloy included with SEL Premium Package



Drive one.

Focus Titanium | Specifications



Drive one.

Focus Titanium | Specifications



Colors and trims

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

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

*Additional charge.

Bodystyles

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



Optional Equipment Groups

- 401A - Titanium Premium Package

Available options and packages

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



17" sport alloy standard



17" polished alloy optional



17" machined & painted alloy optional



18" alloy included in Handling Package



Drive one.



QUALITY, GREEN, SAFE AND SMART.

ford.com

New Vehicle Limited Warranty. We want your Ford Focus ownership experience to be the best it can be. So under this warranty, your new vehicle comes with 3-year/36,000-mile bumper-to-bumper coverage, 5-year/60,000-mile Powertrain Warranty coverage, 5-year/50,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion (perforation) coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty. □ **Roadside Assistance.** Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle, or need towing. Your Ford Dealer can provide complete details on all of these advantages. □ **Ford Credit.** Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com. □ **Ford Extended Service Plan.** For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln dealerships. □ **Insurance Services.** Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company. □ Comparisons based on 2010/2011 competitive models (class is Small Sedans and Hatchbacks), 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. □ **Genuine Ford Accessories** will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. Ford Licensed Accessories are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.



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