



Drive quality.

Focus has the distinction of being the first vehicle ever awarded both the North American Car of the Year and European Car of the Year.⁸



Drive green.

Up to 35 mpg highway,¹ plus Focus is a Partial Zero Emissions Vehicle in California Emissions States⁹ — it's as eco-friendly as a hybrid.



Drive safe.

In federal frontal crash tests, Focus Coupe rates 5 Stars.¹⁰ To help prevent accidents, AdvanceTrac[®] electronic stability control⁴ with ABS is optional.



Drive smart.

Ford SYNC[®] voice-activated communications and entertainment,³ Ambient Lighting, SIRIUS Satellite Radio,⁵ even remote start¹¹ — all optional.



Drive one.

To learn more, visit
fordvehicles.com

Litho in USA on recycled paper (10% post consumer) ©2008 Ford Motor Company 09FOCCAT

FOCUS 09



Drive one.

up to
35 mpg
highway¹

Even better:

In an independent test
by *Edmunds.com*,
the Ford Focus
achieved 37.5 mpg
on the highway.

waste not, want it

Maximize your fun. Minimize your greenhouse footprint. Whether it's the 4-door sedan or redesigned 2-door coupe — Focus is Ford's most wanted car. And it's the greenest. At its heart is a proven 140-hp 2.0L 4-cylinder. Pumping fuel so efficiently, so eco-responsibly. Keeping beat to the tune of 35 mpg.¹ In the official *Green Vehicle Guide*, Focus is EPA-certified as a SmartWay[®] vehicle: In other words (and in theirs), a "very good environmental performer" from California to the Carolinas. Ranks right up there on the affordability scale, too.



Focus SEL Sedan • Vista Blue Metallic

Reviewing a Focus outfitted with SYNC, David Thomas of *Cars.com*™ raved:

"It's a win-win feature that's so affordable and easy to use it's a good bargain even if you're not a technophile.

I quickly became addicted to it and heartily recommend it."

mpgs meet mp3s

Ford SYNC® is the award-winning, class-exclusive² standard for communications and entertainment. This available voice-activated, customizable media system integrates your Focus with most digital media players. Hooking up your handheld player is a snap. Plug it in and simply press a button on the steering wheel: Use voice commands to select or search your music by artist, album, track and genre. Enter the car with a compatible and paired, Bluetooth®-enabled mobile phone³ — SYNC knows you've arrived. Visit SyncMyRide.com for the latest info about exciting new features. *You talk. SYNC listens.™*

SYNC
Powered by **Microsoft**





point-n-shoot

Focus fortifies you with Control Blade™ trailing arms for handling finesse that's outta sight. Part of the Euro-inspired suspension that's at your service: It's of the 4-wheel independent variety — delivering extraordinary maneuverability while eagerly absorbing bumps along the way. Cut to passing zones or highway fast lanes, and the specially tuned setup works wonders with the power-on-demand Duratec engine. In standard 5-speed manual or optional automatic guise. In coupe or sedan sleekness. In wet or absolutely perfect conditions. Influenced by the extreme-performance Focus — the champion Focus RS World Rally Car. Ready? Aim...

A Focus first: AdvanceTrac® electronic stability control¹ is optional — with ABS — to help prevent you from skidding off your intended course. The National Highway Traffic Safety Administration [NHTSA] deems this reactive technology a lifesaver.

"While expounding about sound,
we shouldn't lose sight of light."
The Focus IP according to
Dan Lyons of *autoMedia.com*.

Focus SES • Charcoal Black

ice blue obsession

Stare long enough, and you'll get the urge to grab the leather-wrapped wheel and put this picture into gear. With gauges and controls backlit in Ice Blue, the Focus cockpit is enticingly refreshing. SES and SEL models add the allure of silver-metallic panels running the length of the dash. There's an infusion of chrome register accents. And bright rings encircle the instrument panel's unique, painted performance cluster. A set of audio and cruise controls are a fingertip away on the steering wheel. Ambient Lighting and Ford SYNC® come standard. So does SIRIUS® Satellite Radio,⁵ which pumps out 100% commercial-free music. Intensifying the thrill.

SIRIUS
SATELLITE RADIO
THE BEST RADIO ON RADIO™

Matt Stone at *MotorTrend.com*

couldn't help but notice:

“Ford put a lot of effort into
reducing NVH, and this shows.

... [an] acoustic glass
windshield reduces engine
and wind noise.”

ultimate power play

Get your game on as soon as you get in Focus SEL. Slingshot driving dynamics amplify the action and adventure for you and 4 friends. Ambient Lighting puts you in control of the special LED effects that color the footwells and cupholders — front to back, in your choice of 7 shades. Ford SYNC® obeys your every MP3 wish, busting it out through the surround-sound speakers. Genuine leather-trimmed seating is not only formfitting, it's got contrast stitching. Those multi-adjustable front buckets come complete with heat. Take note: Front seats on every coupe offer the courtesy of tipping forward for quick access to the back. Tons of reasons why Focus rules.



2008 Kelley Blue Book's
kbb.com Top 10 Coolest
New Cars Under \$18,000



b yourself

Do up your Focus and be the big dog. One of the hottest toys to be seen in, Focus was livin' large at the latest Specialty Equipment Market Association (SEMA) show. The new SES Coupe sizzles — tricked out from the start. Eye-poppin' 17" aluminum wheels fill the wells and are painted dark stainless. Halogen headlamps and the taillamps are injected with dark chrome, accentuating the unique 2-bar grille. Fascias are lower and more aggressive. There's a slick spoiler mounted high in back, plus a chrome-tipped exhaust hints at the 143-hp,⁶ sport-tuned sonic signature of this Focus. Go for automatic shifting and you also get a phenomenal 4.2 final drive ratio. Pour on the Ford Custom Accessories all you want. Focus takes your attitude to the street.



Focus SES Coupe • Vista Blue Metallic • Ford Custom Accessory — Exterior Graphics Kit



A



B



C



D



E



F



G



H

multidimensional

A. The oversized easy-in, easy-out trunk not only clears the way for a whole bunch of stuff, it means a whole lot less strenuous bending and lifting for you. There's a compact spare tire. And for greater convenience, a remote trunk release⁷ within arm's reach of the driver.

B. Ambient Lighting is optional, adding an intriguing LED glow to all 4 footwells and the front and rear cupholders. You can change out the look on the fly: It's color-configurable in 7 mood-matching tints — red, yellow, green, blue, aqua, purple or white.

C. An extremely rigid safety cell and energy-absorbing crumple zones are bolstered with 6 airbags: 2 dual-stage front airbags, 2 front-seat side airbags, and 2 front-to-back side-curtain airbags. The Personal Safety System[®] is a suite of 7 protection technologies that work in concert to help protect the driver and front passenger. Sophisticated sensors — including a driver-seat position sensor and Front-Passenger Sensing System — process information to adjust the performance of front safety belts and dual-stage front airbags in the event of certain frontal collisions.

D. The 60/40 split-folding rear seats allow one seatback to be folded forward while the other remains upright for passenger use. A front-passenger seatback pocket, center-console covered storage, center-stack cubby, glove compartment, front-door bins and all the cupholders help accommodate your carry-ons. A pair of 12-volt power points are built-in, along with a console-mounted audio jack. In sum, Ford Focus is versatility on wheels.

E. Into hypermiling? The multifunction computer precisely displays real-time fuel economy. (Not available on Focus S.)

F. Keep up-to-the-minute tabs on outside temperature and the direction you're headed.⁷

G. Take the chill off: Heated front seats — decked out with leather trim — are standard on Focus SEL and optional on SES.

H. SEL and SES models come with power-adjustable, heated sideview mirrors that work like defrosters, in all kinds of wet.

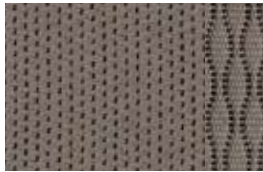
colorize your focus

Exterior and Interior Selections

SEDAN	
Medium Stone	
Charcoal Black	
S	
●	Sangria Red Metallic*
●	Vista Blue Metallic
●	Brilliant Silver Metallic*
●	Black
●	Sterling Grey Metallic*
●	Amber Gold Metallic*
●	White Suede*
●	Light Ice Blue Metallic
SE	
●	● Sangria Red Metallic*
●	● Vista Blue Metallic
●	● Brilliant Silver Metallic*
●	● Black
●	● Sterling Grey Metallic*
●	● Amber Gold Metallic*
●	● White Suede*
●	● Light Ice Blue Metallic
SES	
●	● Sangria Red Metallic*
●	● Vista Blue Metallic
●	● Brilliant Silver Metallic*
●	● Black
SEL	
●	● Sangria Red Metallic*
●	● Vista Blue Metallic
●	● Brilliant Silver Metallic*
●	● Black
●	● Sterling Grey Metallic*
●	● Amber Gold Metallic*
●	● White Suede*
●	● Light Ice Blue Metallic

Ford uses clearcoat paint for beauty and protection. Colors shown are representative only. Not all colors are available on all models. See your dealer for actual paint/trim options. Vehicles shown may contain optional equipment.

COUPE	
Medium Stone	
Charcoal Black	
SE	
●	● Sangria Red Metallic*
●	● Vista Blue Metallic
●	● Brilliant Silver Metallic*
●	● Black
SES	
●	● Sangria Red Metallic*
●	● Vista Blue Metallic
●	● Brilliant Silver Metallic*
●	● Black



Medium Stone Cloth
Standard on S and SES



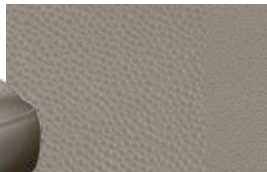
Medium Stone Cloth
Standard on SE



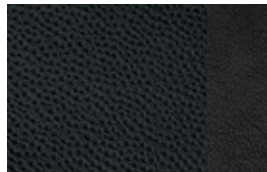
Charcoal Black Cloth
Standard on SE



Charcoal Black Cloth
Standard on SES



Medium Stone Leather
Standard on SEL; Available on SES



Charcoal Black Leather
Standard on SEL; Available on SES



Sangria Red Metallic



Black



Vista Blue Metallic



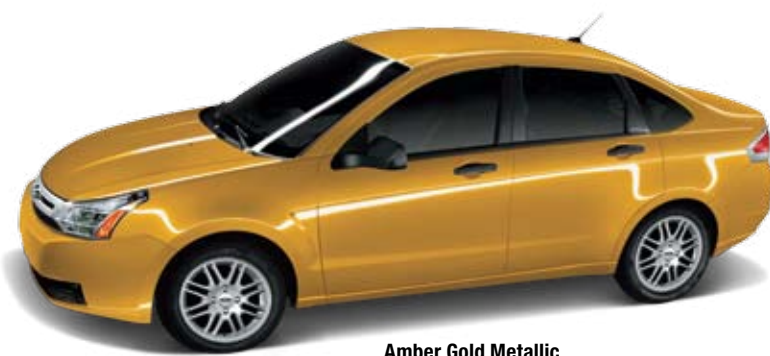
Sterling Grey Metallic



White Suede



Brilliant Silver Metallic



Amber Gold Metallic



Light Ice Blue Metallic

Wheels



15" Wheel Cover
Standard on S Sedan



15" Aluminum-Alloy
Standard on SE Sedan



16" Aluminum-Alloy
Standard on SE Coupe and SES Sedan



16" Euroflange Aluminum-Alloy
Standard on SEL Sedan



17" Premium Painted
Dark Stainless Aluminum
Standard on SES Coupe;
Optional on SES Sedan

personalize your focus in 4 steps

Dimensions and Ratings

EXTERIOR	SEDAN	COUPE
Overall length	175.0"	175.0"
Wheelbase	102.9"	102.9"
Width (excluding mirrors/including mirrors)	67.9"/78.4"	67.9"/78.4"
Height	58.7"	58.7"
INTERIOR		
Front		
Head room	39.2"	39.2"
Shoulder room	53.4"	53.5"
Hip room	50.4"	50.4"
Leg room	41.7"	41.7"
Rear		
Head room	38.3"	38.3"
Shoulder room	53.6"	53.7"
Hip room	50.9"	48.3"
Leg room	36.1"	36.1"
CAPACITIES		
Seating	5	5
Passenger volume (cu. ft.)	93.4	93.3
Luggage volume (cu. ft.)	13.8	13.8
Total interior volume (cu. ft.)	107.2	107.1
Fuel capacity (gal.)	13.5	13.5
HORSEPOWER AND TORQUE	hp/torque (lb.-ft.)	
2.0L Duratec I-4 engine – Manual/Automatic	140 @ 6000 rpm/ 136 @ 4250 rpm	
Coupe models with manual	143 @ 6000 rpm/ 136 @ 4250 rpm	
2.0L Duratec 20E PZEV I-4 engine* – Manual/Automatic	132 @ 6000 rpm/ 133 @ 4250 rpm	
2009 EPA-ESTIMATED FUEL ECONOMY	mpg city/hwy.	
2.0L Duratec I-4 engine – 5-speed manual	24/35	
2.0L Duratec I-4 engine – 4-speed automatic	24/33	
2.0L Duratec 20E PZEV I-4 engine* – 5-speed manual	24/35	
2.0L Duratec 20E PZEV I-4 engine* – 4-speed automatic	24/33	

Standard Features

MECHANICAL	SEATING
2.0L Duratec I-4 engine or 2.0L Duratec 20E PZEV I-4 engine 5-speed manual transmission - European-inspired suspension – Front: independent MacPherson strut, stabilizer bar; rear: independent Control Blade™ - Power front disc and rear drum brakes	5-person seating 60/40 split-folding rear seats - Front bucket seats with adjustable head restraints
SAFETY AND SECURITY	INTERIOR
- 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-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System 3-point safety belts for all 5 seating positions - Battery saver - Belt-Minder® front safety belt reminder - Child-safety rear door locks (sedan only) - Front-seat side airbags** - LATCH – Lower anchors and tether anchors for child-safety seats - SecuriLock® passive anti-theft ignition system - Side-curtain airbags** - Tire Pressure Monitoring System (excludes spare)	- Air conditioning - AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers - Auxiliary audio input jack - Compass and outside temperature readouts† - Courtesy lights with theater-dimming feature - Cupholders (2 front, 1 rear) - Front and rear floor mats - Front-door bins and integrated bottle holders - Full-length center floor console with padded armrest - Map pocket on front-passenger seatback - Power points (2, 12-volt) - Remote trunk release† - Tilt steering column - Trip odometer - Visor vanity mirrors
	EXTERIOR
	- Rear-window defroster - Solar-tinted glass - Windshield wipers – 2-speed intermittent

*Standard on models in CA, CT, MA, ME, NY, PA, RI and VT; available on retail orders in AZ, DE, MD, NH, NV, OH, OR and WV.
**Always wear your safety belt and secure children in the rear seat.
†Available Winter 2008.



Patent-pending headlamps



Audio jack, power points and optional Ford SYNC®



Manual shifter



1 Choose your model

Focus S Sedan	Focus SES Sedan	Focus SEL Sedan	Focus SES Coupe
Equipped with all the standard features on the facing page, plus: 15" wheel covers and P195/60R15 BSW tires - Cloth seats - Black door handles - Black manual sideview mirrors - Chrome 2-bar grille - Halogen headlamps	Includes all the standard features on the SE Sedan, plus: 16" aluminum-alloy wheels with P205/50R16 BSW tires - Enhanced European-inspired suspension - Rear stabilizer bar - Ambient Lighting - Instrument cluster includes metallic instrument panel appliqué with bright cluster rings, release handles, and register accents; metallic console top plate; and performance cluster - Leather-wrapped steering wheel - Steering wheel-mounted cruise and secondary audio controls - Ford SYNC voice-activated, in-vehicle communications and entertainment system - Body-color door handles - Chrome exhaust tip - Fog lamps - Power, heated body-color sideview mirrors - Rear decklid spoiler (SES only)	Includes all the standard features on the SES Sedan, plus: 16" Euroflange aluminum-alloy wheels - Leather-trimmed, heated front seats - Painted appliqués on front fenders - Power, heated chrome-capped sideview mirrors - Chrome door handles	Includes all the standard features on the SE Coupe, plus: 17" premium painted dark stainless aluminum wheels with P215/45R17 BSW tires - Enhanced European-inspired suspension - Rear stabilizer bar - Ambient Lighting - Cruise control - Instrument cluster includes metallic instrument panel appliqué with bright cluster rings, release handles, and register accents; metallic console top plate; and performance cluster - Leather-wrapped steering wheel - Steering wheel-mounted cruise and secondary audio controls - Ford SYNC voice-activated, in-vehicle communications and entertainment system - High-mount rear spoiler
Focus SE Sedan			
Includes all the standard features on the S Sedan, plus: 15" aluminum-alloy wheels - Message center with instantaneous fuel economy - SIRIUS Satellite Radio - Power sideview mirrors - Power windows and door locks - Remote keyless-entry system with 2 fobs			
Focus SE Coupe			
Equipped with all the standard features on the facing page, plus: 16" aluminum-alloy wheels with P205/50R16 BSW tires - Sport-tuned exhaust - Power windows and door locks - SIRIUS Satellite Radio - Message center - Body-color door handles - Dark painted 2-bar grille - Dark chrome headlamps and taillamps - Chrome exhaust tip - Rear decklid spoiler - Power, heated body-color sideview mirrors			

Continue your build on the next page.



Focus S



Focus SE



Focus SES



Focus SEL

2

Choose your options

Focus S Sedan

- 4-speed automatic transmission
- AdvanceTrac® electronic stability control with Anti-lock Brake System (ABS)
- SIRIUS Satellite Radio

Focus SE Sedan

- 4-speed automatic transmission
- AdvanceTrac electronic stability control with Anti-lock Brake System (ABS)
- Ambient Lighting
- Cruise control
- Ford SYNC® voice-activated, in-vehicle communications and entertainment system

Focus SES Sedan

- 4-speed automatic transmission
- AdvanceTrac electronic stability control with Anti-lock Brake System (ABS)
- 17" painted-aluminum wheels with P215/45R17 BSW tires
- Leather-trimmed, heated front seats

Focus SEL Sedan

- 4-speed automatic transmission
- AdvanceTrac electronic stability control with Anti-lock Brake System (ABS)

Focus SE Coupe

- 4-speed automatic transmission
- AdvanceTrac electronic stability control with Anti-lock Brake System (ABS)
- Ambient Lighting
- Cruise control
- Ford SYNC voice-activated, in-vehicle communications and entertainment system (requires Driver's Group)

Focus SES Coupe

- 4-speed automatic transmission with a 4.2 final drive ratio
- AdvanceTrac electronic stability control with Anti-lock Brake System (ABS)
- Leather-trimmed, heated front seats

3

Choose your special value package

Driver's Group

Includes leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror (Available on SE; requires Ford SYNC)

Moon & Tune Package

Includes power moonroof with shade and Premium Sound System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability, 4 coaxial speakers and subwoofer (Available on SES and SEL)



Optional Moon & Tune Package

4

Customize your Focus

A. Exterior graphics kits

B. Rear roof spoiler

C. Garmin® nüvi® Portable Navigation System*

D. Front illuminated sill plates

E. Remote start systems

F. Stainless steel exhaust tip

G. Keyless entry keypad

H. Interior cargo organizer

I. Katzkin® Leather seat covers*

Also available:

16" 16-spoke wheels

Vehicle security system

Electrochromic mirrors

Bug deflector

Decklid spoiler

Ashcup/coin holder/
Smoker's Pack

Premium carpeted floor mats

All-weather floor mats

Interior cargo area protector

Interior cargo net

Racing stripes

Wheel locks

*Ford Licensed Accessories.

Garmin is a registered trademark of Garmin Ltd.



Plus many other color combinations

¹2009 EPA-estimated hwy. fuel economy with 5-speed manual transmission.
²Compact Car class.

³Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Microsoft is a registered trademark of Microsoft Corporation. The Bluetooth word mark is a registered trademark owned by the Bluetooth SIG, Inc.

*Remember 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.

*Service not available in Alaska or Hawaii. See your Ford Dealer or contact SIRIUS at 1-888-539-7474 for details. "SIRIUS," the SIRIUS dog logo and "The Best Radio on Radio" are registered trademarks of SIRIUS Satellite Radio Inc.

*143 hp on Coupe models with manual transmission.

*Available Winter 2008.

*Based on the 2000 North American Car of the Year and the 1999 European Car of the Year awards.

⁸Standard on models in CA, CT, MA, ME, NY, PA, RI and VT; available on retail orders in AZ, DE, MD, NH, NV, OH, OR and WV.

¹⁰Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov).

¹¹Available through your Ford Dealer as a Genuine Ford Accessory.

Comparisons based on 2008 competitive models (Compact Car class), publicly available information and Ford certification data at time of printing. 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 publication of the catalog, 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.

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.

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 Mercury 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.



"SYNC is about as easy to use as
the TV commercials suggest."

— Stu Fowle
motivemag.com

"All in all, SYNC gives the likes of
BMW something to mull over:
A \$15,000 Ford that integrates
phones and audio devices better
than a \$90,000 7 Series sedan."

— Lawrence Ulrich
The New York Times

"... uber-cool..."

— Thom Cannell
The Auto Channel®

**"play artist —
<your fave here>"**

You talk. SYNC listens.™

