

Dazzled

by the lights
and charged by the music,
we decided to hit
one more spot
before my ruby reds
came off for the night.



2007 **FOCUS**



BOLD MOVES

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fordvehicles.com



2007 Focus

It's got fun down to a T. *Tight ride:* 3 levels of innovative, European-infused handling. *Tantalizing design:* 4 distinct body styles and 4 diverse models. *Terrific value:* Lots of features for not a lot of dough. *Top-notch efficiency:* up to 37 miles* on a gallon of gas. So you'll waste less time at the pump, and spend a lot more of it at the wheel. Most definitely the place you wanna be. Especially if you go for the new Interior Upgrade Package option – with its two-tone, leather-trimmed sport seating. No matter the makeup of your Focus interior, it's measurably roomier than what you'll be “stuck with” in the Honda Civic, Toyota Corolla, Chevy Cobalt and Saturn Ion. *Translation:* sweet.

*EPA-estimated 27 mpg city/37 hwy. for 2.0L Duratec 20 engine with 5-speed manual transmission.



BOLDMOVES

Tuned In. Check out this factory-installed tuner look: Street Appearance Package #1** is what you're staring at on these pages. The eye-poppin' option includes a distinctive body-color front fascia with fog and side marker lamps, plus a molded-in-black grille and lower air deflector. The unique rear fascia flaunts a molded-in-black diffuser insert, while the bright exhaust tip and high-mounted rear wing spoiler (left, on 3-/5-door) or rally-style rear spoiler (right, on 4-door) add exclamation.

**Optional on SE, SES and ST models for 3-, 4- and 5-door.

It's totally legit.

*“Pocket rocket American style...
and the styling is distinctive, not ‘me too.’”*

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

“Fun-loving character, forgiving ride quality, responsive steering, comfortable seats, simple controls, wide selection of body configurations and features.”

– Edmunds.com

“... all the ingredients for a great driving experience – while delivering consistent good news at the gas pump.”

– autoMedia.com



Specially formulated

Ford Focus offers up some of the most substantial, head-turning body styles in its class. Not to mention the best selection:

3-Door Hatchback (S, SE, SES)

4-Door Sedan (S, SE, SES, ST)

5-Door Hatchback (S, SE, SES)

5-Door Wagon (SE, SES)

Every version has a “New Edge” look. Sweeping arcs, crisp creases and muscular fenders are highlighted. The crowning touch is a diamond-patterned grille flanked by crystalline headlamps. A fresh, clean design — intent on being driven with gusto.



Spot the Differences:

S/SE/SES MODEL CUES

- Black sideview mirrors
- Chrome grille surround
- Black mesh grille center
- Fog lamps with black surrounds (standard SES, available SE)
- Body-color lower rear fascia
- Black door handles

ST MODEL EXCLUSIVES

- Body-color, power, heated sideview mirrors
- Body-color grille surround
- Satin-alloy mesh grille center
- Fog lamps with silver surrounds
- Blacked-out lower rear fascia
- Body-color door handles

Ready & Rarin.’ One Focus model in particular makes no bones about its thrill-a-minute intent: the performance-packed ST, shown left. Under the hood is a 151-hp Duratec engine that takes its hi-revvin’ cues from a short-throw 5-speed on the floor. The black leather-wrapped shift knob and steering wheel are red-stitched. A racing-motivated suspension is deftly stiffened. The chrome-tip exhaust is aggressively tuned. 16" aluminum wheels are precision-machined. And the rear wing spoiler gives notice of ST's fun-lovin' nature. ABS with Electronic Brakeforce Distribution further boosts your handling bravado.

Whoopin' it up, big time

Ever since its 1999 World Rally Championship (WRC) debut on the snow-and-ice-patched alpine roads in Monte Carlo, Focus has been a mainstay of Ford Racing. The grueling, virtually year-round rally schedule pits the souped-up Focus RS WRC against the clock in more than a dozen countries, on 4 continents — where courageous drivers do battle for 3 days at a clip in many of the harshest environments on the planet. You name it, the Focus (shown barreling through mud) has been there and done that: conqueror of blinding sandstorms, punishing gravel, freezing blasts, boiling temps and tons more. Meaning every 2007 Focus production car has benefitted from nearly a decade of extreme real-world testing in one of the most demanding motorsport competitions going. Next time conditions turn crummy outside, jump inside your Focus and turn on the fun.



Don't Just Test the Limits, *Push 'Em*:

- **European-Inspired Suspension.** Every new Focus is outfitted with MacPherson struts up front and Control Blade™ trailing arms in back. The 4-wheel independent design delivers exceptional maneuverability and eagerly absorbs bumps. It's the very essence of some downright impressive European-born and -bred manners.
- **Enhanced European Suspension.** Strike an even greater balance of comfortable ride and dynamic handling — with more aggressive cornering ability and increased steering feel. A substantial 20-mm rear stabilizer bar creates a marked decrease in body lean. Standard on the SE wagon and all SES models.
- **Performance-Tuned Suspension.** Exclusive to the ST, this configuration is the pinnacle of the Focus driving experience. It gets the stiffest struts and shocks in the lineup, with higher front spring rates. Less overall rebound means the ST achieves the sharpest level of crisp control and steering precision.

It's Concrete-Clobberin' Time.

Low-profile 16" Pirelli tires* aren't just all-season, they're all action. Super-stiff sidewalls flex less when twists and turns beckon. Just what makes Pirelli so primo? A fab track record: Pirelli's linked to the evolution of motorsports, racking up a bunch of victories — first taste coming in the 1907 Peking-Paris Rally.

*Standard on ST, along with SES 3-, 4- and 5-door.



For latest race results and performance parts:

www.fordracing.com
www.fordracingparts.com



Let Freedom Zing. On the SCCA (Sports Car Club of America) Pro Racing circuit, Focus flies. Its intense driving dynamics are put to the test weekly — battling foes along straightaways and in the corners on tracks across the U.S.



A little mean, a lotta good

No need to sacrifice power to reduce pollution. All 3 aluminum-block Duratec engines were designed from the start to be more energetic, more efficient, more ear-pleasing, and way more eco-responsible* — ensuring Focus remains well above average in the EPA *Green Vehicle Guide*. Every Duratec is equipped with chain-driven dual overhead cams, 16 valves, 4 cylinders and sequential multi-port fuel injection; all backed by 100,000-mile/5-year Powertrain Coverage.** Ford Focus lets you have your kicks and beat smog, too.

*Based on 2004 2.0L vs. 2005 2.0L Duratec 20 DOHC engine emissions.**100,000-mile/5-year Powertrain Extended Service Plan. Powertrain Limited Warranty in Florida. A deductible applies. See dealer for details.

Responsive & Responsible Revs:

- **32-mpg† 2.3L Duratec 23.** Unleashes 151 hp and 154 lb.-ft. of torque, while issuing only 25% of the smog-inducing particles allowed for an Ultra Low Emissions Vehicle (ULEV). It's mated to a short-throw 5-speed manual, and it's exclusive to ST.
- **37-mpg† 2.0L Duratec 20.** Produces 136 hp and 136 lb.-ft. of torque. Standard on all models (except ST), it yields a mere 20% of the hydrocarbon and carbon monoxide emissions of a ULEV — meaning it's ultra clean-running.
- **37-mpg† 2.0L Duratec 20E PZEV (Partial Zero Emissions Vehicle).**** Delivers 130 hp and 129 lb.-ft. of torque, maintaining near-zero fuel system evaporative discharge and meeting Super Ultra Low Emissions Vehicle requisites.

†EPA-estimated fuel economy highway with 5-speed manual transmission. **Standard on S, SE and SES models in CA, MA, ME, NY and VT; available on retail orders in AZ, CT, NH, NJ, NV, OR, PA and RI.



www.fordvehicles.com



“Now *you* can drive the SmartWay... vehicles that receive this designation are very good environmental performers relative to other vehicles.”

— U.S. Environmental Protection Agency
(for all Focus models except ST)



Good for 4 Trips 'Round the World[§] Quality built. Quality backed. In addition to the New Vehicle Bumper-to-Bumper Limited Warranty, Focus comes with exclusive 100,000-mile/5-year Powertrain Coverage** — from the engine and transmission to the entire driveline. Towing's included, and any remaining coverage is fully transferable to the next lucky owner. On top of it all, some key Duratec components require less maintenance to begin with: 150,000-mile air filter, 150,000-mile valve adjustment, and 100,000-mile platinum-tipped spark plugs (part of the 100,000-mile tune-up interval).^{§§}

[§]Just be sure to do all that globetrotting within your first 5 years of ownership. ^{§§}Under normal driving conditions with routine fluid and filter changes.

Focus SES 3-door in Infra-Red and optional Street Appearance Package #1, takin' off

Hey, Civic's kinda cramped

Honda Civic, Toyota Corolla, Chevy Cobalt and Saturn Ion take their hats off: Outstanding interior volume in Focus tops each of them by a good few feet. Ensuring every bit of living room remains people-friendly instead of package-filled, Focus also offers much more cargo space than that Civic/Corolla/Cobalt crowd. *Bonus:* Trunk hinges in Ford Focus are engineered to never bar the way, meaning there's ample room for all those gotta-haves wherever you gotta get. Make plans, not compromises.

Revitalizes Your Attitude, So You Don't Have To. Cruisin' down the strip. Clubbin' it uptown. Heck, even when it comes to carpoolin' You and 4 friends will be lookin' real fine with this year's new Interior Upgrade Package option. It wraps the sport seating surfaces in Charcoal leather, then contrasts them with Light Flint leather inserts. The leather-wrapped steering wheel gets in on the two-tone act — its upper rim is Charcoal, while Light Flint rules the rest. A sleek satin finish is applied to the center stack and around the instrument panel gauges. But the package's most intriguing aspect might be the unique door sill plates, which expose the body-color paint underneath to spell out FOCUS. It reads very *hip* every time you enter.



Flexin'. On SES and ST, the steering wheel adjusts up, down, in and out. Plus, key audio controls are available on the steering column.



Fittin'. Focus is more than happy to oblige with its split-folding rear seat. And every model comes with a built-in 6-CD holder.





So sizzlin' it's almost scary

For sure, Focus ST aims to please. Rap or rock to the laser-clear sounds of a CD player that's MP3 capable. Pump up the volume in a snap – the optional in-dash 6-CD changer includes audio switches parked on the column of the leather-wrapped steering wheel that's jazzed with bright red stitching (just like the leather-wrapped shifter) and cruise-control functions. A full set of quick-read, jet-black gauges is surrounded smartly in silver, while a slick metal-mesh finish on the center stack grooves in step with this performance-purposed cockpit.

And It's Oh-So-Red Hot. Additionally on ST, the standard Charcoal cloth sport buckets are splashed with a mesmerizing red-and-black diamond pattern, mirroring the front-door accents. Or splurge for the optional leather-trimmed seating, which is available with heated front seats – something uncommon for this class.



Sound by **SONY**

A boomin' 500 watts of peak power and Digital Sound Processing capabilities highlight this available Audiophile® System. Sony sound techs acoustically tuned it all: AM/FM stereo with 6-disc in-dash CD changer and MP3 capability; 4 coax speakers with neodymium rare-earth magnets; and an 8" subwoofer with a massive 2.4-lb. magnet and separate 110-watt, 2-channel amp for exceptionally deep, crisp bass.

*Available on SE, SES (except wagon) and ST models.

A time for sense & sensibility

It's hard to feel really good until you feel really safe. That's why the front-wheel-drive Focus comes with a heap of protection, earning it 5 Stars for the driver of the 4-door sedan and 5-door wagon; the government's highest frontal crash test rating based on results from the National Highway Traffic Safety Administration (NHTSA). The Insurance Institute for Highway Safety (IIHS) deemed front crash protection *Good* — the best rating possible. A sophisticated "safety cell" passenger surround that's innate to each Focus is reinforced with ultra-high-strength steel crossmembers. And since crossing your fingers won't stop you from being stranded, the built-in battery saver shuts off interior lights mistakenly left on. It's safety & security that's right on.

A "Safety Cell" Construction surrounds the passenger cabin with a structure of welded steel. Energy-absorbing bumpers, front and rear crumple zones, steel side-intrusion door beams, and a sturdy cross-cowl beam are integrated as a system — managing energy created at impact so the vehicle absorbs the majority of force.

B 4-Wheel Disc Brakes with ABS come standard on ST.* This 4-channel system regulates pressure to reduce wheel lockup during hard braking situations, which helps you maintain steering control. In addition, the Electronic Brakeforce Distribution system ensures all 4 wheels provide optimum stopping power.

*ABS available on all other Focus models.

C Front-Seat Side Airbags are optional on every Focus. These airbags offer an extra margin of head and chest protection for you and your front passenger in certain side impacts. Airbags inflate from the outboard side of the front seatbacks for enhanced positioning.

D Steer Your Way to Safety. The wheels on Focus are pushed out to the corners for well-controlled, stable handling. And the power rack-and-pinion steering helps Focus maneuver with added ease: It takes a mere 2.9 turns to go from a full left turn to a full right turn and back. In comparison, the Toyota Corolla and Saturn Ion require much more effort at 3.36 and 3.6 turns, respectively.

Additional Safety and Security Standards include: fog lamps (on SES and ST models); rear-window defroster; shoulder belt height adjusters for the driver and front passenger; Belt-Minder® safety belt reminder; child-safety rear door locks (on 4- and 5-door models); intermittent windshield wipers; rear wiper/washer (on 3- and 5-door models); maintenance-free battery and battery saver; and headlamps-on alert chime.

For More Peace of Mind here are a couple of options: Traction Control, and power sideview mirrors (they're heated on ST).



Personal Safety System for driver and front passenger includes dual-stage front airbags, safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System.

All 5 Seating Positions are engineered with the added assurance of 3-point safety belts.

LATCH (lower anchors and tether anchors for child-safety seats) means safety belts aren't necessary to install car seats; you simply have to use the top tether and lower anchor combination — on LATCH-compatible child-safety seats.

Ford Roadside Assistance is available 24 hours a day, 7 days a week at no charge during the New Vehicle Limited Warranty period. You can request a vehicle tow, flat-tire change, battery jump-start, fuel delivery and lockout assistance, among other things.

Honored throughout the 50 states, Puerto Rico, Virgin Islands and Canada. See dealer for details.

GENUINE FORD ACCESSORIES

MODEL LINEUP

ELECTROCHROMIC MIRROR WITH HOMELINK®

SIDE WINDOW DEFLECTORS

STYLED BUG SHIELD



FOG LAMPS

Enhance Your Focus Experience With Genuine Ford Accessories.

Engineered by Ford for excellent fit and long-wearing durability, Genuine Ford Accessories offer you serious style and quality. When installed by your Ford Dealer at the time of purchase or lease, they're backed by a 3-year/36,000-mile limited warranty.* And now, Ford's vehicle Accessorizer puts personalization in the fast lane. This exciting new online tool lets you see how Genuine Ford Accessories will look on your Focus. Take it for a test drive at www.fordaccessoriesstore.com.

*12-month/12,000-mile limited warranty if Genuine Ford Accessories are not installed by a Ford Dealer or are purchased after initial vehicle sale or lease. See your dealer for details.

VEHICLE SECURITY SYSTEMS



ELECTROCHROMIC MIRROR WITH HOMELINK



TRUNK CARGO ORGANIZERS



SMOKER'S PACK WITH ASHCUP/COIN HOLDER



WHEEL LOCKS



ALL-WEATHER VINYL FLOOR MATS



S (3-door/4-door/5-door)



Select standard content: 2.0L I-4 Duratec 20 or 20E PZEV** engine • 5-speed manual transmission • 15" steel wheels with 9-spoke wheel covers • P195/60R15 all-season tires • Front disc and rear drum brakes • Black grille with chrome surround • Black manual sideview mirrors • Black exterior door handles • Black rear decklid/liftgate molding • AM/FM stereo/single-CD player with MP3 capability, speed-sensitive volume control, clock and 4 speakers • Intermittent windshield wipers • Black instrument cluster surround with black-faced gauges • Silver-metallic instrument panel center stack on 3-door and 5-door; black on 4-door (shown with optional air conditioning)



SE (3-door/4-door/5-door/wagon)



Includes S content, plus: 15" steel wheels with 6-spoke wheel covers • Air conditioning • Power Group including power windows, power locks, keyless entry with 2 key fobs, and power sideview mirrors • Variable-intermittent windshield wipers • Front center armrest with storage • Black instrument panel center stack on 4-door and wagon; silver-metallic instrument panel center stack on 3-door and 5-door (shown)



SES (3-door/4-door/5-door/wagon)



Includes SE content, plus: 16" 5-spoke aluminum wheels and Pirelli P205/50R16 all-season tires on 3-door, 4-door and 5-door • 15" multi-spoke aluminum wheels on wagon • Body-color bodyside moldings • Fog lamps with black surrounds • Cruise control • Tilt/telescoping steering column with leather-wrapped steering wheel • Overhead storage console with front map/reading lights, and storage bins for sunglasses and garage door opener • Tachometer • Black instrument cluster surround with grey-faced gauges • Silver-metallic instrument panel center stack on 3-door and 5-door; two-tone finish on sedan and wagon (shown)



ST (4-door)



Includes SES content, plus: 2.3L I-4 Duratec 23 engine • Unique 16" 5-spoke machined-aluminum wheels • Performance-tuned suspension • 4-wheel power disc brakes • Anti-lock Brake System (ABS) • Satin-alloy grille with body-color surround • Power, heated, body-color sideview mirrors • Body-color door handles • Ground effects on rear fascia • Blacked-out lower rear fascia • Fog lamps with silver surrounds • Chrome-tip exhaust • Sport front bucket seats • Black leather-wrapped steering wheel and shift knob with red contrast stitching • Silver instrument cluster surround with black-faced gauges • Dark grey/metal-mesh finish instrument panel center stack (shown)



**Standard on S, SE and SES models in CA, MA, ME, NY and VT; available on retail orders in AZ, CT, NH, NJ, NV, OR, PA and RI.



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