Thank you for your interest in the new 2015 Focus. Included in this brochure you’ll find information about:

**DESIGN:** The new 2015 Focus is a perfect example of the Ford “kinetic” approach to designing cars of great energy and performance, with sleek and aerodynamic lines and shapes that convey the distinct impression of being in motion even when standing still.

**INTERIOR:** Whether it’s the available race-inspired RECARO® seats in the EcoBoost®-powered Focus ST or the eco-conscious seats in the incredibly efficient Focus Electric, you’ll find the comfort, convenience and quality you expect for your driving enjoyment.

**PERFORMANCE:** Performance comes in four engines: the responsive, efficient standard 2.0L Ti-VCT I-4, the available award-winning 1.0L EcoBoost®, the turbocharged and direct-injected 2.0L EcoBoost® in the Focust ST, and the Focus Electric that runs on no gas.

**TECHNOLOGY:** Focus gas and electric models can do more than make driving convenient – they can change the way you drive. Available SYNC® with MyFord Touch®, for example, lets you make hands-free calls and listen to music using simple voice commands.

**DEALER INFORMATION**

Find up-to-date contact information for your local Ford dealer. To visit a local dealer Web site and view a map of their location, click on one of the links below.

<table>
<thead>
<tr>
<th>Johnson Ford of New Richmond</th>
<th>1400 Highway 64 North</th>
<th>(715) 246-2561</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Richmond, WI 54017</td>
<td></td>
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<tr>
<td>Hudson Ford, LLC</td>
<td>2020 Crestview Drive</td>
<td>(715) 386-2334</td>
</tr>
<tr>
<td>Hudson, WI 54016</td>
<td></td>
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<tr>
<td>Flagship Ford</td>
<td>850 Fern Drive</td>
<td>(715) 684-4520</td>
</tr>
<tr>
<td>Baldwin, WI 54002</td>
<td></td>
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<tr>
<td>AutoNation Ford White Bear Lake</td>
<td>1493 East County Road E</td>
<td>(651) 301-8386</td>
</tr>
<tr>
<td>White Bear Lake, MN 55110</td>
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</tr>
</tbody>
</table>

Get an inside look at the benefits of Ford ownership. Manage important vehicle information 24/7, whenever you need it. It’s free to register for personalized maintenance schedules, incentives and offers, and much more. You can even access your Ford Credit information and online bill payment services. Log on to www.owner.ford.com to get started.
Focus on driving performance.

Click to see the new 2015 Ford Focus and Focus ST.
Start expecting more.

Fun. Freedom. Responsiveness. In the 2015 Ford Focus, you’ll experience all this. And more. A restyled new exterior opens to a refined high-tech interior. Advanced technologies enhance comfort, convenience and performance behind the wheel.

With a more sophisticated appearance for 2015, Focus hatchback and sedan models get a restyled front fascia, hood and grille; rear fascia and rear taillamps; new Appearance and Sport Packages on SE; plus new LED signature lamps on SE and Titanium.

A clean, modern look defines the intuitive, easy-to-use interior, with metallic-finish detailing, new seat trims and switches, a reimagined center stack, and new center console with adjustable cupholders.

New driver-assist features on Focus begin with a standard rear view camera on all models. On Titanium, Focus can alert you to traffic in your blind spots, help you maintain your lane, and even assist in parallel parking. Start expecting more from every drive in the 2015 Focus.


1Available feature. 2Available feature. Driver-assist features are supplemental and do not replace the driver’s attention, judgment and need to control the vehicle.

1 Available feature. 2 Engine Technology International magazine. 3 EPA-estimated rating: 30 city/42 hwy/35 combined mpg, for Base SE with 1.0L SFE option. Actual mileage will vary.

Start up ingenuity.

1.0 liter of displacement. 3 cylinders. 215 pounds. From these specs, the 1.0L EcoBoost® engine is all-new to Focus and offers cutting-edge innovation.

With 125 lb.-ft. of torque, the 1.0L EcoBoost is teamed with a 6-speed manual transmission for 123 horsepower of maximum driving fun. This first-ever 3-time winner of the International Engine of the Year (2012–2014) combines direct injection, turbocharging and twin independent variable camshaft timing (Ti-VCT) to generate a broad, flat torque curve. And provide you with an impressive combination of driveability and fuel efficiency (an EPA-estimated 42 hwy mpg).

Delivering 160 horsepower, the 2.0L I-4 engine utilizes direct injection and Ti-VCT for efficient performance. On Titanium, a standard PowerShift 6-speed automatic with SelectShift® capability allows gear changes at the touch of a button, delivering torque to the drive wheels 100% of the time during shifts for quick response.

Focus finds the sweet spot on straightaways and in corners. Credit its responsiveness, especially in the turns, to an independent rear suspension and Torque Vectoring Control. With suspension upgrades to improve the ride for 2015, Focus is as ready to make things happen as you are.
Start turning up the heat.

With a new, leather-trimmed heated steering wheel, perfect for those chilly early mornings. Plus leather-trimmed, heated front seats. And with a refined interior that's sure to generate heat of its own.

A new center stack design is modern and inviting. A center console features storage for smaller items, while a new cupholder design adjusts for different beverage sizes.

12V powerpoints charge devices front and rear. Standard Titanium luxuries include an 8-way power driver's seat, leather-wrapped steering wheel and shifter, plus dual-zone automatic temperature control.

To raise your profile further, choose ambient lighting, a power moonroof, or a 10-speaker Audio System from Sony. All in a cockpit designed to help you conquer the road.

Start making connections.

Standard Ford SYNC® with 911 Assist® delivers hands-free calls, Bluetooth®-streaming music and more with simple voice commands. Once paired, it can download contacts and play music from your smartphone. It can also access your MP3 player, USB or iPod®. SYNC AppLink™ lets you control Pandora®, iHeartAuto™, the SiriusXM® App and other select apps by voice, too. SYNC with MyFord Touch® adds an 8” color LCD touch screen and much more. SYNC. Say the word.

SiriusXM Satellite Radio® lets you enjoy commercial-free music, plus sports, news, entertainment, and every premium channel with your 6-month All Access trial subscription. The voice-activated Navigation System® also includes a 5-year subscription to SiriusXM Traffic and Travel Link® services. These features provide detailed traffic information on accidents, construction, and road closures, plus local and national weather forecasts, fuel prices and more.

1Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/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. Not all features are compatible with all phones. 2SYNC AppLink is available on select models and compatible with select smartphone platforms. SYNC AppLink is not compatible with MyFord Touch. Commands may vary by phone and AppLink software. 3Available feature. 4Trial subscription also includes access to SiriusXM Internet Radio on your computer, smartphone or tablet. Satellite and Internet Radio lineups vary slightly.
Start taking the street by storm.

Step on the aluminum accelerator pedal of the 2015 Focus ST and engage the exhilarating intensity of its 252-hp, high-output 2.0L EcoBoost® engine mated to a 6-speed manual transmission. To further heighten your ST experience, engineers channeled the lower-engine frequencies of its signature EcoBoost sound into the redesigned cabin.

Enhance already wicked performance with an “overboost” feature that extends peak torque for up to 15 seconds at a time (from 3,000 to 4,500 rpm).

Other ST performance essentials include disc brakes with high-performance brake pads at all 4 wheels, all-season tires, new 18” aluminum wheels with red-painted brake calipers, a unique sport suspension, and dramatic bright-tipped center-exit exhaust.

ST. Tangerine Scream Tri-coat Metallic. Available equipment.

1Using 93-octane fuel. 2Available feature. 3EPA-estimated rating: 23 city/32 hwy/26 combined mpg. 2.0L EcoBoost. Actual mileage will vary. 4Based on Ford testing with standard summer tires.
Start your engine.

Enter and start Focus ST without using your key thanks to Intelligent Access with push-button start. Grip the new leather-wrapped, race-inspired, flat-bottom steering wheel with ST badge.

Watch the speedometer and tach soar as you press the accelerator. With 252 hp¹ and 270 lb.-ft. of torque, Focus ST can be pushed to the limits – and back – in no time at all.

Monitor the 3 mini cluster gauges atop the instrument panel, including turbo boost and oil pressure, as you accelerate out of the corners.

RECARO® partial² or full leather-trimmed² front seats, with supportive side bolsters, keep you firmly planted along the way. In a 2015 Focus ST, there’s no reason to hold anything back.

¹Using 93-octane fuel. ²Available feature.

ST. Charcoal Black leather trim with Tangerine Scream cloth accents. ST2 Package with RECARO seats. Available equipment.
Start letting Focus assist you.

Advanced driver-assist technologies on the 2015 Focus use ultrasonic sensors and sophisticated radar to help you monitor blind spots, parallel park and so much more.

**Maintain your lane** with help from our Lane-Keeping System. It can detect lane markings with a forward-facing camera, and send vibration pulses to the steering wheel and apply steering torque if needed, assisting you to steer back into your lane.

**Stay alert to traffic detected in blind spots** thanks to BLIS® (Blind Spot Information System) with cross-traffic alert. It helps warn you using lights embedded in the sideview mirrors and a notice in the message center.

**Make parallel parking easier** with class-exclusive active park assist. This system not only helps you find a spot, it actually steers the vehicle into place while you control the gear shifter, and brake and accelerator pedals.

**To improve your visibility** while slowly backing up, a rear view camera is standard on all 2015 Focus models. A Reverse Sensing System provides audible assistance as well.


1Available feature. Driver-assist features are supplemental and do not replace the driver’s attention, judgment and need to control the vehicle. 2Lane-Keeping System does not control steering. 3BLIS replaces standard integrated blind spot mirrors. Message center notice displayed for cross-traffic alert only. 4Class is Small Sedans and Hatches.
Start safely.

Over half of the 2015 Focus body structure is made from high-strength and ultra-high-strength steel, with critical occupant safety zones reinforced with lightweight yet incredibly strong boron steel.

Strength surrounds you in the form of a rigid safety cage. SPACE (Side Protection And Cabin Enhancement) Architecture and the Trinity front-crash structure help divert crash forces away from occupants. Next, 7 standard airbags include: driver and front-passenger front; driver’s knee; front-seat side; and side curtains that deploy to cover both rows of the vehicle in certain side-impact collisions.

To avoid skidding and fishtailing in inclement weather, AdvanceTrac® electronic stability control helps keep all 4 wheels firmly planted. To help ensure your tires are properly inflated, the Tire Pressure Monitoring System (TPMS) alerts you when any tire’s pressure is low, giving you time to get assistance if needed.

1Remember 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.
Focus Specifications

### Engines/EPA-Estimated Ratings & Dimensions

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Horsepower @ RPM</th>
<th>Torque @ RPM</th>
<th>Transmission</th>
<th>City MPG</th>
<th>Highway MPG</th>
<th>Combined MPG</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0L EcoBoost® I-3 with Auto Start-Stop</td>
<td>123 hp @ 6,000 rpm</td>
<td>125 lb.-ft. @ 3,500 rpm</td>
<td>6-speed manual</td>
<td>30 city/42 hwy/35 combined mpg (SFE option)</td>
<td>29 city/40 hwy/33 combined mpg</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.0L Ti-VCT GDi-I-4 FFV</td>
<td>160 hp @ 6,500 rpm</td>
<td>146 lb.-ft. @ 4,500 rpm</td>
<td>5-speed manual</td>
<td>26 city/36 hwy/31 combined mpg</td>
<td>PowerShift 6-speed automatic</td>
<td>26 city/38 hwy/30 combined mpg</td>
<td></td>
</tr>
<tr>
<td>2.0L Ti-VCT GDi-I-4 PZEV</td>
<td>159 hp @ 6,500 rpm</td>
<td>146 lb.-ft. @ 4,500 rpm</td>
<td>5-speed manual</td>
<td>26 city/36 hwy/31 combined mpg</td>
<td>PowerShift 6-speed automatic with SelectShift</td>
<td>26 city/38 hwy/30 combined mpg</td>
<td></td>
</tr>
<tr>
<td>2.0L EcoBoost I-4 (high-output)</td>
<td>252 hp @ 5,500 rpm</td>
<td>270 lb.-ft. @ 2,500 rpm</td>
<td>6-speed manual</td>
<td>23 city/32 hwy/26 combined mpg</td>
<td>23 city/32 hwy/26 combined mpg</td>
<td></td>
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</tr>
</tbody>
</table>

### Exterior

- Sedan/Hatchback (ST)
- Wheelbase: 104.3"
- Length: 178.5"/171.6"/171.7"
- Height: 57.7"/58.4"
- Width: 74.1"/80.5"

### Interior

- Sedan/Hatchback (ST)
- Front:
  - Head room: 38.3"/39.1"
  - Shoulder room: 55.6"
  - Hip room: 53.9"
  - Leg room: 43.7"/43.1"
- Rear:
  - Head room: 38.0"/379"
  - Shoulder room: 53.7"/52.6"
  - Hip room: 52.7"/52.8"
  - Leg room: 33.2"/33.4"

### Capacities (cu. ft.)

- Passenger volume: 90.7
- Luggage capacity (sedan): 13.2
- Cargo volume behind front seats (hatchback): 44.8
- Cargo volume behind rear seats (hatchback): 23.8

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Dimensions may vary by trim level. ¹Actual mileage will vary. ²Standard on all models in CA, CT, DE, MA, MD, ME, NJ, NY, OR, PA, RI, VT and WA; available on retail orders in AZ, DC, ID, NH, NV, OH, VA and WV. ³Using 93-octane fuel. ⁴Always wear your safety belt and secure children in the rear seat.
<table>
<thead>
<tr>
<th><strong>SE Sedan</strong></th>
<th><strong>SE Sedan/Hatchback</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Equipment Group 100A</strong> includes all standard features, plus:</td>
<td><strong>Equipment Group 200A</strong> includes select S features, plus:</td>
</tr>
<tr>
<td><strong>Mechanical</strong></td>
<td><strong>Mechanical</strong></td>
</tr>
<tr>
<td>2.0L Ti-VCT GDI I-4 FFV engine</td>
<td>Cruise control</td>
</tr>
<tr>
<td>5-speed manual transmission</td>
<td></td>
</tr>
<tr>
<td>Compact spare tire</td>
<td></td>
</tr>
<tr>
<td>Electric power-assisted steering</td>
<td></td>
</tr>
<tr>
<td>Power front disc/rear drum brakes</td>
<td></td>
</tr>
<tr>
<td><strong>Seat</strong></td>
<td><strong>Seating</strong></td>
</tr>
<tr>
<td>6-way manual driver’s seat</td>
<td>4-way adjustable front head restraints</td>
</tr>
<tr>
<td>Cloth seats</td>
<td></td>
</tr>
<tr>
<td><strong>Interior</strong></td>
<td><strong>Interior</strong></td>
</tr>
<tr>
<td>AM/FM stereo/single-CD player with MP3 capability and 6 speakers</td>
<td><strong>Interior</strong></td>
</tr>
<tr>
<td>Driver and front-passenger sun visors</td>
<td>12-volt rear powerpoint</td>
</tr>
<tr>
<td>Ford SYNC® voice-activated, in-vehicle connectivity system which includes 4.2” color LCD screens in instrument cluster and center stack; AppLink™; 911 Assist®, and media hub with smart-charging USB port</td>
<td>AM/FM stereo/single-CD player with MP3 capability and 6 speakers</td>
</tr>
<tr>
<td>Front carpeted floor mats</td>
<td>Compass and outside temperature display</td>
</tr>
<tr>
<td>Front floor console with storage</td>
<td>Driver and front-passenger seat back map pockets</td>
</tr>
<tr>
<td>Manual air conditioning</td>
<td>Front and rear carpeted floor mats</td>
</tr>
<tr>
<td>Manual rear windows</td>
<td>Front floor console with storage and armrest</td>
</tr>
<tr>
<td>Power front windows with one-touch-down driver’s side feature</td>
<td>Illuminated Entry System</td>
</tr>
<tr>
<td><strong>Exterior</strong></td>
<td><strong>Exterior</strong></td>
</tr>
<tr>
<td>15” steel wheels with silver-painted covers and P195/65R15 BSW tires</td>
<td><strong>Exterior</strong></td>
</tr>
<tr>
<td>Black door handles</td>
<td>16” painted aluminum wheels with P215/55R16 BSW tires</td>
</tr>
<tr>
<td>Black grille with chrome trim</td>
<td>Automatic headlamps</td>
</tr>
<tr>
<td>Black power sideview mirrors with integrated blind spot mirrors</td>
<td>Body-color door handles</td>
</tr>
<tr>
<td>Remote Keyless Entry System</td>
<td>Body-color sideview mirrors with integrated blind spot mirrors and turn signal indicators</td>
</tr>
<tr>
<td><strong>Available Options &amp; Packages</strong></td>
<td><strong>Available Options &amp; Packages</strong></td>
</tr>
<tr>
<td>Cargo area protector</td>
<td>1.0L EcoBoost® engine with 6-speed manual transmission and Auto Start-Stop (200A only; n/a with SE Sport Package)</td>
</tr>
<tr>
<td>Cargo Management Package includes cargo net and foldable soft cargo organizer</td>
<td><strong>SE Sedan/Hatchback</strong></td>
</tr>
<tr>
<td>Exterior Protection Package includes rear bumper protector and molded splash guards for front and rear focus body sides</td>
<td>17” gloss black-painted aluminum wheels (200A only; late availability)</td>
</tr>
<tr>
<td>Focus body sides</td>
<td>Cargo area protector</td>
</tr>
<tr>
<td>Power Code™ Remote Start System (n/a with manual transmission)</td>
<td>Cargo Management Package</td>
</tr>
<tr>
<td>PowerShift 6-speed automatic transmission</td>
<td>Exterior Protection Package</td>
</tr>
<tr>
<td>SecuriCode™ keyless entry keypad</td>
<td>Focus body sides graphics</td>
</tr>
<tr>
<td>Stainless steel door-sill scuff plates</td>
<td><strong>Interior Protection Package</strong> includes all-weather floor mats for front and rear, and reversible carpeted cargo area mat with water-resistant underside (n/a with SE Cold Weather Package or Sony® &amp; MyFord Touch® Package)</td>
</tr>
<tr>
<td><strong>Available Equipment Group</strong></td>
<td><strong>Available Equipment Group</strong></td>
</tr>
<tr>
<td>Equipment Group 201A – SE Appearance Package includes 17” dark-painted aluminum wheels, black headlamp bezels, LED signature lamps, fog lamps, decal spoiler (sedan), SelectShift® (automatic only), rear disc brakes, perimeter alarm, leather-trimmed seating surfaces, 8-way power driver’s seat, rear seat with center armrest, leather-wrapped steering wheel and shift knob, ambient lighting, overhead console, and SiriusXM® Satellite Radio with 6-month trial subscription</td>
<td>17” machined aluminum wheels with black-painted pockets; front lower valance and splitter; body-color-painted rocker panels; rear valance and diffuser; fog lamps; decal spoiler; rear disc brakes, and leather-wrapped steering wheel (sedan only; 200A only; requires manual transmission; n/a with Exterior Protection Package, SE Sport Package, or White Platinum Tri-coat Metallic and Blue Candy Tinted Clearcoat Metallic exterior paint colors)</td>
</tr>
<tr>
<td><strong>SE Cold Weather Package</strong> includes heated front seats, steering wheel and sideview mirrors, and all-weather floor mats</td>
<td><strong>SE Sedan/Hatchback</strong></td>
</tr>
<tr>
<td>SE EcoBoost Package includes 1.0L EcoBoost engine with 6-speed manual transmission and Auto Start-Stop; 17” machined aluminum wheels with black-painted pockets; front lower valance and splitter; body-color-painted rocker panels; rear valance and diffuser; fog lamps; decal spoiler; rear disc brakes, and leather-wrapped steering wheel (sedan only; 200A only; requires manual transmission; n/a with SE Cold Weather Package or Sony® &amp; MyFord Touch® Package)</td>
<td><strong>SE Sport Package</strong> includes 17” machined aluminum wheels with black-painted pockets; front lower valance and splitter; body-color-painted rocker panels; rear valance and diffuser; fog lamps; decal spoiler; rear disc brakes, and leather-wrapped steering wheel with paddle shifters (200A only; requires automatic transmission; n/a with 1.0L EcoBoost engine, Exterior Protection Package, SE EcoBoost Package, or White Platinum Tri-coat Metallic and Blue Candy Tinted Clearcoat Metallic exterior paint colors)</td>
</tr>
<tr>
<td>SE Appearance Package includes 17” machined aluminum wheels with black-painted pockets; front lower valance and splitter; body-color-painted rocker panels; rear valance and diffuser; fog lamps; decal spoiler; rear disc brakes, and leather-wrapped steering wheel with paddle shifters (200A only; requires automatic transmission; n/a with 1.0L EcoBoost engine, Exterior Protection Package, SE EcoBoost Package, or White Platinum Tri-coat Metallic and Blue Candy Tinted Clearcoat Metallic exterior paint colors)</td>
<td><strong>SecureCode</strong> keyless entry keypad</td>
</tr>
<tr>
<td><strong>Sony &amp; MyFord Touch Package</strong> includes Audio System from Sony with 10 speakers, SYNC with MyFord Touch, voice-activated Navigation System, and dual-zone electronic automatic temperature control (201A only)</td>
<td>SiriusXM Satellite Radio with 6-month trial subscription</td>
</tr>
<tr>
<td>Stainless steel door-sill scuff plates</td>
<td></td>
</tr>
</tbody>
</table>
Titanium Sedan/Hatchback

Equipment Group 300A
Includes select SE features, plus:

Mechanical
Hill start assist
PowerShift 6-speed automatic transmission with SelectShift®
Rear disc brakes

Seating
8-way power driver’s seat
Leather-trimmed heated front seats
Rear seat with center armrest

Interior
Ambient lighting
Audio System from Sony® with 10 speakers and HD Radio™ Technology
Dual-zone electronic automatic temperature control
Intelligent Access with push-button start
Leather-wrapped steering wheel and shift knob
Metallic finish on door pulls and register surrounds
Overhead console
Power windows with one-touch-up/-down feature
SiriusXM® Satellite Radio with 6-month trial subscription
SYNC® with MyFord Touch® which includes 8” color LCD touch screen in center stack; 4.2” screen in instrument cluster; media hub with 2 USB ports, 5D card reader and audio input jack; and SYNC Services

Exterior
17” sport painted aluminum wheels with P215/50R17 BSW tires
Body-color, heated sideview mirrors with integrated blind spot mirrors, turn signal indicators and security approach lamps
Chrome beltline moldings
Chrome headlamp bezels
Decklid spoiler (sedan)
Fog lamps with chrome bezels
LED signature lamps
Perimeter alarm
Remote Start System (automatic transmission only)
Reverse Sensing System
SecuriCode™ keyless entry keypad
Silver upper grille

Available Options & Packages
5-speed manual transmission
Active park assist
Cargobeam protector
Cargo Management Package
Exterior Protection Package
Power moonroof
Rear view camera
Audio System from Sony® with 10 speakers and HD Radio™ Technology
Dual-zone electronic automatic temperature control

17” Sport Painted Aluminum
Standard
18” Premium Painted Aluminum
Included: Titanium 18” Wheel Package

Titanium 18” Wheel Package includes 18” premium painted aluminum wheels, low-profile high-performance all-season tires, and 16” full-size spare steel wheel and tire

Titanium Cold Weather Package includes heated steering wheel and all-weather floor mats

Titanium Technology Package includes auto high-beam headlamps, BLIS® (Blind Spot Information System) with cross-traffic alert, and Lane-Keeping System
Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link® services with 5-year subscription

SYNC Services varies by trim level and model year and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Ford Motor Company reserves the right to change or discontinue this product service at any time without prior notification or incurring any future obligation. 

1Available feature.
ST Hatchback

Equipment Group 400A
Includes select ST features, plus:

**Mechanical**

- 2.0L EcoBoost® I-4 engine
- 6-speed manual transmission
- Full-size steel spare (16" x 6.5")
- Power front and rear disc brakes with high-performance brake pads
- Unique ST sport suspension
- Variable-ratio electric power-assisted steering

**Seating**

Cloth sport seats with ST logo

**Interior**

- Aluminum pedals
- Analog mini cluster gauges
- Intelligent Access with push-button start
- Leather-wrapped shift knob with alloy bevel cap and leather boot
- Unique leather-wrapped, flat-bottom steering wheel with ST badge
- Unique ST scuff plates

**Exterior**

- 18" Rado Gray-painted aluminum wheels with 235/40R18 Y-rated asymmetric summer tires
- Center-exit exhaust with dual bright tips
- Chin spoiler
- Darkened headlamp bezels
- Fog lamps with black bezels
- Front and rear valances
- High-mounted liftgate spoiler
- LED signature lamps
- Perimeter alarm
- Piano Black grille
- ST badging
- Unique front and rear fascias

Available Equipment Groups

**Equipment Group 401A – ST2 Package** includes

- HID headlamps, cornering lamps, Audio System from Sony® with 10 speakers and HD Radio™ Technology, SYNC® with MyFord Touch® dual-zone electronic automatic temperature control, SiriusXM® Satellite Radio with 6-month trial subscription, and RECARO® partial leather front bucket seats

**Equipment Group 402A – ST3 Package** includes

- select content of Equipment Group 401A, RECARO full leather-trimmed heated front bucket seats, 8-way power driver’s seat, 4-way adjustable front head restraints, rear armrest, ambient lighting, heated steering wheel, overhead console, heated sideview mirrors, SecuriCode™ keypad and voice-activated Navigation System

Available Options & Package

- 18" machined aluminum wheels with black-painted pockets and red-painted brake calipers
- 18" high-performance all-season tires
- Black exterior stripes (includes black mirror caps; requires 18" machined aluminum wheels; n/a with moonroof; only available with Race Red and Magnetic exterior colors)

**Cargo Management Package** includes cargo net and foldable soft cargo organizer

- Power moonroof
- Red exterior stripes (includes red mirror caps; requires 18" machined aluminum wheels; n/a with moonroof; only available with Oxford White and Tuxedo Black exterior colors)

Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link® services with 5-year subscription (requires 401A)

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1 Ford does not recommend using summer tires when temperatures drop to approximately 40°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or winter tires.
### Exteriors

<table>
<thead>
<tr>
<th>Color</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Platinum Tri-coat Metallic</td>
<td>![Image](white Platinum Tri-coat Metallic)</td>
</tr>
<tr>
<td>Oxford White</td>
<td>![Image](Oxford White)</td>
</tr>
<tr>
<td>Ingot Silver</td>
<td>![Image](Ingot Silver)</td>
</tr>
<tr>
<td>Tangerine Scream Tri-coat Metallic</td>
<td>![Image](Tangerine Scream Tri-coat Metallic)</td>
</tr>
<tr>
<td>Race Red</td>
<td>![Image](Race Red)</td>
</tr>
<tr>
<td>Ruby Red Tinted Clearcoat Metallic</td>
<td>![Image](Ruby Red Tinted Clearcoat Metallic)</td>
</tr>
<tr>
<td>Blue Candy Tinted Clearcoat Metallic</td>
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</tr>
<tr>
<td>Performance Blue</td>
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</tr>
<tr>
<td>Tectonic</td>
<td><img src="Tectonic" alt="Image" /></td>
</tr>
<tr>
<td>Magnetic</td>
<td><img src="Magnetic" alt="Image" /></td>
</tr>
<tr>
<td>Tuxedo Black</td>
<td>![Image](Tuxedo Black)</td>
</tr>
</tbody>
</table>

### Interiors

1. Charcoal Black Cloth with Charcoal Black Inserts
2. Medium Light Stone Cloth with Medium Light Stone Inserts
3. Charcoal Black Leather with Charcoal Black Inserts
4. Medium Soft Ceramic Leather with Medium Soft Ceramic Inserts
5. Charcoal Black Cloth with Anthracite Accents
6. Charcoal Black Leather with Tangerine Scream Cloth Accents
7. Charcoal Black Leather with Performance Blue Cloth Accents
8. Charcoal Black Leather with Smoke Storm Cloth Accents

### Exterior Colors

- White Platinum Tri-coat Metallic
- Oxford White
- Ingot Silver
- Tangerine Scream Tri-coat Metallic
- Ruby Red Tinted Clearcoat Metallic
- Blue Candy Tinted Clearcoat Metallic
- Performance Blue
- Tectonic
- Magnetic
- Tuxedo Black

### Interior Colors

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### Additional Information

- Requires SE Appearance Package on SE; ST3 Package on ST
- Additional charge
- Colors are representative only. See your dealer for actual paint/trim options.
SE Hatchback in Oxford White accessorized with silver bodyside graphics, rear spoiler winglets, smoked side window deflectors, keyless entry keypad, molded splash guards, roof-mounted crossbars by THULE®, and 17" machined and painted aluminum wheels.

- Carbon fiber gear shift knob
- All-weather floor mats
- Portable DVD rear-seat entertainment system by NextBase®
- Remote start systems

**Exterior**
- Custom graphics
- Flat splash guards
- Full vehicle covers
- Hood deflector
- Hood protector
- Locking fuel plug
- Racks and carriers
- Rear bumper protector
- Rear spoilers
- ST full vehicle cover

**Interior**
- Ash cup/coin holders
- Cargo organizers and protectors
- Carpeted floor mats
- Door sill plates
- Gear shift knobs
- Interior light kit
- Sport pedals
- Tablet cradle

**Electronics**
- Bumper-mounted warning sensor system
- Vehicle Security System

**Wheels**
- 17" gloss black-painted aluminum wheels
- 17" machined aluminum wheels with painted pockets
- ST 18" machined aluminum wheels with painted pockets
- Wheel lock kit

1 Ford Licensed Accessory. 2 Manual transmission only. 3 Not available on Focus ST.
New Vehicle Limited Warranty. We want your Ford Focus ownership experience to be the best it can be. 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/60,000-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 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. Ford Original Accessories will be warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, 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. FLA are 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.

Comparisons based on competitive models (class is Small Sedans and Hatches), publicly available information and Ford certification data at time of release. Vehicles may be shown with optional equipment. Features may be offered only in combination with other options or subject to additional ordering requirements/limitations. Dimensions shown may vary due to optional features and/or production variability. Information is provided on an "as is" basis and could include technical, typographical or other errors. Ford makes no warranties, representations, or guarantees of any kind, express or implied, including but not limited to, accuracy, currency, or completeness, the operation of the information, materials, content, availability, and products. Ford reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Ford Dealer is the best source of the most up-to-date information on Ford vehicles.

After trial period expires, SiriusXM Satellite Radio, SiriusXM Traffic and Travel Link subscriptions are sold separately or as a package and are continuous until you call SiriusXM to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. SiriusXM Traffic and Travel Link available in select markets. For more information, see www.siriusxm.com/travelink or www.siriusxm.com/traffic. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. HD Radio is a proprietary trademark of iBiquity Digital Corp. iHeartAuto is a trademark owned by Clear Channel Broadcasting, Inc. All third party uses are authorized under license. iPod is a trademark of Apple Inc., registered in the U.S. and other countries. PANDORA, the PANDORA logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc. Used with permission. Power Code is a trademark of Code Systems, Inc. RECARO is a registered trademark of RECARO Beteiligungs-GmbH. Sony is a registered trademark of Sony Corporation. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc. THULE is a registered trademark of Thule Sweden AB.