Ranked Highest in its Class in Initial Quality¹
35 mpg highway.²
And so much more.

The New Focus

35 mpg highway and Ford-exclusive technologies drive the new Ford Focus. Loaded with all the comfort, refinement and safety usually found in more expensive sedans, Focus is also the “Highest-Ranked Compact Car in Initial Quality”¹ in 2010 – according to J.D. Power and Associates. With 4 trim levels (S, SE, SEL and SES), there’s a fun-to-drive Focus that’s just right for you. So, save money from the showroom to the fuel station, and get more with Focus. More MPGs. More technology. More quality. More of what you’re looking for.

¹The 2010 Ford Focus received the lowest number of problems per 100 vehicles among compact cars in the proprietary J.D. Power and Associates 2010 Initial Quality StudySM Study based on responses from 82,095 new-vehicle owners, measuring 236 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February–May 2010. Your experiences may vary. Visit jdpower.com. ²EPA-estimated 25 city/35 hwy/29 combined mpg with 5-speed manual transmission.
Grounded in fun and functionality, the 2011 Ford Focus is hard to beat. Up to 35 mpg hwy helps stretch your paycheck. Euro-inspired suspensions provide exceptional handling finesse. There’s plenty of torque from its 140-hp 2.0L Duratec® I-4 engine. And loads of available extras like the Ford SYNC® voice-activated, in-vehicle connectivity system and mood-enhancing ambient lighting.

To pump up the visual volume, select the available Appearance Package on SE. You’ll add 15-in. unique-finish alloy wheels, a decklid spoiler and fog lamps. On the top-of-the-line Focus SES, sport fascias and 17-in. premium painted wheels, along with many other amenities, enhance each drive. Whichever Focus you choose, you’ll enjoy it mile after exhilarating mile.

Ford Focus is the only vehicle in its class to offer these advanced features:

- Available Ford SYNC Voice-Activated, In-Vehicle Connectivity System
- Standard MyKey® Owner Controls Feature
- Available 7-Color Ambient Lighting

¹EPA-estimated 25 city/35 hwy/29 combined mpg with 5-speed manual transmission. ²Class is Small Cars.
SYNC. Say the word. Voice-activated Ford SYNC® is an award-winning, available system that works with your paired Bluetooth®-enabled mobile phone and your digital media player. It provides hands-free calling, plays music, delivers Vehicle Health Reports and 911 Assist. With the touch of a button and voice commands, SYNC with Traffic, Directions and Information services provides turn-by-turn directions, personalized traffic alerts and more. All at no monthly fee. SyncMyRide.com has the latest details.

With SIRIUS® Satellite Radio, standard on Focus SE and above, you’ll enjoy an introductory 6-month subscription to over 130 channels including 100% commercial-free music, plus the best in sports, news, talk and entertainment, 24/7, coast-to-coast. And new for 2011, you can add The Best of XM channels at no charge.

1Driving 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. Traffic alerts and turn-by-turn directions available in select markets. Standard text messaging and data rates apply. 2For original owner, 3 years. 3Subscription required after introductory 6 months expire. 4Call 1-800-351-4517 for details.
With 7 different color choices, available ambient lighting casts a glow in the Focus cupholders and front and rear footwells. It’s just one of many unexpected amenities in an interior fine-tuned to reduce NVH (noise, vibration and harshness). Sound-deadening materials help quiet the cabin. An acoustic windshield and aerodynamic design help reduce wind noise. For added style and comfort, available heated, leather-trimmed front seats can’t be beat. Crystal clear, high-power digital sound is yours with an available Premium Sound System that pumps out 190 watts through 8 speakers and an 8-in. subwoofer. Get accustomed to the finer things in life.
With a long list of standard safety features, Ford Focus is well-equipped to help keep you safe. Start with standard **AdvanceTrac® electronic stability control** that includes a **4-wheel Anti-Lock Brake System (ABS)** to help prevent you from skidding off your intended course. Add a rock-solid structure to help protect all on board, and a full complement of **6 airbags** that includes 2 dual-stage front, 2 front-seat side and 2 side-curtain. The **Personal Safety System™** is standing by with its 8 advanced technologies. There’s also a **Tire Pressure Monitoring System**, and more. It all contributes to your peace of mind – another standard that’s hard to beat.

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.

**Positively habit-forming.**
The Ford MyKey® owner controls feature lets you program ignition keys to help encourage smart driving habits. Buckling up. Traveling at appropriate speeds. And much more.

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FOCUS SE SEDAN • INGOT SILVER METALLIC • AVAILABLE SE APPEARANCE PACKAGE

2011 FOCUS
STANDARD FEATURES

Mechanical
2.0L Duratec® I-4 engine or 2.0L Duratec 20E PZEV I-4 engine
4-wheel Anti-Lock Brake System (ABS)
European-inspired suspension – Front: independent MacPherson strut, stabilizer bar; rear: independent Control Blade™
Power front disc/rear drum brakes

Front-seat side airbags module and Front-Passenger Sensing System
crash severity sensor, restraint control retractors, safety belt usage sensors, driver's seat belt pretensioners, safety belt energy-management SecuriLock (2 key fobs)

AdvanceTrac®
3-point safety belts for all 5 seating positions

Side-curtain airbags
Personal Safety System™ for driver and front passenger

Windshield wipers – Intermittent
Solar-tinted glass
Body-color bumpers
Exterior Visor vanity mirrors
Tilt steering column
Powerpoints (2, 12-volt)
Map pocket on front-passenger seat back
Illuminated Entry System
Front-door bins and integrated bottle holders
Full-length center floor console with padded armrest
Illuminated Entry System
Map pocket on front-passenger seat back
Powerpoints (2, 12-volt)
Tilt steering column
Visor vanity mirrors

Interior
Air conditioning
AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers
Auxiliary audio input jack
Courtesy lights with theater-dimming feature
Cupholders (2 front, 1 rear)
Dashstop radio display with outside temperature
Driver message center with dual trip odometer, mpg tracking and real-time fuel efficiency
Front and rear floor mats
Front-door bins and integrated bottle holders
Full-length center floor console with padded armrest
Illuminated Entry System
Map pocket on front-passenger seat back
Powerpoints (2, 12-volt)
Tilt steering column
Visor vanity mirrors

Exterior
Body-color bumpers
Rear-window defroster
Solar-tinted glass
Windshield wipers – Intermittent

Safety & Security
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
Front-seat side airbags
Side-curtain airbags
3-point safety belts for all 5 seating positions
AdvanceTrac® electronic stability control
Battery saver
Belt-Minder® front safety belt reminder
Child-safety rear door locks
LATCH – Lower anchors and tether anchors for child-safety seats
MyKey® owner controls feature
Remote Keyless Entry System with trunk release (2 key fobs)
SecuriLock® Passive Anti-Theft System
Tire Pressure Monitoring System (excludes spare)

Horsepower, Torque & EPA-Estimated Fuel Economy
2.0L I-4 Engine
Horsepower 140 @ 6,000 rpm
Torque (lb-ft) 136 @ 4,250 rpm
Manual 25 city/35 hwy/29 combined mpg
Automatic 25 city/34 hwy/28 combined mpg

2.0L 20E PZEV Engine
Horsepower 136 @ 6,000 rpm
Torque (lb-ft) 133 @ 4,250 rpm
Manual 25 city/35 hwy/29 combined mpg
Automatic 25 city/34 hwy/28 combined mpg

Dimensions & Capacities
Exterior
Wheelbase 102.9”
Length 175.0”
Height 58.6”
Width – Excluding mirrors 67.8”
Width – Including mirrors 78.4”

Interior
Front
Head room 39.2”
Shoulder room 53.4”
Hip room 50.4”
Leg room 41.7”

Rear
Head room 38.3”
Shoulder room 53.5”
Hip room 50.9”
Leg room 36.1”

Capacities
Passenger volume (cu. ft) 93.4
Luggage capacity (cu. ft) 13.8

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/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 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 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. Comparisons based on 2010/2011 competitive models (class is Small Cars), 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.

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 Cars), 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.

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Always wear your safety belt and secure children in the rear seat.
STD

STANDARD FEATURES

**S**

Rapid Spec 100A
Includes all standard features, plus:

- **Mechanical**
  - 5-speed manual transmission
  - 15-in. steel wheels with silver-painted covers
  - P195/60R15 low-rolling-resistance tires

- **Seating**
  - Cloth seats

- **Interior**
  - Manual windows
  - Vinyl steering wheel

- **Exterior**
  - Black door handles
  - Black manual sideview mirrors
  - Chrome 2-bar grille
  - Halogen headlamps


**SE**

Rapid Spec 200A
Includes select S features, plus:

- **Mechanical**
  - 4-speed automatic transmission
  - 16-in. Euroflange aluminum-alloy wheels
  - P205/50R16 tires
  - Enhanced European-inspired front and rear suspensions with rear stabilizer bar

- **Interior**
  - Ambient lighting
  - Ford SYNC® Equipment Group with SYNC voice-activated, in-vehicle connectivity system, leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror
  - Instrument cluster includes metallic instrument panel applique with bright cluster rings, door release handles and register accents; metallic console top plate; and performance cluster
  - Leather-trimmed seats with heated front seats

- **Exterior**
  - Chrome door handles
  - Chrome exhaust tip
  - Fog lamps
  - Power, heated, chrome sideview mirrors


**SEL**

Rapid Spec 300A
Includes select SE features, plus:

- **Mechanical**
  - 4-speed automatic transmission
  - 15-in. aluminum-alloy wheels
  - P205/50R16 tires
  - Enhanced European-inspired front and rear suspensions with rear stabilizer bar

- **Interior**
  - Ambient lighting
  - Ford SYNC® Equipment Group with SYNC voice-activated, in-vehicle connectivity system, leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror
  - Instrument cluster includes metallic instrument panel applique with bright cluster rings, door release handles and register accents; metallic console top plate; and performance cluster
  - Leather-trimmed seats with heated front seats

- **Exterior**
  - Chrome door handles
  - Chrome exhaust tip
  - Fog lamps


**SES**

Rapid Spec 400A
Includes select SE features, plus:

- **Mechanical**
  - 4-speed automatic transmission
  - 17-in. premium dark stainless-painted aluminum wheels
  - P215/45R17 tires
  - Performance suspension with larger rear stabilizer bar

- **Interior**
  - Ambient lighting
  - Ford SYNC® Equipment Group with SYNC voice-activated, in-vehicle connectivity system, leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror
  - Instrument cluster includes metallic instrument panel applique with bright cluster rings, door release handles and register accents; metallic console top plate; and performance cluster

- **Exterior**
  - Body-color door handles
  - Chrome exhaust tip
  - Dark-chrome 2-bar grille
  - Dark-chrome headlamp and taillamp trim
  - Decklid spoiler
  - European-inspired front fascia with integrated fog lamps
  - Power, heated, body-color sideview mirrors

\[\text{ford.com} \quad \text{Ford} \quad \text{Drive one.}\]
FOCUS SE • CHARCOAL BLACK CLOTH

FOCUS SE • BLUE FLAME METALLIC

2011 FOCUS
**S & SE OPTIONAL FEATURES**

**S Available Option**
4-speed automatic transmission

**S Exterior Colors**
- White Suede
- Sangria Red Metallic
- Blue Flame Metallic
- Sterling Gray Metallic
- Black
- Natural Neutral Metallic

**Interior**
- Medium Stone Cloth

**SE Available Rapid Spec**
Rapid Spec 201A – Ford SYNC® Equipment Group includes SYNC voice-activated, in-vehicle connectivity system, leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror.

**SE Available Options & Packages**
4-speed automatic transmission
Cruise control
SE Appearance Package includes 15-in. alloy wheels with unique finish, decklid spoiler and fog lamps

**SE Exterior Colors**
- White Suede
- Sangria Red Metallic
- Blue Flame Metallic
- Sterling Gray Metallic
- Black
- Natural Neutral Metallic

**Interior**
- Medium Stone Cloth
  - Standard on S
- Charcoal Black Cloth
  - Standard on SE

Colors are representative only. See your dealer for actual paint/trim options.
2011 FOCUS

CHARCOAL BLACK LEATHER • AVAILABLE EQUIPMENT

STERLING GRAY METALLIC
Available Rapid Spec
Rapid Spec 301A – Moon & Tune Package includes power moonroof with shade, and Premium AM/FM stereo/single-CD player with MP3 capability, 8 speakers, 8-in. subwoofer and 190 watts.

Exterior Colors
- White Suede
- Sangria Red Metallic
- Blue Flame Metallic
- Ingot Silver Metallic
- Sterling Gray Metallic
- Black
- Natural Neutral Metallic

Interiors:
- Medium Stone Leather
- Charcoal Black Leather

Colors are representative only. See your dealer for actual paint/trim options.
**SES OPTIONAL FEATURES**

**Available Rapid Spec**
Rapid Spec 401A – **Moon & Tune Package** includes power moonroof with shade, and Premium AM/FM stereo/single-CD player with MP3 capability, 8 speakers, 8-in. subwoofer and 190 watts.

**Available Options**
4-speed automatic transmission
Leather-trimmed seats with heated front seats

<table>
<thead>
<tr>
<th>Exterior Colors</th>
<th>Interior Colors</th>
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<tbody>
<tr>
<td>Sangria Red Metallic</td>
<td>Medium Stone Cloth Standard</td>
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<tr>
<td>Blue Flame Metallic</td>
<td>Charcoal Black Cloth Standard</td>
</tr>
<tr>
<td>Ingot Silver Metallic</td>
<td>Medium Stone Leather Standard</td>
</tr>
<tr>
<td>Sterling Gray Metallic</td>
<td>Charcoal Black Leather Standard</td>
</tr>
<tr>
<td>Black</td>
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Interiors: ◼ Medium Stone Cloth ◼ Charcoal Black Cloth
◼ Medium Stone Leather ◼ Charcoal Black Leather

Colors are representative only. See your dealer for actual paint/trim options.

17-in. Premium Dark Stainless-Painted Aluminum Wheels
Standard

**EXTERIOR**

- Sangria Red Metallic
- Blue Flame Metallic
- Ingot Silver Metallic
- Sterling Gray Metallic
- Black
Seven different colors of available ambient lighting let you pick a tone for every day of the week.

Get a clear rear view with available power-adjustable, heated sideview mirrors.

Heated, leather-trimmed front seats are standard on Focus SEL, optional on SES.

Keep up-to-the-minute tabs on the outside temperature and, on select models, the direction you’re headed.

A standard driver message center with instant readout helps you maximize mpgs.

Standard rear 60/40 split-fold seats fold forward for extra-long cargo. And there’s room for plenty of your stuff in the 13.8-cu.-ft. trunk.

Adjust the available power moonroof to let in just the right combination of air and sky.
Ford Custom Accessories

ALSO AVAILABLE:

APPEARANCE
Body Kit by 3dCarbon®
Chrome Exhaust Tip
Graphics Kit
Ford Custom Graphics by Original Wraps®, Inc.

ELECTRONICS
GPS Tracking and Recovery by SmartAlert™
Vehicle Security System
Forward or Reverse Bumper-Mounted Parking Assist System by EchoMaster®
Keyless Entry Keypad

EXTERIOR
Racks and Carriers by THULE®
Side Window Deflectors
Hood Deflector
Splash Guards

INTERIOR
Auto-Dimming Rearview Mirror
Cargo Area Protector
Interior Light Kit
Ash Cup/Coin Holder with or without Lighter Element
Soft Cargo Cooler Bag
Cargo Net

WHEELS
Wheel Locks

To learn more about Ford Custom Accessories and to shop online, visit fordaccessories.com.

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. Contact your local Ford Dealer for details and a copy of the 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 regarding the manufacturer's limited warranty and/or a copy of the FLA product limited warranty offered by the accessory manufacturer.

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