Embrace a totally connected driving experience.

With the 2016 Focus. Connect with its European-inspired suspension tuned for agility and precision. Connect with its impressive array of smart technologies, including the new SYNC® 3 – our next generation of voice-activated technology.¹ And connect with a trio of vehicles that provide a choice of personal driving styles. Ford Focus. Go further.

¹Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/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. Message and data rates may apply.

**Expect more.**

Fun. Freedom. Responsiveness. In the 2016 Ford Focus, you’ll experience all this. And more. Like smart technologies that enhance comfort, convenience and performance behind the wheel.

**With a sophisticated appearance.** Focus hatchback and sedan share a stylish front end with sculpted hood and confident grille, and equally impressive unique rear taillamps. To add a personal touch, opt for the Luxury Package or the Sport Package – both available on SE.

**A clean, modern look** defines the smart, easy-to-use interior. You’ll notice the metallic-finish detailing, the handsome seat trims and switches, the convenient center stack, and the center console with adjustable cupholders.

**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 2016 Focus.

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1 Available feature. 2 Available feature. Driver-assist features are supplemental and do not replace the driver’s attention, judgment and need to control the vehicle. 3 Lane-Keeping System does not control steering.
Experience ingenuity.

1.0 liter of displacement. 3 cylinders. 215 pounds. From these specs, the 1.0L EcoBoost® engine offers cutting-edge engineering.

The 1.0L EcoBoost, with 123 hp and 125 lb.-ft. of torque, is teamed with a 6-speed manual transmission for maximum driving fun. Or you can choose an available 6-speed SelectShift® automatic. This award-winning performer has been named the best engine under 1.0L, according to Engine Technology International. It 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 with the manual transmission).

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 via thumb switch activation, 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, which help make Focus as ready as you are to make things happen.

Available feature. 2012–2015 International Engine of the Year Awards, presented by Engine Technology International magazine. EPA-estimated rating: 30 city/42 hwy/35 combined mpg, SE, Auto Start-Stop with 1.0L EcoBoost. Actual mileage will vary. 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.
Maximize your connections.

Voice-activated SYNC® technology helps you keep your eyes on the road and hands on the wheel. SYNC. Say the word.®

• Hands-free calling lets you make a call with a simple push of a button along with the sound of your voice.

• Automatic phone book download transfers the names and numbers in your compatible phone automatically, once paired.

• Voice-activated music commands let you say what music you want to hear and listen to it easily with voice-activated search, or say “Bluetooth® audio” to stream content from your phone.

• SYNC AppLink™ lets you control some of your favorite compatible mobile apps with your voice.

• 911 Assist® is a convenient no-charge feature that allows you to connect your compatible cell phone to help call 911 in the event of an accident.

Upgrade to SYNC 3: Our next generation of voice-activated technology with an easy-to-use new design and features.

• New hardware meets new software on the easy-to-read color touch screen that displays phone, audio and navigation4 functions on the home screen.

• High-speed performance means you’ll experience quick reactions to your commands. Plus, the capacitive touch screen includes a convenient swipe feature similar to your smartphone (as well as pinch-to-zoom capability within navigation4).

• Enhanced voice recognition lets you talk with simple, real-world voice commands and the system responds naturally to your voice.

• Easy destination entry feature within navigation4 helps you locate your favorite restaurants, nearest ATM and more.

• Siri® seamless integration brings the power of Siri Eyes Free® and your iPhone® into your vehicle.

• Automatic updates over Wi-Fi® let you keep SYNC 3 up-to-date with the latest software as new updates become available.


1Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC with 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. Message and data rates may apply. 1Available feature. SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and Applink software. 1The vehicle’s electrical system (including the battery), the wireless service provider’s signal and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed. When the feature is ON, 911 Assist uses your paired and connected mobile phone to assist occupants to contact emergency services by dialing 911. If your airbag deploys or, on certain vehicles, if the emergency fuel pump shut-off is activated. Aftermarket on-board diagnostic devices may interfere with various vehicle systems including Vehicle Health Report and 911 Assist. To avoid interference, remove the device or contact the device maker for more information on compatibility. 1Available feature. 1You must have a Bluetooth-enabled phone paired to your SYNC system. 1Optional Navigation System map updates cannot be received via Wi-Fi and require a separate update.
Turn up the heat.

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

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 electronic automatic temperature control.

SiriusXM® Satellite Radio welcomes you to the World of SiriusXM. Enjoy more than 150 channels including commercial-free music, plus live sports, news and exclusive entertainment, with a 6-month trial subscription to the All Access package included with your new vehicle. You’ll hear every channel available, plus you can listen online and on the SiriusXM app.

Navigation with SiriusXM Traffic and Travel Link includes a 5-year complimentary SiriusXM Traffic and Travel Link trial subscription. Global Positioning System (GPS) technology is combined with 3-D mapping and provides voice-guided turn-by-turn directions. With SiriusXM Traffic and Travel Link, you’ll get detailed traffic information, plus current and forecasted weather, gas station locations and prices, sports scores and schedules, and movie theater locations with show listings and times.


*Available feature. *SiriusXM Satellite Radio, SiriusXM Traffic and SiriusXM Travel Link subscriptions are sold separately or as a package by SiriusXM after your trial period, and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. All fees and programming subject to change. See Customer Agreement for complete terms and more information at www.siriusxm.com.
Step on the aluminum accelerator pedal of the 2016 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, Ford Performance engineers channeled the lower-engine frequencies of its signature EcoBoost sound into the equally exhilarating 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, 18” machined aluminum wheels with red-painted brake calipers, a unique sport suspension, and dramatic bright-tipped center-exit exhaust.

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

1Tested with 93-octane fuel. 2Available feature. 3EPA-estimated rating: 22 city/31 hwy/25 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 leather-wrapped, race-inspired, flat-bottom steering wheel with ST badge.

Watch the speedometer and tach soar as you press the accelerator. With 252 hp 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® partial or full leather-trimmed front seats, with supportive side bolsters, keep you firmly planted along the way. In a 2016 Focus ST, there’s no reason to hold anything back.

ST. Charcoal Black leather trim with Tangerine Scream cloth accents. ST2 Package with RECARO seats. Available equipment.

1Tested with 93-octane fuel. 2Available feature.
Max out your adrenaline.

The enthusiast-inspired, all-new 2016 Focus RS is a serious road machine with advanced technology and breakthrough engineering that deliver driving exhilaration. It represents Ford at its passionate best – delivering race-tuned driving dynamics and stunning performance on the road and the track.

Pioneering the innovative Ford Performance All-Wheel Drive with Dynamic Torque Vectoring, Focus RS delivers impressive cornering speed and unbridled driving enjoyment. And Focus RS is equipped with selectable drive modes, including a drift mode that allows controlled oversteer drifts – and launch control.

With best-in-class\(^1\) **350 hp\(^2\)** and **350 lb.-ft.** of torque,\(^3\) the low-inertia, twin-scroll, single-turbocharged high-output 2.3L EcoBoost\(^4\) engine in Focus RS has been modified to make it truly unique and memorable – propelling Focus RS from 0–60 mph in under 5 seconds.

Sporting a dramatic exterior design, Focus RS has a powerful new front-end appearance with a bold upper trapezoidal grille above the deep front splitter, incorporating the largest possible apertures for engine cooling. Its wide, muscular stance is emphasized by the lower wings and large outboard openings. Be inspired.

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\(^{1}\)Class is High-Performance Small AWD Cars based on Ford segmentation.\(^2\)Tested with 93-octane fuel.\(^3\)Track use only.\(^4\)Based on Ford testing.
Let Focus assist you.

Smart driver-assist technologies¹ on the 2016 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.² 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.

**Make parallel parking easier** with active park assist.¹ 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.

**Stay alert to traffic detected in blind spots** thanks to BLIS³ (Blind Spot Information System) with cross-traffic alert.¹ It helps warn you using lights embedded in the sideview mirrors³ and a notice in the message center.

**To improve your visibility** while slowly backing up, a rear view camera is standard on all 2016 Focus models. A Reverse Sensing System¹ provides audible assistance as well.

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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.
Drive safely.

Over half of the 2016 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: dual-stage driver and front passenger; 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 automatically 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.

*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.
Focus Specifications

Engines/EPA-Estimated Ratings¹ & Dimensions

1.0L EcoBoost® I-3 with Auto Start-Stop
123 hp @ 6,000 rpm
125 lb.-ft. of torque @ 3,500 rpm
6-speed manual
30 city/23 hwy/26 combined mpg
6-speed automatic with SelectShift®
28 city/30 hwy/29 combined mpg

2.0L EcoBoost® I-4 252 hp @ 5,500 rpm²
270 lb.-ft. of torque @ 2,500 rpm³
6-speed manual
22 city/31 hwy/25 combined mpg

2.0L EcoBoost® I-4 (high-output) 252 hp @ 5,500 rpm²
270 lb.-ft. of torque @ 2,500 rpm³
6-speed manual
22 city/31 hwy/25 combined mpg

2.0L Ti-VCT GDI I-4 FFV
160 hp @ 6,500 rpm
146 lb.-ft. of torque @ 4,500 rpm
5-speed manual
26 city/36 hwy/31 combined mpg
PowerShift 6-speed automatic
27 city/40 hwy/33 combined mpg
PowerShift 6-speed automatic with SelectShift®
26 city/36 hwy/31 combined mpg

2.0L Ti-VCT GDI I-4 PZEV²
159 hp @ 6,500 rpm
146 lb.-ft. of torque @ 4,500 rpm
5-speed manual
26 city/36 hwy/31 combined mpg
PowerShift 6-speed automatic
27 city/40 hwy/33 combined mpg
PowerShift 6-speed automatic with SelectShift®
26 city/38 hwy/30 combined mpg

2.3L EcoBoost® I-4
350 hp @ 6,000 rpm³
350 lb.-ft. of torque @ 3,200 rpm³
6-speed manual
For EPA-estimated ratings, visit ford.com

Standard Features

Mechanical
Active Grille Shutters (n/a on RS)
Anti-Lock Brake System (ABS)
Front-wheel drive (FWD)
Suspension – Front: independent MacPherson strut with stabilizer bar
Suspension – Rear: independent control blade with stabilizer bar
Torque Vectoring Control

Seating
5-person seating
4-way manual front-passenger seat
Rear 60/40 split fold-down seat
Removable rear head restraints

Interior
3-point steering wheel
12-volt front powerpoint
Cabin air filtration system
Cupholders (4 front)
Front and rear dome lights
Front-door storage bins
Tachometer
Tilt/telescoping steering column

Exterior
Easy Fuel® capless fuel filler
Quad-beam halogen headlamps
Rear-window defroster
Windshield wipers – Front: variable-intermittent with washer

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
AdvanceTrac® electronic stability control
Belt-Minder® front safety belt reminder
Child-safety rear door locks
Driver’s knee airbags
Emergency trunk release (sedan only)
Front height-adjustable shoulder safety belts
Front-seat side airbags
LATCH – Lower Anchors and Tether Anchors for Children (rear seat positions)
MyKey®
Rear view camera
SecuriLock® Passive Anti-Theft System
Side-curtain airbags
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)

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. ³Tested with 93-octane fuel. *(Always wear your safety belt and secure children in the rear seat.)
Silver-Painted Covers

Standard: S

16” Sparkle Silver-Painted Aluminum

Available: SE EcoBoost Appearance Package

16” Machined Aluminum with Dark-Painted Pockets

Included: SE EcoBoost Appearance Package

17” Machined Aluminum with Black-Painted Pockets

Included: SE Sport Package

17” Machined Aluminum with Black-Painted Pockets

Included: SE Luxury Package

17” Gloss Black-Painted Aluminum

Available: SE EcoBoost Appearance Package

Included: SE Sport Package

SE Sedan

Equipment Group 100A
Includes all standard features, plus:

Mechanical
2.0L Ti-VCT GDI 4-FFV engine
5-speed manual transmission
Compact spare wheel and tire
Electric power-assisted steering
Power front disc/rear drum brakes

Seating
6-way manual driver’s seat
Cloth seats

Interior
AM/FM stereo/single-CD player with MP3 capability and 6 speakers
Driver and front-passenger sun visors
Front and rear carpeted floor mats
Front floor console with storage
Manual air conditioning
Manual rear windows
Overhead console
Power front windows with one-touch-down driver’s side feature
SYNC Enhanced Voice Recognition Communications and Entertainment System which includes 4.2” color LCD screen in center stack, 911 Assist® AppLink™ and 1-smart-charging USB port

Exterior
15” steel wheels with silver-painted covers and P195/65R15 BSW tires
Black door handles
Black grille with chrome trim
Black power sideview mirrors with integrated blind spot mirrors
Remote Keyless Entry System

Available Options & Package
Cargo area protector

Exterior Protection Package includes rear bumper protector and molded splash guards for front and rear
Power Code™ Remote Start System (requires PowerShift transmission)

SE Sedan/Hatchback

Equipment Group 200A
Includes select S features, plus:

Mechanical
Cruise control

Seating
4-way adjustable front head restraints

Interior
12-volt rear powerpoint
AM/FM stereo/single-CD player with MP3 capability and 6 speakers
Compass and outside temperature display
Driver and front-passenger seat back map pockets
Front floor console with storage and armrest
Illuminated Entry System
Illuminated visor vanity mirrors
Map light
Power rear windows
Rear-seat air ducts
Removable package tray (hatchback only)
Steering wheel-mounted cruise, audio and 5-way controls (2)
Tether anchors (3; hatchback only)
Trip computer

Exterior
16” Sparkle Silver-painted aluminum wheels with P215/55R16 BSW tires
Automatic headlamps
Body-color door handles
Body-color sideview mirrors with integrated blind spot mirrors

Available Equipment Group
Equipment Group 201A – SE Luxury Package
Includes 17” gloss black-painted aluminum wheels; black headlamp bezels; LED signature lamps; fog lamps; Reverse Sensing System; SelectShift® (automatic only); disc brakes; perimeter alarm; leather-trimmed seating surfaces; 8-way power driver’s seat; rear-seat center armrest; leather-wrapped steering wheel and shift knob; ambient lighting; and SiriusXM® Satellite Radio with 6-month trial subscription

Available Options & Packages
SE Cold Weather Package includes heated front seats, steering wheel and sideview mirrors, and all-weather floor mats

SE EcoBoost Appearance Package includes 1.0L EcoBoost engine with Auto Start-Stop, 16” machined aluminum wheels with dark-painted pockets; gloss black grille; black headlamp bezels; LED signature lamps; fog lamps; SelectShift®; and rear disc brakes (200A only; requires 6-speed automatic transmission; n/a with SE Sport Package)

SE Power Seat Package includes 6-way power driver’s seat (200A only)

SE Sport 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; decklid spoiler (sedan); rear disc brakes; and leather-wrapped steering wheel with paddle shifters (automatic only) (200A only; n/a with 1.0L EcoBoost engine, Exterior Protection Package, SE EcoBoost Appearance Package, or White Platinum Metallic Tri-coat or Blue Candy Metallic Tinted Clearcoat exterior paint colors)

SecuriCode™ keyless entry keypad
SiriusXM Satellite Radio with 6-month trial subscription (included on 201A)
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
- Touring suspension

**Seating**
- 8-way power driver’s seat
- Leather-trimmed heated front seats
- Rear-seat 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 handles and register surrounds
- Power windows with one-touch-up/-down feature
- SiriusXM® Satellite Radio with 6-month trial subscription
- SYNC® 3 Enhanced Voice Recognition Communications and Entertainment System with 8” color LCD touch screen in center stack with swiping capability, 911 Assist®, AppLink™ and 2 smart-charging USB ports

**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 belttine moldings
- Chrome headlamp bezels
- Decklid spoiler (sedan)
- Fog lamps with chrome bezels
- LED signature lamps
- Perimeter alarm
- Remote Start System
- Reverse Sensing System
- SecuriCode™ keyless entry keypad
- Silver upper grille

**Available Options & Packages**

**Active park assist**

**Cargo area protector**
(n/a with Titanium 18” Wheel Package)

**Exterior Protection Package** includes rear bumper protector and molded splash guards for front and rear

**Power moonroof**

**Titanium 18” Wheel Package** includes 18” premium painted aluminum wheels, low-profile high-performance all-season tires, and full-size steel spare wheel (16” x 6.5”) 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 pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription

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1Available feature.
ST Hatchback

Equipment Group 400A
Includes select SE features, plus:

**Mechanical**
- 2.0L EcoBoost® I-4 engine
- 6-speed manual transmission
- Full-size steel spare wheel (17” x 7.5”) and tire
- Power front and rear disc brakes with high-performance brake pads
- Unique ST sport suspension

**Seating**
- Cloth sport seats with ST logo

**Interior**
- Aluminum pedals
- Analog mini-cluster gauges
- Intelligent Access with push-button start
- Leather-wrapped shift knob
- Unique instrument panel finish
- Unique leather-wrapped, flat-bottom steering wheel with ST badge
- Unique ST front door-sill scuff plates

**Exterior**
- 18” premium Rado Gray-painted aluminum wheels
- 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 badge
- 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® 3 Enhanced Voice Recognition Communications and Entertainment System with 8” color LCD touch screen in center stack with swipe-gesture capability; SIRIUS® Travel Link® with 5-year subscription; and RECARO® partial leather-trimmed front bucket seats

**Equipment Group 402A – ST3 Package** includes:
- select content of Equipment Group 401A, RECARO® full leather-trimmed heated front bucket seats with ST logo, 8-way power driver’s seat, 4-way adjustable front head restraints, rear-seat center armrest, ambient lighting, heated steering wheel, overhead console, heated sideview mirrors, SecuriCode™ keypad and voice-activated Navigation System + Carbon Fiber Interior Accent Package which includes carbon fiber boost gauge trim bezel, door grab handle inserts, emergency brake handle, and shift knob

Available Options

- 18” high-performance all-season tires
- 18” machined aluminum wheels with black-painted pockets and red-painted brake calipers
- Black exterior stripes (includes black mirror caps; requires 18” machined aluminum wheels; n/a with moonroof or Shadow Black exterior color)
- Power moonroof
- Red exterior stripes (includes red mirror caps; requires 18” machined aluminum wheels; n/a with moonroof, or Race Red or Tangerine Scream Metallic Tri-coat exterior colors)
- Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription (requires 401A; included on 402A)

Charcoal Black leather trim. ST3 Package with RECARO front seats and heated, flat-bottom steering wheel. Available equipment.

2.0L EcoBoost I-4 engine.

ST2 Package with HID headlamps, and LED signature lighting.
Center-exit exhaust with dual bright tips.

ST3 Package with leather-trimmed, heated front bucket seats and 8-way power driver’s seat.

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Ford does not recommend using summer tires when temperatures drop to approximately 45°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 snow tires.
RS Hatchback

Equipment Group 600A
Includes select SE features, plus:

Mechanical
2.3L EcoBoost® I-4 engine with Auto Start-Stop
6-speed manual transmission
13.8” ventilated front disc brakes with Brembo®
4-piston calipers and 11.9” rear disc brakes
Driver-selectable drive modes
Ford Performance All-Wheel Drive with Dynamic Torque Vectoring
High-performance low-metallic compound brake pads
Hill start assist
Launch control
Tire inflator and sealant kit
Unique RS driver-selectable sport suspension

Seating
RECARO® Charcoal Black partial leather-trimmed seats with blue accent stitching and RS logo

Interior
Aluminum pedals
Ambient lighting (single color)
Analog mini cluster gauges
Dual-zone electronic automatic temperature control
Intelligent Access with push-button start
Unique RS leather and alloy appearance shift knob with blue graphics and stitching
SiriusXM® Satellite Radio with 6-month All Access trial subscription
SYNC® 3 Enhanced Voice Recognition Communications and Entertainment System with 8” color LCD touch screen in center stack with swiping capability, 911 Assist®, AppLink™ and 2 smart-charging USB ports
Unique leather-wrapped, flat-bottom steering wheel with blue stitching and RS badge
Unique RS front and rear carpeted floor mats with blue accent stitching
Unique RS instrument panel finish

Exterior
19” x 8” premium painted aluminum wheels with 235/35Z19 Michelin® Pilot® Super Sport summer-only tires
Black headlamp bezels
Black trapezoidal grille
Blue-painted brake calipers
Body-color door handles
Body-color sideview mirrors with integrated blind spot mirrors and turn signal indicators
Chin splitter
Fog lamps with black surrounds
HID headlamps with cornering functionality
LED signature lamps
Perimeter alarm
RS badge
Sport exhaust with dual bright tips
Unique high-mounted liftgate spoiler with RS logo
Unique RS front and rear fascias

Available Options & Packages
19” x 8” premium painted forged aluminum wheels (includes standard 235/35Z19 Michelin Pilot® Super Sport summer-only tires)
19” x 8” premium painted forged aluminum wheels with 235/35Z19 Michelin Pilot® Sport Cup 2 summer-only tires
Power moonroof
RS full vehicle cover by Covercraft®
RS2 Package includes RECARO leather-trimmed heated front bucket seats with Miko® Dinamica® suede cloth inserts and RS logo, 8-way power driver’s seat, heated steering wheel, heated sideview mirrors, SecuriCode™ keyless entry keypad and voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM® Traffic and Travel Link® with 5-year subscription
RS Winter Tire & Wheel Package includes unique RS 18” x 7.5” Sparkle Silver-painted aluminum wheels with 225/40R18 Michelin Pilot® Alpin™ PA4™ tires

1 In lieu of a traditional spare tire, Focus RS comes equipped with a tire sealant and inflator kit which includes a portable air compressor and a can of tire sealant to inflate and seal small punctures for short periods of time. Ford does not recommend using summer tires when temperatures drop to approximately 45°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 snow tires.
2 Available feature.

RS Nitrous Blue Metallic Quad-coat. Available equipment. 19” premium painted forged aluminum wheel with Brembo brakes.

High-mounted liftgate spoiler.
RS2 Package. RECARO leather-trimmed interior.
**Exteriors**

- White Platinum Metallic Tri-coat
- Frozen White
- Oxford White
- Ingot Silver*
- Tangerine Scream Metallic Tri-coat
- Race Red
- Ruby Red Metallic Tinted Clearcoat
- Nitrous Blue Metallic Quad-coat
- Blue Candy Metallic Tinted Clearcoat
- Kona Blue*
- Tectonic*
- Stealth Gray
- Magnetic*
- Shadow Black

**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 Leather 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
- 9 Charcoal Black Leather with Charcoal Black Cloth Inserts
- 10 Charcoal Black Leather with Miko® Dinamica Sueded Cloth Inserts

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

- 1 Requires SE Luxury Package on SE; ST3 Package on ST 6, 7, 8 ST2 Package
- 9 RS2 Package
- 10 Additional charge.
- 3 Requires SE Luxury Package on SE; ST3 Package on ST
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 aluminum wheels with Ebony-painted pockets².

Carbon fiber gear shift knob³

All-weather floor mats

RS full vehicle cover by Covercraft¹

Remote Access

**Exterior**
- Bodyside graphics
- Ford custom graphics¹
- Full vehicle covers¹
- Hood protector¹
- Locking fuel plug
- Racks and carriers¹
- Rear bumper protector
- Rear spoilers
- RS full vehicle cover¹
- Side window deflectors
- Splash guards
- ST full vehicle cover
- ST over-the-top stripes

**Interior**
- All-weather and premium carpeted floor mats
- Ash cup/coin holders
- Cargo organizers and protectors
- Door sill plates
- First aid and roadside assistance kits¹
- Gear shift knobs³
- Interior light kit
- Sport pedals²,³
- ST door sill plates
- Tablet cradle¹

**Electronics**
- Bumper-Mounted Warning Sensor System¹
- Keyless entry keypad
- Remote Access²
- Remote start systems
- Vehicle Security System

**Wheels**
- 17" machined aluminum with Ebony-painted pockets²
- ST 18" machined aluminum with Ebony-painted pockets
- Wheel lock kit

¹Ford Licensed Accessory. ²Not available on Focus ST. ³Manual transmission only.
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 Credit. Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com.

Ford Extended Service Plan. For a purchase or lease, the Ford Extended Service Plan (ESP) gives you peace-of-mind protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln dealerships.

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 based on Ford segmentation), 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.