2018

FOCUS



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SPORTY. FUN. FRIGHTENING.

FOCUSED ON PERFORMANCE.

FOCUS

Smart, efficient and tuned to ensure every moment behind the wheel leaves you with a smile on your face. That's the 2018 Ford Focus. With a sleek, aerodynamic body, outstretched hood, and your choice of 5 wheels[1] – including 17" machined aluminum with Black-painted pockets[1] – Focus lives up to its sporty appearance. The upscale Titanium, with leather-trimmed seats and a whole lot more, takes that appeal to the next level.



ST

The moment you slip behind its leather-wrapped steering wheel and into its RECARO® leather-trimmed seats,[1] Focus ST elevates your driving intensity. Hit the push-button start and listen to the throaty tones of its 252-hp,[2] high-output 2.0L EcoBoost® engine rev as you shift through all 6 gears. A blacked-out grille, unique ST badging, and 18" machined aluminum wheels with Black-painted pockets[1] solidify its bad-boy presence on the road.



RS

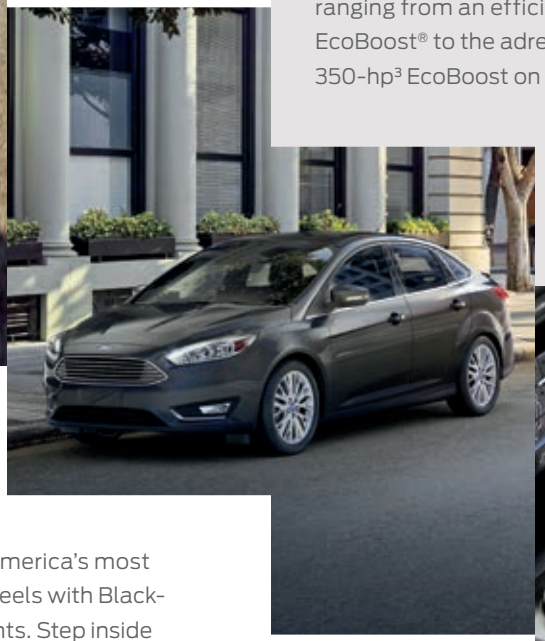
A serious road warrior, the new limited-edition 2018 Focus RS is the pinnacle of Ford hot-hatch performance. Roof, sideview mirrors and high-mount spoiler – all in Black – let you know its sinister intent. 350 horsepower,[2] 350 lb.-ft. of torque,[2] and a Quaife® limited-slip front differential confirm it. Only 1,500 will be available in North America. That number is sure to drop fast.



SEL Hatchback. Hot Pepper Red Metallic Tinted Clearcoat. ST. Triple Yellow Tri-coat. RS. Nitrous Blue Metallic Quad-coat. All with available equipment. [1]Available feature. [2]Horsepower and torque ratings achieved with 93-octane fuel.

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ULTIMATE REFINEMENT

Focus Titanium, with 17" polished aluminum wheels, heated sideview mirrors, a rear spoiler and chrome exterior accents. Inside, a leather-wrapped gear shift knob joins a leather-wrapped, heated steering wheel and leather-trimmed, heated front seats to bring it all together.

EUROPEAN-INSPIRED HANDLING

Tuned for agility and precision, Focus delivers nimble handling, impressive ride comfort and spirited performance. Torque Vectoring Control[2] helps Focus gracefully negotiate twists and turns. And power comes from one of 4 available engines, ranging from an efficient 123-hp 1.0L EcoBoost® to the adrenaline-pumping 350-hp[3] EcoBoost on Focus RS.

DESIGNED TO BE **FUN TO DRIVE.**

At first glance, Focus SEL exhibits the signature sleek style that has made Focus one of America's most fun-to-drive cars. Take a closer look and you'll notice its sporty 17" machined aluminum wheels with Black-painted pockets, integrated fog lamps, and wraparound headlamps with black bezel accents. Step inside and look up. A power moonroof offers an open-air driving experience. And with SYNC® 3 voice-activated technology,[1] you'll never be more than a few words away from connecting to the world outside of your car.

SEL Hatchback. Hot Pepper Red Metallic Tinted Clearcoat. Available equipment. [1]Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. [2]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. [3]Horsepower rating achieved with 93-octane fuel.

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STYLED TO ENGAGE
YOUR DRIVING SENSES.

It only takes a simple press of the push-button start[1] to be on your way to an engaging driving experience. A clean, modern look defines the smart, easy-to-use interior. You'll notice the metallic-finish detailing,[1] the handsome seat trims and switches, the convenient center stack, and the center console with adjustable cupholders. A colorful, brightly lit instrument panel projects clear driver information, while ambient lighting[1] lets you add a personalized touch that can be modified to match your current driving mood.





Titanium. Leather-trimmed interior in Charcoal Black. Available equipment. [1]Available feature.

Go Further





INVITES OTHERS
TO ENJOY THE RIDE.

The refined interior of Focus Titanium generates some serious heat. Start with its leather-wrapped, heated steering wheel and leather-trimmed, heated front seats. Both are perfect for those chilly early mornings. The driver's seat features 8-way power to get you within ideal reach of the leather-wrapped gear shifter.

To share some of the fun with your lucky passengers, open the power moonroof for an open-air driving experience. Then tune in to the 10-speaker Audio System from Sony.® Focus has plenty of good times to share.

Titanium. Leather-trimmed interior in Charcoal Black. Available equipment.

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SYNC APPLINK®[4]

Voice control for your favorite compatible mobile apps

Spotify® ♦ Pandora® ♦ and more

FORDPASS™ SMARTPHONE APP[3]

Your personal journey assistant

Find fuel and compare prices

Find, reserve and pay for parking in select locations

Get help from our trained team of Ford Guides – available 24/7

APPLE CARPLAY™ COMPATIBILITY[5]

Use Siri to interact with your iPhone

Access your favorite songs and playlists in Apple Music®

Utilize Apple Maps for voice-guided navigation and estimated travel time

VOICE-ACTIVATED NAVIGATION[2]

Turn-by-turn directions

Vivid 3-D maps

Pinch-to-zoom touchscreen capability

SIRIUSXM® TRAFFIC & TRAVEL LINK®[2,6]

Complimentary for 5 years

Real-time traffic updates

Fuel station locations and prices

Current and forecasted weather

Movie locations and showtimes

Sports scores

ANDROID AUTO™ COMPATIBILITY[5]

Talk to Google™ to interact with your Android™ smartphone

Access your favorite music through your apps

Utilize Waze™ or Google Maps™ for voice-guided navigation and estimated travel time

SYNC 3

STAY CONNECTED ON THE MOVE.

Imagine controlling calls, music and more with just a touch and your voice. SYNC® 3[1,2] lets you keep your hands on the wheel while it quickly responds to your spoken requests. Or use the responsive touchscreen in the center of your instrument panel to access its many helpful features. Bring the power of Siri® into Focus with Siri Eyes Free and your paired iPhone.® The system also features 2 smart-charging USB ports to help keep your devices powered up and ready to go.

[1]Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. [2]Available feature. [3]Available via download and compatible with select smartphone platforms. Learn more at fordpass.com. Message and data rates may apply. [4]Commands may vary by phone and AppLink software. [5]Requires phone with active data service and compatible software. SYNC does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality. [6]Certain restrictions, 3rd-party terms, or message and data rates may apply. See footnote 3 in "Build Your Focus" section of Specifications and your Ford Dealer for details.

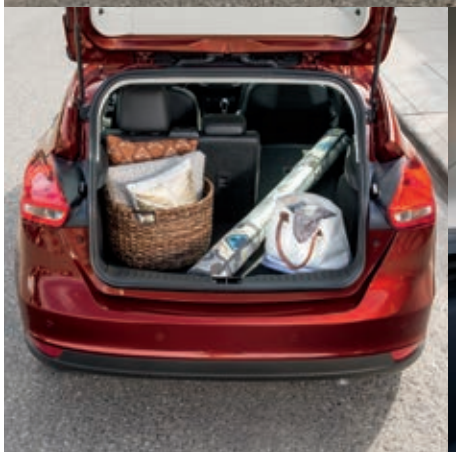
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OPENS UP

CARGO CONVENIENCE.

Whether you're hitting the beach, on a shopping spree or tackling a home improvement project, you'll appreciate the ease of loading and unloading items thanks to an available hatchback design and large cargo capacity.

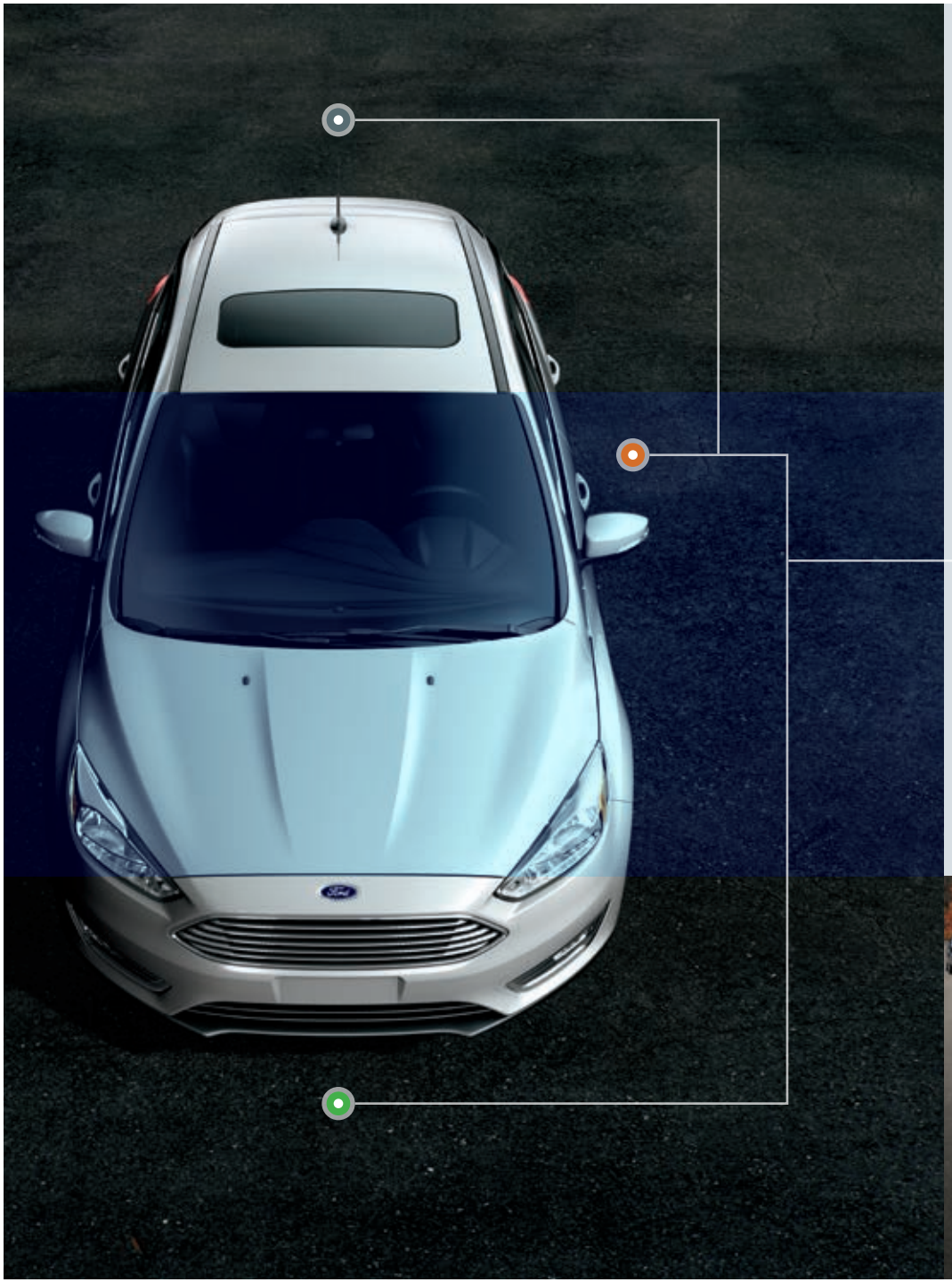
A removable interior cargo cover conceals items stored behind the 60/40 split-fold rear seatbacks from prying eyes. To increase cargo room from 23.3 cu. ft.[1] to a spacious 43.9 cu. ft.,[2] simply remove the cover and fold both rear seats down.





SEL Hatchback. Hot Pepper Red Metallic Tinted Clearcoat. Available equipment. [1]19.9 cu. ft. on Focus RS. [2]43.8 cu. ft. on Focus RS.

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ASSISTS
WHEN YOU NEED IT.

WHEN PARALLEL PARKING
Active park assist[1] not only assists you in finding a parallel parking spot, it steers you into it while you control the accelerator, brake and gear shift knob, as needed.

CHANGING LANES
BLIS® (Blind Spot Information System) with cross-traffic alert[1,2] warns you if it detects a vehicle in either of your blind spots while driving forward, or approaching from the sides while in Reverse.

BETWEEN THE LINES
Drifting out of your lane? The Lane-Keeping System[1] can help. By applying steering wheel torque, and even alerting you with gentle steering wheel vibration, it helps direct you to return to your lane.[3]



Titanium Hatchback. Blue. Available equipment. [1]Available feature. Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. [2]BLIS replaces standard integrated blind spot mirrors. [3]Lane-Keeping System does not control steering.

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PERFORMS AT **MAXIMUM EFFICIENCY.**

Experience the ingenuity of the fuel-efficient, compact and powerful 1.0L EcoBoost® engine.[1] This lightweight, die-cast aluminum award-winner combines sophisticated EcoBoost turbocharging, direct fuel injection and twin independent variable camshaft timing (Ti-VCT) technologies to generate a broad, flat torque curve. Teamed with either a 6-speed manual or 6-speed automatic transmission with SelectShift® capability, this mighty lightweight delivers 123 horses of maximum driving fun. And provides you with an impressive combination of driveability and fuel efficiency (an EPA-estimated 40 hwy mpg with the manual transmission).[2]

It's a combination that is reaping rewards, as the 1.0L EcoBoost has been named International Engine of the Year "Best Engine Under 1.0-liter" for 6 years in a row.[3]



Focus SE Sedan. Magnetic. SE Appearance Package. [1]Available feature. [2]EPA-estimated rating: 30 city/40 hwy/34 combined mpg, SE Sedan, 1.0L EcoBoost with Auto Start-Stop Technology and 6-speed manual transmission. Actual mileage will vary. EPA-estimated rating: 27 city/38 hwy/31 combined mpg, SE Sedan, 1.0L EcoBoost with Auto Start-Stop Technology and 6-speed automatic transmission with SelectShift capability. Actual mileage will vary. [3]2012–2017. *Engine Technology International* magazine.

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ST

There's nothing like the feel of 252 hp[1] as you press the Focus ST accelerator pedal. A 6-speed manual transmission ups the intensity of the high-output 2.0L EcoBoost® engine as you shift through all the gears. To further heighten your experience, engineers channeled the lower-engine frequencies of the signature EcoBoost sound into the equally exhilarating cabin.

An "overboost" feature even extends peak torque for up to 15 seconds at a time – so you get to absorb every ounce of its exhilarating performance a little longer.



ST. Triple Yellow Tri-coat. Available equipment. [1]Horsepower and torque ratings achieved with 93-octane fuel.

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ST









PUSH-BUTTON 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. Monitor the 3 mini cluster gauges atop the instrument panel, including turbo boost, as you accelerate ST out of the corners. RECARO® partial[1] or full leather-trimmed[1] front seats, with supportive side bolsters, help keep you firmly planted along the way. You'll appreciate them, as Focus ST can be pushed to the limits – and back – in no time at all.



252-HORSEPOWER 2.0-LITER ECOBOOST

- 252 hp @ 5,500 rpm[2]
- 270 lb-ft. of torque @ 2,500 rpm[2]
- 6-speed manual transmission



ST. Triple Yellow Tri-coat. Available equipment. [1]Available feature. [2]Horsepower and torque ratings achieved with 93-octane fuel.

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RS

Punch the accelerator. Feel the engine surge as the rpm climb and your adrenaline rushes to catch up. Breakthrough engineering is the benchmark of the limited-edition 2018 Focus RS – which delivers stunning performance on the road and at the track.

RS designers did their part by making the roof, sideview mirrors and high-mount spoiler all Black. Its powerful front-end appearance features a bold upper trapezoidal grille above a deep chin splitter, to incorporate the largest possible apertures for engine cooling. Plus, large air-gulping functional gills in the front fascia channel air to help cool the brakes. Be inspired.





RS







DISPLAYS
QUITE A MEAN STREAK.

The all-aluminum 350-horsepower,[1] 2.3L EcoBoost® engine in the limited-edition Focus RS has been specially designed to propel it to a pin-you-to-your-seat 0–62 mph in 4.7 seconds with a top speed of 165 mph.[2] By controlling the torque delivered to each front wheel, a new Quaife® limited-slip front differential will allow enthusiasts to more fully utilize the engine's horsepower.

Plus, RS is equipped with Selectable Drive Modes, including an industry-first Drift Mode that allows controlled oversteer drifts – and launch control. And Ford Performance all-wheel drive with Dynamic Torque Vectoring[3] delivers impressive cornering, speed, and unbridled driving exhilaration.



350-HORSEPOWER 2.3-LITER ECOBOOST

- 350 hp @ 6,000 rpm[1]
- 350 lb.-ft. of torque @ 3,200 rpm[1]
- 6-speed manual transmission

RS. Nitrous Blue Metallic Quad-coat. Available equipment. [1]Horsepower and torque ratings achieved with 93-octane fuel. [2]Based on Ford testing. [3]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.

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INSPIRES DRIVING **CONFIDENCE.**

SAFETY CAGE CONSTRUCTION
High-strength steel makes up over half of the 2018 Focus body structure. While SPACE (Side Protection And Cabin Enhancement) Architecture and the Trinity front-crash structure help divert crash forces away from occupants.

7 STANDARD AIRBAGS
Focus offers driver and front-passenger front airbags, a driver's knee airbag, front-seat side airbags, and side-curtain airbags that deploy to cover both rows of the vehicle in certain side-impact collisions.

ADVANCETRAC
To avoid skidding and fishtailing in inclement weather, AdvanceTrac® electronic stability control[1] automatically helps keep all 4 wheels firmly planted.

SEL. Magnetic. Available equipment. [1]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.

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STANDARD FEATURES

Mechanical

- 4-wheel independent suspension
- Anti-Lock Brake System (ABS)
- Electric power-assisted steering
- Torque Vectoring Control

Driver-Assist Technology

- Autolamp automatic on/off headlamps
- Hill start assist

Seating

- 4-way manual front-passenger seat
- 60/40 split fold-down rear seat
- Removable rear head restraints

Interior

- 3-point steering wheel
- 4 front cupholders (2 on RS)
- 12V front powerpoint
- Cabin air filtration system
- Front and rear dome lights
- Front carpeted floor mats
- Front-door storage bins
- Manual-tilt/-telescoping steering column
- Power door locks
- Tachometer

Exterior

- Easy Fuel® capless fuel filler
- Rear-window defroster
- Variable-intermittent windshield wipers with washers

Safety & Security

- Personal Safety System™ for driver and front passenger includes dual-stage front airbags,[1] 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
- Driver's knee, front-seat side, and side-curtain airbags[1]
- AdvanceTrac® electronic stability control
- Belt-Minder® front safety belt reminder
- Child-safety rear door locks
- Emergency in-trunk release handle (sedan only)
- Height-adjustable shoulder safety belts for front row
- LATCH – Lower Anchors and Tether Anchors for Children (rear seating positions; tether anchors on hatchback only)
- MyKey® technology to help parents encourage responsible driving
- Rear view camera
- SecuriLock® Passive Anti-Theft System
- SOS Post-Crash Alert System™
- Tire Pressure Monitoring System (excludes spare)

DIMENSIONS

Exterior	Sedan/Hatchback
Wheelbase	104.3"
Length	178.7"/171.7" (172.8" RS)
Height	57.8" (57.9" ST, 58.0" RS)
Width – Including mirrors	80.5"
Width – Mirrors folded	74.1"
Interior – Front	
Head room	38.3"
Leg room (max.)	43.1"
Hip room	53.9"
Shoulder room	55.6"
Interior – Rear	
Head room	38.0"
Leg room	33.2"
Hip room	52.8"
Shoulder room	52.6"
Capacities (cu. ft.)	
Passenger volume	90.0
Luggage capacity (sedan)	13.2
Cargo volume behind front seats (hatchback)	43.9 (43.8 RS)
Cargo volume behind rear seats (hatchback)	23.3 (19.9 RS)
Fuel tank (gal.)	12.4 (13.9 RS)

POWERTRAINS/EPA-ESTIMATED RATINGS[2]

2.0L Ti-VCT GDI I-4

160 hp @ 6,500 rpm 146 lb.-ft. of torque @ 4,450 rpm

5-speed manual
25 city/34 hwy/28 combined mpg
Standard: S

PowerShift 6-speed automatic
26 city/38 hwy/31 combined mpg
Standard: SE Hatchback **Optional:** S/SE Sedan

PowerShift 6-speed automatic with SelectShift®
24 city/34 hwy/28 combined mpg
Standard: SEL/Titanium

1.0L EcoBoost® I-3

Auto Start-Stop Technology
123 hp @ 6,000 rpm 125 lb.-ft. of torque @ 3,500 rpm

6-speed manual
30 city/40 hwy/34 combined mpg
Standard: SE Sedan

6-speed automatic with SelectShift
27 city/38 hwy/31 combined mpg
Optional: SE Sedan

2.0L EcoBoost I-4 (high-output)

252 hp @ 5,500 rpm[3] 270 lb.-ft. of torque @ 2,500 rpm[3]

6-speed manual
22 city/30 hwy/25 combined mpg
Standard: ST

2.3L EcoBoost I-4

Auto Start-Stop Technology
350 hp @ 6,000 rpm[3] 350 lb.-ft. of torque @ 3,200 rpm[3]

6-speed manual
19 city/25 hwy/22 combined mpg
Standard: RS

[1] Always wear your safety belt and secure children in the rear seat. [2] Actual mileage will vary. [3] Horsepower and torque ratings achieved with 93-octane fuel.

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S : STANDARD **O** : OPTIONAL **I** : INCLUDED

1	15" Steel with Silver-Painted Covers	**S**	S
2	16" Sparkle Silver-Painted Aluminum	**S**	SE
3	16" Machined Aluminum with Dark-Painted Pockets	**I**	SE Appearance Package
4	17" Machined Aluminum with Black-Painted Pockets	**S** **O**	SEL Requires SE Appearance Package
5	17" Polished Aluminum	**S**	Titanium
6	18" Premium Rado Gray-Painted Aluminum	**S**	ST
7	18" Machined Aluminum with Black-Painted Pockets and Red-Painted Brake Calipers	**O**	ST
8	19" x 8" Premium Painted Forged-Aluminum	**S**	RS
9	18" x 7.5" Unique RS Sparkle Silver-Painted Aluminum	**I**	RS Winter Tire & Wheel Package

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BUILD YOUR FOCUS

S : STANDARD **O** : OPTIONAL **P** : PACKAGE CONTENT

S	SE	SEL	TITANIUM	ST	RS	
						Mechanical
S	S					Brakes – Power front disc and rear drum
		S	S	S	S	Brakes – Power front and rear disc
				S	S	Brakes – High-performance brake pads
					S	Brakes – 13.8" vented front disc with Brembo™ 4-piston calipers, and 11.9" rear disc
S	S	S	S	S		Front-wheel drive (FWD)
					S	Ford Performance all-wheel drive with Dynamic Torque Vectoring
					S	Launch control
					S	Quaife® limited-slip front differential
					S	Selectable drive modes
S	S	S	S			Spare wheel and tire – Mini
				S		Spare wheel and tire – Full-size
				S		Suspension – Unique ST sport
					S	Suspension – Unique RS driver-selectable sport
					S	Tire inflator and sealant kit[1]
						Driver-Assist Technology
			O			Active park assist
			P			BLIS® (Blind Spot Information System) with cross-traffic alert
			P			Lane-Keeping System
		S	S			Reverse Sensing System[2]
S	S			S		SYNC® Voice Recognition Communications and Entertainment System with 4.2" color LCD screen in center stack, 911 Assist,® AppLink,® and 1 smart-charging USB port
		S	S	P	S	SYNC 3 with 8" color LCD capacitive touchscreen in center stack, 911 Assist, AppLink, Apple CarPlay™ compatibility, Android Auto™ compatibility, and 2 smart-charging USB ports

S	SE	SEL	TITANIUM	ST	RS	
						Seating
S	S	S		S		6-way manual driver's seat
					S	6-way power driver's seat
			S	P		8-way power driver's seat
			S	S	S	4-way-adjustable front head restraints
			S	S	S	Front seat back map pockets
	P	P	S	P	S	Heated front seats
			S	P		Fold-down rear center armrest
				P		Trim – RECARO® partial leather-trimmed with cloth inserts
				P		Trim – RECARO full leather-trimmed with ST logo
					S	Trim – RECARO leather-trimmed with Miko® Dinamica inserts and RS logo
						Interior
S						AM/FM stereo with 4 speakers
	S			S		AM/FM stereo with 6 speakers
		S	S	P	S	Audio System from Sony® with single-CD player, 10 speakers and HD Radio™ Technology
	S	S	S	P	S	SiriusXM® Radio with 6-month All Access trial subscription[3]
		O	O	P	S	Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription[3]
	S	S	S	S	S	12V powerpoint in center console
				S	S	Aluminum pedals
		S	S	P	S	Ambient lighting (single color on RS)
S	S			S		Climate controls – Manual air conditioning
		S	S	P	S	Climate controls – Dual-zone electronic automatic temperature control
	S	S	S	S		Climate controls – Rear climate vents

S	SE	SEL	TITANIUM	ST	RS	
S						Console – Front center with storage
	S	S	S	S	S	Console – Front center with storage and armrest
	S	S	S	S	S	Display – Trip computer
	S	S	S	S	S	Displays – Compass and outside temperature
				S	S	Displays – Analog mini cluster gauges
	P	P				Front and rear all-weather floor mats
			S	S	S	Intelligent Access with push-button start
	S	S	S	S	S	Map light
	S	S	S	S	S	Metallic-finish on door handles and register surrounds
		S	S	P	O	Power moonroof
O	O	O	S			Remote Start System[2]
	S	S	S			Removable package tray (hatchback only)
			S	S		Shift knob – Leather-wrapped
					S	Shift knob – Unique RS leather-wrapped and alloy appearance
	P	P	S	P	S	Steering wheel – Heated
	P	P	S			Steering wheel – Leather-wrapped
				S		Steering wheel – Leather-wrapped, flat-bottom with ST badge
					S	Steering wheel – Leather-wrapped, flat-bottom with blue stitching and RS badge
	S	S	S	S	S	Steering wheel-mounted cruise and audio controls
				S		Unique ST door-sill scuff plates
S						Visors – Driver and front-passenger sun with vanity mirrors
	S	S	S	S	S	Visors – Driver and front-passenger sun with illuminated vanity mirrors
S						Windows – Power front with one-touch-down driver's side feature, and manual rear
	S	S				Windows – Power with one-touch-down driver's side feature
			S	S	S	Windows – Power with one-touch-up/-down feature

[1]In lieu of a traditional spare tire, Focus RS comes equipped with a tire inflator and sealant kit which includes a portable air compressor and a can of tire sealant to inflate and seal small punctures for short periods of time. [2]Restrictions may apply. See your dealer for details. [3]After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI. See your Ford Dealer for details.

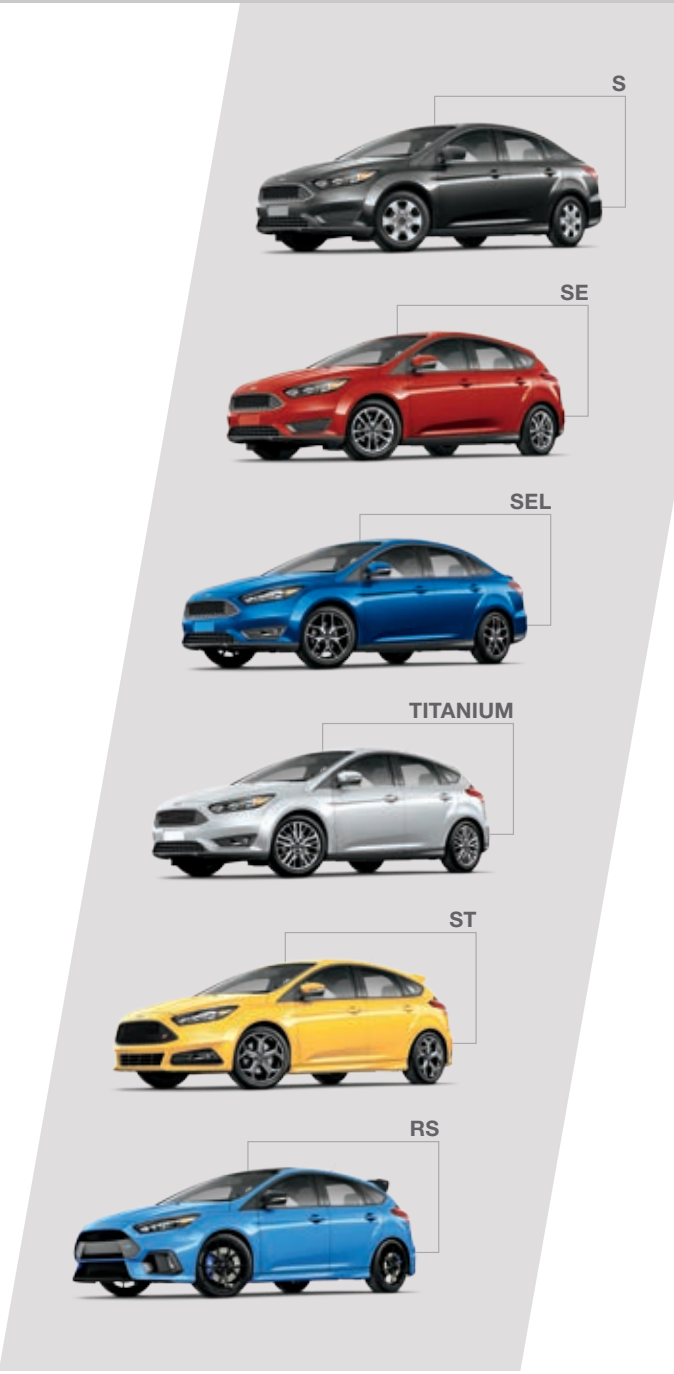
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S : STANDARD **O** : OPTIONAL **P** : PACKAGE CONTENT

S	SE	SEL	TITANIUM	ST	RS	
						Exterior
					S	Black roof
					S	Chin splitter
	P	S	S	S	S	Dedicated daytime running lamps
S						Door handles – Black
	S	S	S	S	S	Door handles – Body-color
				S	S	Dual bright exhaust tips
	P	S	S	S	S	Fog lamps
					O	Full vehicle cover by Covercraft®[1]
S	S	S				Grille – Black with chrome trim
			S			Grille – Silver upper
				S		Grille – Piano Black
					S	Grille – Black trapezoidal
			P			Headlamps – Auto high-beam
	P	S		S	S	Headlamps – Black bezels
S	S		S			Headlamps – Chrome bezels
S	S	S	S	S		Headlamps – Halogen
				P	S	Headlamps – High-intensity discharge (HID) (with cornering functionality on RS)
	P	S	S	S	S	Headlamps – LED signature lighting
S						Mirrors – Black, power sideview with integrated blind spot mirrors
	S	S		S	S	Mirrors – Body-color (Black on RS), power sideview with integrated blind spot mirrors and turn signal indicators
			S			Mirrors – Body-color, power sideview with integrated blind spot mirrors, turn signal indicators and security approach lamps
	P	P	S	P	S	Mirrors – Heated sideview
S	S	S		S	S	Moldings – Black beltline
			S			Moldings – Chrome beltline
	S	S	S	S	S	Rear wiper: intermittent with washer (hatchback only)
			S	P		SecuriCode™ keyless entry keypad
	S	S	S			Spoiler – Rear (hatchback only on SE and SEL)
				S		Spoiler – Chin
				S		Spoiler – Performance-inspired rear
					S	Spoiler – Black, unique functional rear
				O		Tires – 18" high-performance all-season
					O	Tires – 235/35ZR19 Michelin® Pilot® Sport Cup 2 summer-only tires[2] (requires 19" premium painted forged-aluminum wheels)
				S	S	Unique front and rear lower fascias

S	SE	SEL	TITANIUM	ST	RS	
						Safety & Security
	S	S	S	S	S	Illuminated Entry System
		S	S	S	S	Perimeter alarm
S	S	S				Remote Keyless Entry System
						Packages & Equipment Groups
				O		**ST2 Package** *(Equipment Group 401A)*: HID headlamps; power moonroof; overhead console; Audio System from Sony with single-CD player, 10 speakers and HD Radio™ Technology; SYNC® 3; dual-zone electronic automatic temperature control; SiriusXM® Radio with 6-month All Access trial subscription;[3] and RECARO® partial leather-trimmed front bucket seats
				O		**ST3 Package** *(Equipment Group 402A)*: all content of 401A, plus RECARO full leather-trimmed heated front bucket seats with ST logo, 8-way power driver's seat, rear-seat fold-down center armrest, ambient lighting, heated steering wheel, heated sideview mirrors, SecuriCode keyless entry keypad, and voice-activated Navigation System **+ Carbon-Fiber Interior Accent Package**
				P	S	**Carbon-Fiber Interior Accent Package**: carbon-fiber boost gauge trim bezel, door grab handle inserts, and emergency brake handle (adds shift knob on ST)
	O	O				**Cold Weather Package**: heated front seats, sideview mirrors and leather-wrapped steering wheel; and all-weather floor mats for front and rear
	O	O				**Interior Protection Package**: all-weather floor mats for front and rear, and cargo area protector (not available with Cold Weather Package)
					O	**RS Winter Tire & Wheel Package**: unique RS 18" x 7.5" Sparkle Silver-painted aluminum wheels with 225/40R18 Michelin Pilot Alpin® PA4™ tires
	O					**SE Appearance Package**: 16" machined aluminum wheels with dark-painted pockets, gloss black grille, black headlamp bezels, dedicated daytime running lamps, LED signature lighting, and fog lamps (sedan only; requires 6-speed automatic transmission)
			O			**Titanium Technology Package**: auto high-beam headlamps, BLIS (Blind Spot Information System) with cross-traffic alert, and Lane-Keeping System



[1]Ford Licensed Accessory. [2]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. [3]After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI. See your Ford Dealer for details.

Ford
Go Further

Exterior	S	SE	SEL	TITANIUM	ST	RS
White Platinum Metallic Tri-coat[1]				3 4		
Oxford White	1	1 2	1		3 5 6	
Ingot Silver[2]	1	1 2	1	3 4		
White Gold[2]		1 2	1	3 4		
Triple Yellow Tri-coat[1]					3 5 6	
Race Red						7
Hot Pepper Red Metallic Tinted Clearcoat[1]		1 2	1	3 4	3 5 6	
Nitrous Blue Metallic Quad-coat[1]						7
Lightning Blue[2]		1 2	1	3 4		
Blue[2]			1	3 4	3 5 6	
Outrageous Green Metallic Tinted Clearcoat[1]		1 2	1	3 4		
Magnetic[2]	1	1 2	1	3 4	3 5 6	
Shadow Black	1	1 2	1	3 4	3 5 6	7

3: ST3 Package on ST 6: ST2 Package

White Platinum Metallic Tri-coat

Oxford White


Ingot Silver


White Gold


Triple Yellow Tri-coat


Race Red


Hot Pepper Red Metallic Tinted Clearcoat


Nitrous Blue Metallic Quad-coat


Lightning Blue


Blue


Outrageous Green Metallic Tinted Clearcoat


Magnetic

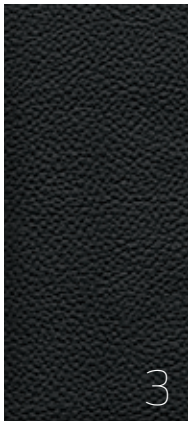

Shadow Black



Charcoal Black Cloth



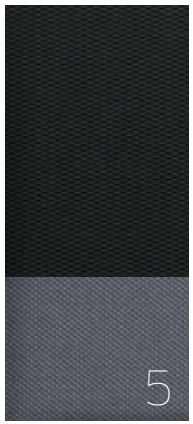
Medium Light Stone Cloth



Charcoal Black Leather



Medium Soft Ceramic Leather



Charcoal Black Cloth with Anthracite



Charcoal Black Leather with Smoke Storm Cloth Inserts



Charcoal Black Leather with Miko® Dinamica Inserts

Colors are representative only. See your dealer for actual paint/trim options. [1]Additional charge. [2]Metallic.

Ford Go Further



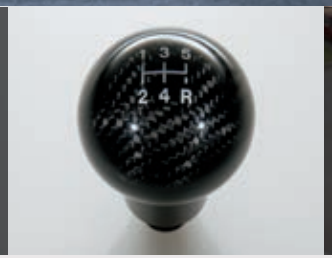
A



B



C



D



FORD **ACCESSORIES**

SE Hatchback with SE Appearance Package in Oxford White accessorized with silver bodyside graphics, rear spoiler winglets, side window deflectors by Lund,®[1] keyless entry keypad, molded splash guards, and roof-mounted crossbars by THULE®[1,2]

accessories.ford.com

Exterior

- Full vehicle covers[1]
- Graphic kits
- Graphics[1]
- Hood protector[1]
- Racks and carriers[1,2]
- Rear bumper protector
- Rear spoilers
- RS full vehicle cover[1] (A)
- Side window deflectors[1]
- Splash guards
- ST full vehicle cover
- ST over-the-top stripes

Interior

- All-weather floor mats (B)
- Ash cup/coin holders
- Carbon-fiber door spear
- Carbon-fiber gear shift knobs[3] (C)
- Cargo organizers and protectors
- Carpeted floor mats
- Door sill plates
- First aid and roadside assistance kits[1]
- Gear shift knobs[3]
- Interior light kit[4]
- RS carbon-fiber gear shift knob
- Sport pedals[3,4]
- ST carbon-fiber emergency hand brake
- ST carbon-fiber gear shift knob
- ST carbon-fiber trim panel boost gauge
- ST door sill plates
- Tablet cradle[1]

Electronics

- Bullfrog® portable Bluetooth® speakers[1]
- Keyless entry keypad
- Rear seat entertainment[1]
- Remote Access[4] (D)
- Remote start systems[4]
- Reverse bumper-mounted warning sensors[1]
- Vehicle Security System

Wheels

- RS wheel center caps
- RS Winter Tire & Wheel Package
- Wheel lock kit

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 Protect Extended Service Plans. Whether you purchase or lease your Ford vehicle, insist on genuine Ford Protect extended service plans. Ford Protect has a variety of plans to give you peace-of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Ford and honored at all Ford dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Ford Protect extended service plans.

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. They're 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.

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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.

[1]Ford Licensed Accessory. [2]Consult your owner's manual for details on roof-rack load limits. [3]Manual transmission only. [4]Not available on Focus ST or Focus RS.

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