

FordFocus

Feel the difference





## Start more than a car!

Representing the next level of Ford kinetic Design, this is a car that makes its presence known.

Whichever way you look at it, the new Ford Focus is impossible to ignore.

Model shown is a Ford Focus Titanium 5-door in Candy Red metallic paint (option).

Note: The vehicle featured may show some equipment items at additional cost. Please refer to the specification pages for more details.





## The best part of your day

Get ready for the most addictive driving experience, with all the agility and precision you could wish for.

It's so much fun to drive, you'll always be craving for more.

Model shown is a Ford Focus Titanium Estate in Candy Red metallic paint (option).

Note: The vehicle featured may show some equipment items at additional cost. Please refer to the specification pages for more details.



Connect to your world

The dynamic personality of the new Ford Focus continues inside. The driver-oriented cockpit wraps around you so you'll feel completely at one with the car, with the latest technology and features at your fingertips.

Model shown is a Ford Focus Titanium.

Note: The vehicle featured may show some equipment items at additional cost. Please refer to the specification pages for more details.





## Forward thinking



### **SYNC and Human Machine Interface (HMI)\***

SYNC is the power behind some state-of-the-art new in-car connectivity features. Activated either by simple voice commands or via Ford's acclaimed Human Machine Interface, you can operate your iPod® or MP3 player, DEATC, navigation system, Bluetooth®-enabled phone and USB drive to make calls, play music and more, assisted by an 8" high-resolution colour touchscreen with configurable display.



### **Torque Vectoring Control**

Torque Vectoring Control improves traction, roadholding and agility when cornering by continuously optimising the engine torque distributed to each front wheel to match the amount of grip each has available. The result is greater control, particularly under difficult conditions. (Standard)

### **Low Speed Safety System\***

To help reduce the impact of low-speed collisions, the Low Speed Safety System's infrared laser technology continually monitors the distance to the car in front. If it reduces speed sharply or stops, the system will pre-charge the brakes to help you avoid an accident, and will brake automatically if you fail to react in time. (Option)



### **Ford PowerShift transmission**

Using the very latest gearbox technology, Ford PowerShift delivers the perfect combination between the convenience of an automatic and the performance normally associated with a manual. This new 6-speed automatic transmission cleverly selects the next appropriate gear at precisely the right moment for lightning-fast gear changes, with no disruption to the flow of power. Fuel economy is improved, compared to a conventional automatic too. It also has a manual mode that allows you to switch gears at the flick of the shifter, but without the need for a clutch pedal.

Model shown is a Ford Focus Titanium 5-door in Candy Red metallic paint (option).

\*Available from spring 2011.

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## Specifications

### Edge

- Air conditioning
- Thatcham Category 1 alarm
- Electric body colour door mirrors with turn-indicators
- Ford DAB Radio/CD player
- Bluetooth, voice control & USB connection
- Integrated rear spoiler (5-door only)
- Driver seat lumbar adjustment
- Ford Easy Fuel capless refuelling
- Electrically-operated front windows
- Rake and reach adjustable steering column
- Front side and curtain airbags
- Trip/fuel computer
- Isofix child safety seat attachments\*
- Tonneau cover (Estate only)
- Electronic Stability Programme (ESP) with Traction Control and Emergency Brake Assist (EBA)
- Remote central locking
- Steel mini spare wheel
- Roof rails - Silver (Estate only)

### Zetec

#### Additional to Edge

- 16" alloy wheels
- Quickclear heated windshield
- Front fog lamps
- Leather trimmed steering wheel
- Premium centre console with armrest, stowage compartments, 12 volt front and rear power sockets and Z-shape handbrake
- Sport style front seats
- Body colour exterior door handles
- Heated door mirrors
- Chrome finish on upper door line

### Titanium

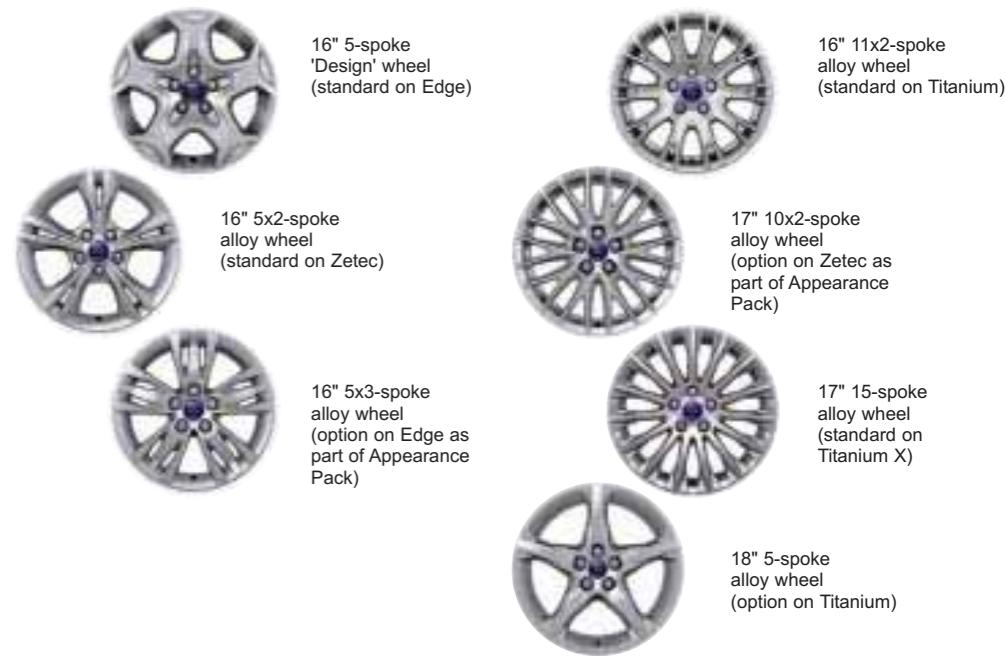
#### Additional to Zetec

- "Ford Power" engine start/stop button
- Dual Zone Electronic Air Temperature Control
- Sony branded audio system
- Hill Start Assist (HSA)
- Cruise control with speed limiter
- Deflation Detection System (DDS)
- Rain sensitive windscreen wipers
- Automatic headlight control
- Auto-dimming rear view mirror
- Passenger seat height and lumbar adjustment
- Leather gear knob
- Rear lamps with LED technology
- Interior ambient lighting with LED technology and footwell courtesy lights
- Rear armrest with stowage
- Front and rear floor mats
- High gloss black lower grille

### Titanium X

#### Additional to Titanium

- 17" alloy wheels
- Leather trimmed seat bolsters
- LED driving lamps
- Heated front seats
- Power operated driver seat
- Bi-Xenon headlights
- Interior ambient lighting with multi-colour LEDs
- Semi-automatic Automated Parking System (SAPP), including front and rear parking distance sensors
- Power folding door mirrors



Note The 18" wheels and tyres available on Ford Focus are designed to deliver more sporting driving characteristics and a firmer ride quality compared to 16" and 17" wheels and tyres.

## Colour and trim



\*All metallic body colours are options at extra cost.

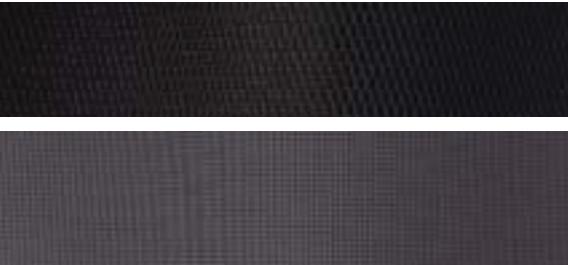
The Ford Focus is covered by the Ford Perforation Warranty for 12 years from the date of first registration. Subject to terms and conditions.

Note The car images used are to illustrate body colours only and may not reflect current specification. Colours and trims reproduced within this brochure may vary from the actual colours, due to the limitations of the printing processes used.

Note Some of the vehicle images in this brochure are of a pre-production model and are computer generated, therefore, the design/features on the final version may differ in various respects. In addition, some of the features shown on the vehicle may be optional or not available in this market.

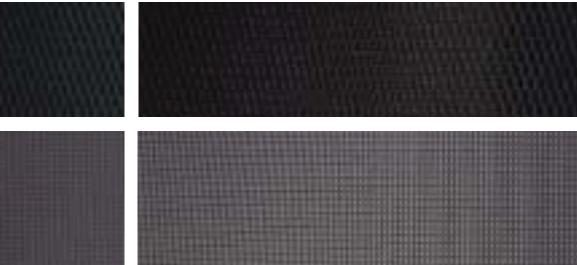
\*Note: A child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with an operational front passenger's airbag. The safest place for children is properly restrained on the rear seat.

### Edge



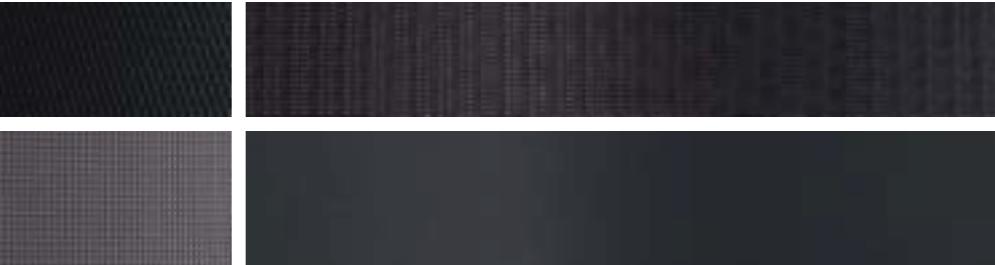
Seat insert: Rack in Charcoal Black  
Seat bolster: Gecko in Warm Steel

### Zetec



Seat insert: Rack in Charcoal Black  
Seat bolster: Gecko in Metal Grey

### Titanium



Seat insert: Pur in Charcoal Black  
Seat bolster: Lux in Charcoal Black

### Titanium X



Seat insert: Pur in Charcoal Black  
Seat bolster: Torino partial leather in Charcoal Black

# Take a moment

## Option availability

	Edge	Zetec	Titanium	Titanium X
Power tilt/slide sunroof (5-door only)	-	-	○	○
Roof rails – silver (Estate only)	●	●	●	●
Trailer coupling – Fixed	○	○	○	○
City Pack – Rear parking distance sensors and power fold door mirrors	○	○	-	●
Convenience Pack – Semi-automatic Automated Parking System (SAPP) and power fold door mirrors	-	-	○	●
Family Pack – Power 1 shot up/down front & rear windows, remote/powered child proof rear door locks and rear seat belt minder (Estate only)	○	○	-	-
Edge Appearance Pack – 16" alloy wheels, rear privacy glass and front foglamps	○	-	-	-
Zetec Appearance Pack – 17" alloy Wheels and rear privacy glass	-	○	-	-
Titanium Appearance Pack – Keyless entry/start and rear privacy glass	-	-	○	○
Adaptive Cruise Control (ACC) <sup>1)</sup>	-	-	○	○
Driver Assistance Pack – Low Speed Safety System, Lane Keeping Aid (LKA) and Blind Spot Monitoring System (BLIS)	-	-	○	○
Ford DAB navigation system	-	○	○	○
Sony Premium DAB Navigation Pack – 8" Touchscreen navigation, SYNC connectivity, rear view camera, Sony premium 10-speaker system including subwoofer and DAB <sup>2)</sup>	-	-	○	○
18" alloy Wheels with locking wheel nuts	-	-	○	○
Full size spare wheel (n/a on Estate)	○	○	○	○

○ = Optional at extra cost. ● = Standard, <sup>1)</sup> = Not available with Ti-VCT, <sup>2)</sup> = Replaces spare wheel with tyre inflation kit

## Intelligence built in

The new Ford Focus has an array of the most advanced technology to assist the driver and make every journey safer and easier.



### Driver Impairment Monitor\*

Uses a road-monitoring camera to assess the driver's alertness levels and displays them in the instrument cluster: a steering-wheel icon represents an alert driver; a coffee cup means a break is recommended. If the driver fails to stop, the warning is repeated at regular intervals, together with a warning chime. (Option)



### Auto High Beam\*

Switches the headlights from high beam to low beam as soon as it detects oncoming traffic or adequate street lighting. When the road is clear, the system automatically switches to high beam again. (Option)



### Lane Departure Warning and Lane Keeping Aid\*

Lane Departure Warning alerts the driver if they stray from their lane on the highway\*\* without using the indicator, by sending three short vibrations through the steering wheel. If the driver fails to react, Lane Keeping Aid helps steer the car back into its lane and displays a visual warning in the instrument cluster. (Option)

\*\*Operates at speeds over 40 mph on multi-lane roads with clearly visible lane markings.



### Speed Sign Recognition\*

Automatically reads standard format road-speed signs and displays the speed limit in the HMI-enhanced cluster. (Option)

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**The Government fuel figures** do not express or imply any guarantee of the fuel consumption of any particular car. The cars themselves have not been tested and there are inevitably differences between individual cars of the same model. In addition, a car may incorporate particular modifications. Furthermore, the driver's style and road and traffic conditions, as well as the extent to which the car has been driven and the standard of maintenance, will affect its fuel consumption. **Insurance groups** are only as recommended by the Association of British Insurers. You should always consult your insurance adviser for confirmation.



Ford and BP – working together to reduce fuel consumption and emissions.



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## Specifications

Key Data	Stage	Trans	Maximum Power PS (kW)	Torque Nm (Nm with overboost)	CO <sub>2</sub> emissions (g/km) <sup>**</sup>	Fuel consumption in MPG (L/100 km) <sup>**</sup>			Performance <sup>*</sup>		
						Urban	Extra Urban	Combined	Max. speed (mph)	0-62 mph (secs)	30-62 mph* (secs)
<b>5-door Focus</b>											
1.6 Duratec Ti-VCT	Stage V	M5	105 (77)	150	136	35.3 (8.0)	60.1 (4.7)	47.9 (5.9)	116	12.3	15.5
1.6 Duratec Ti-VCT	Stage V	M5	125 (92)	159	136	35.3 (8.0)	60.1 (4.7)	47.9 (5.9)	122	10.9	13.7
1.6 EcoBoost SCTi (Start-Stop)	Stage V	M6	150 (110)	240	139	36.7 (7.7)	56.5 (5.0)	47.1 (6.0)	130	8.6	8.6
1.6 Duratorq TDCi (Start-Stop)	Stage V + DPF	M6	95 (70)	230	109	55.4 (5.1)	76.4 (3.7)	67.3 (4.2)	112	12.5	10.9
1.6 Duratorq TDCi (Start-Stop)	Stage V + DPF	M6	115 (85)	270	109	55.4 (5.1)	76.4 (3.7)	67.3 (4.2)	120	10.8	9.9
2.0 Duratorq TDCi	Stage V + DPF	M6	140 (103)	320	129	44.8 (6.3)	67.3 (4.2)	56.5 (5.0)	129	8.9	8.6
2.0 Duratorq TDCi	Stage V + DPF	A6	140 (103)	320	139	41.5 (6.8)	64.2 (4.4)	53.3 (5.3)	127	9.5	n/a
2.0 Duratorq TDCi	Stage V + DPF	M6	163 (120)	340	129	44.8 (6.3)	67.3 (4.2)	56.5 (5.0)	135	8.4	8.4
2.0 Duratorq TDCi	Stage V + DPF	A6	163 (120)	340	139	41.5 (6.8)	64.2 (4.4)	53.3 (5.3)	134	8.9	n/a
<b>5-door Focus Estate</b>											
1.6 Duratec Ti-VCT	Stage V	M5	105 (77)	150	139	34.9 (8.1)	58.9 (4.8)	47.1 (6.0)	116	12.5	15.8
1.6 Duratec Ti-VCT	Stage V	M5	125 (92)	159	139	34.9 (8.1)	58.9 (4.8)	47.1 (6.0)	122	11.1	14.0
1.6 EcoBoost SCTi (Start-Stop)	Stage V	M6	150 (110)	240	139	36.7 (7.7)	56.5 (5.0)	47.1 (6.0)	130	8.8	8.8
1.6 Duratorq TDCi (Start-Stop)	Stage V + DPF	M6	95 (70)	230	109	55.4 (5.1)	76.4 (3.7)	67.3 (4.2)	112	12.7	11.1
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2.0 Duratorq TDCi	Stage V + DPF	A6	140 (103)	320	139	41.5 (6.8)	64.2 (4.4)	53.3 (5.3)	127	9.7	n/a
2.0 Duratorq TDCi	Stage V + DPF	M6	163 (120)	340	129	44.8 (6.3)	67.3 (4.2)	56.5 (5.0)	135	8.6	8.6
2.0 Duratorq TDCi	Stage V + DPF	A6	163 (120)	340	139	41.5 (6.8)	64.2 (4.4)	53.3 (5.3)	134	9.1	n/a

\*In 4th gear. <sup>\*\*</sup>Ford test figures. <sup>\*\*</sup>The declared fuel consumptions and CO<sub>2</sub> emissions are measured according to the technical requirements and specifications of European Directive 80/1268/EEC or the European Regulation (EC) 715/2007 amended by (EC) 692/2008. Fuel consumption and CO<sub>2</sub> emissions are specified for a vehicle type and not for a single car. The applied standard test procedure enables to compare between different vehicle types and different manufacturers. This information is not part of any product offer made. Real world fuel consumption can vary as the fuel efficiency of a vehicle is influenced by (individual) car configurations, driving behaviour, use of technical equipment such as air conditioning, as well as other non-technical factors. **DPF** = Diesel particulate filter. All petrol engines are equipped with a catalytic converter. **Transmission:** M5 5-speed manual M6 6-speed manual A6 6-speed PowerShift dual clutch automatic.