2010
FOCUS
Ford
fordvehicles.com

Focus SES Sedan | Blue Flame Metallic

# 35 mpg[1]... and so much more.

**Great mileage meets Ford-exclusive technologies** to put 2010 Focus in a class by itself. Plus, it delivers a high fun-to-drive factor, and provides **comfort**, **refinement and safety** usually found in more expensive cars, and quality unsurpassed in its segment.[2] So, **save money** from the showroom to the gas pump, and **get more**. MPGs. More cool tech. **More of what you're looking for**.

Focus is the only ride in its class[2] to offer you these advanced features:

- Standard Control Blade™ Multi-Link Rear Suspension
- Available Ford SYNC® Communications and Entertainment System
- Standard MyKey™ Owner Controls Feature
- Available Color-Selectable Ambient Lighting

[1]2010 EPA-estimated hwy. fuel economy with 5-speed manual transmission. [2]Class is Compact Coupes and Sedans. Based on RDA Group's GQRS cumulative survey at 3 months of service in 3 surveys of 2008 Ford and competitive owners conducted 9/07 – 5/08.

# you talk. SYNC listens.™ more connectivity.

Fair warning: Once you start this conversation, you'll never want to stop. This remarkable traveling companion is an available **Ford-exclusive technology**, developed in association with Microsoft.® Simply plug in your MP3 player or thumb drive, along with your paired Bluetooth®-enabled mobile phone, and suddenly you can select music, make calls, get directions to your destination or find information – **all hands-free using simple voice commands**.[1] Plus, **911 Assist™** can dial for help from your phone if any airbag deploys (directly to a 911 operator, not to a call center, like other systems).[2] For all the latest details, visit SyncMyRide.com.

**Ford SYNC® enhancements for the 2010 Focus:**

- Up-to-the-minute weather
- Turn-by-turn directions
- Personalized news: business, sports, entertainment and more
- Traffic alerts
- Business searches
- Vehicle Health Reports

**All hands-free and voice-activated**

[1]Driving 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. [2]The 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 turned on, connected to SYNC, and the 911 Assist feature enabled in order for 911 to be dialed.

Focus SES Coupe | Sangria Red Metallic

# more exhilaration coupe or sedan.

Wrap your hands around the just-right rim of the 3-spoke steering wheel, dip into a bucket of **torque** courtesy of the 140-hp 2.0L Duratec® I-4, and **make the scenery blur**. Euro-inspired 4-wheel independent suspension features rear Control Blade™ technology for extra **handling finesse**. Work the standard 5-speed manual or go shiftless with an optional automatic.

Opt for SES Coupe or Sedan, and you're in full-tilt mode with **performance-tuned suspension** components and 17" dark stainless aluminum wheels wrapped in low-profile performance treads. In all conditions, you're treated to **precision** descended from the champion Focus RS World Rally Car. Ready... Set...

Focus SES | Charcoal Black | Available Equipment

## From any point of view, more than meets the eye.

While its style is evident, the Focus interior impresses even more over time. An elegant T-shaped dashboard creates a feeling of **wide-open** space for the driver and front passenger. Controls are **easy to use**, and quality materials meet your touch. Ice Blue™ instrument lighting is designed to help reduce eye strain as well as add an upscale tone. There are even 2 power points, plus a **convenient** shelf for your phone and an audio device. Get to know Focus, and you'll soon discover that what you see is just the start.

**Ford-exclusive MyKey™ owner controls feature**

Standard on every Focus, MyKey lets you decide how your car is driven no matter who's behind the wheel. You program specially coded keys to encourage safety belt use and safer, more fuel-efficient driving. MyKey can mute the audio system until safety belts are buckled, limit top speed and more.

Focus SEL | Charcoal Black Leather Trim | Optional Moon & Tune Package

## more indulgence front to back.

The goal was clear: to give Focus **more comforts and amenities** than you'd expect. So a lot of engineering went into reducing NVH (noise, vibration and harshness). The suspension and tires balance handling requirements with **smoothness**. Extra sound-deadening materials help silence the cabin. An acoustic windshield and aerodynamic design cut down on wind noise. And those are just the basics. Choose options like the **SYNC & Sound Package** or Moon & Tune Package to dial in the extras. It's all about getting accustomed to the finer things in life.

**SIRIUS® Satellite Radio**

Standard on Focus SE and above, SIRIUS Satellite Radio[1] comes with a 6-month trial subscription: Surf more than 130 channels including 100% commercial-free music, plus the best sports, news, talk and entertainment, coast-to-coast.

[1]Service available in the 48 contiguous states and Washington, D.C.

Versatility, features and

# more moods.

60/40 **split-folding rear seats** can come in handy. And available **heated**, **leather-trimmed** front seats can't be beat. But how many cars can **reflect how you feel**? Count Focus among the few. Optional **Ambient Lighting** is a class exclusive. It casts a glow in the cupholders and front and rear footwells to **match your mood**. Switch it up any way you want, from sunshine to the blues.

A. Standard 60/40 split-folding rear seats open up for extra-long cargo. And there's room for plenty of your stuff in the 13.8-cu.-ft. trunk.

B. A standard multifunction computer helps you maximize MPG with an instant readout.

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

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

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

F. Heated, leather-trimmed front seats are standard on Focus SEL. They're optional on SES.

Focus SEL Sedan | Black

## No other car in its class gives you more standard safety features.

Start with **AdvanceTrac®** electronic stability control[1] that includes a 4-wheel Anti-lock Brake System (ABS) to help you **avoid an accident**. 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-row side-curtains**. The Personal Safety System™ is standing by with its **7 advanced technologies**. There's also a Tire Pressure Monitoring System, and more. Focus is well-equipped to help **keep you safe**.

[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.

Energy-absorbing front and rear crumple zones help absorb and distribute crash energy around the rigid safety cell that surrounds you.

AdvanceTrac electronic stability control is standard – along with ABS – to help prevent you from skidding off your intended course.

Focus SE Sedan | Ingot Silver Metallic | Optional SE Sedan Appearance Package

# Quality that keeps you coming back for more.

Corolla, Civic and Sentra **can't beat Focus quality**,[1] a fact that more and more drivers are discovering every day. On style, it's **beyond compare**, especially when you choose the available SE Sedan Appearance Package – a select group of features that pumps up the **visual volume** with 15" unique-finish alloy wheels, a decklid spoiler and fog lamps.

[1]Based on RDA Group's GQRS cumulative survey at 3 months of service in 3 surveys of 2008 Ford and competitive owners conducted 9/07–5/08.

# Specs

## DIMENSIONS & CAPACITIES

| Exterior | Sedan | Coupe |
|---|---|---|
| Wheelbase | 102.9" | 102.9" |
| Length | 175.0" | 175.0" |
| Height | 58.6" | 58.6" |
| Width – Excluding mirrors | 67.9" | 67.9" |
| Width – Including mirrors | 78.4" | 78.4" |
| **Interior** | | |
| **Front** | | |
| Head room | 39.2" | 39.2" |
| Shoulder room | 53.4" | 53.5" |
| Hip room | 50.4" | 50.4" |
| Leg room | 41.7" | 41.7" |
| **Rear** | | |
| Head room | 38.3" | 38.3" |
| Shoulder room | 53.6" | 53.7" |
| Hip room | 50.9" | 48.3" |
| Leg room | 36.1" | 36.1" |
| **Capacities** | | |
| Seating | 5 | 5 |
| Passenger volume (cu. ft.) | 93.4 | 93.3 |
| Luggage volume (cu. ft.) | 13.8 | 13.8 |
| Total interior volume (cu. ft.) | 107.2 | 107.1 |
| Fuel capacity (gal.) | 13.5 | 13.5 |

## HORSEPOWER, TORQUE & EPA-ESTIMATED FUEL ECONOMY

| 2.0L Duratec® I-4 Engine | |
|---|---|
| Horsepower | 140 @ 6000 rpm |
| Torque (lb.-ft.) | 136 @ 4250 rpm |
| Horsepower (coupe models with manual) | 143 @ 6000 rpm |
| Torque (lb.-ft.; coupe models with manual) | 136 @ 4250 rpm |
| 5-speed manual | 24 mpg city/35 hwy. |
| 4-speed automatic | 24 mpg city/34 hwy. |

| 2.0L Duratec 20E PZEV I-4 Engine[1] | |
|---|---|
| Horsepower | 136 @ 6000 rpm |
| Torque (lb.-ft.) | 133 @ 4250 rpm |
| 5-speed manual | 24 mpg city/35 hwy. |
| 4-speed automatic | 24 mpg city/34 hwy. |

Dimensions may vary by trim level.
Cargo and load capacity limited by weight and weight distribution.

[1]Standard on models in CA, CT, MA, ME, NY, PA, RI and VT; available on retail orders in AZ, DE, MD, NH, NV, OH, OR and WV. [2]Always wear your safety belt and secure children in the rear seat.

## STANDARD

**Mechanical**
- 2.0L Duratec I-4 engine or 2.0L Duratec 20E PZEV I-4 engine
- 5-speed manual transmission
- Anti-lock Brake System (ABS)
- European-inspired suspension – Front: independent MacPherson strut, stabilizer bar; rear: independent Control Blade™
- Power front disc and rear drum brakes

**Safety & Security**
- Personal Safety System™ for driver and front passenger includes dual-stage front airbags,[2] safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
- Front-seat side airbags[2]
- Side-curtain airbags[2]
- 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 (sedan only)
- 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 ignition system
- Tire Pressure Monitoring System (excludes spare)

**Seating**
- 5-person seating
- Front bucket seats with adjustable head restraints
- 60/40 split-folding rear seats

**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)
- Front and rear floor mats
- Front-door bins and integrated bottle holders
- Full-length center floor console with padded armrest
- Illuminated entry
- Map pocket on front-passenger seatback
- Message center with odometer and instant fuel economy display
- Power door locks
- Power points (2, 12-volt)
- Tilt steering column
- Visor vanity mirrors

**Exterior**
- Rear-window defroster
- Solar-tinted glass
- Windshield wipers – 2-speed intermittent

**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/50,000-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 2009 competitive models (class is Compact Coupes and Sedans), 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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## FOCUS S SEDAN

Equipped with all standard features, plus:

**Rapid Spec 100A:**

- 15" steel wheels with silver-painted covers
- P195/60R15 tires (low rolling resistance)
- Cloth seats
- Black door handles
- Black manual sideview mirrors
- Chrome 2-bar grille
- Halogen headlamps

**Available Options**

- 4-speed automatic transmission
- SIRIUS Satellite Radio with 6-month subscription

## FOCUS SE SEDAN

Equipped with all standard S Sedan features, plus:

**Rapid Spec 200A:**

- 15" aluminum-alloy wheels
- Perimeter alarm
- SIRIUS Satellite Radio with 6-month subscription
- Power sideview mirrors
- Power windows with one-touch-down driver-window feature

**Available Option Groups**

- **Rapid Spec 201A: Driver's Group Package**: leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror **+** Ford SYNC® voice-activated, in-vehicle communications and entertainment system
- **Rapid Spec 202A: SYNC & Sound Package**: Premium AM/FM stereo/single-CD player with MP3 capability, 8 speakers, 8" subwoofer and 190 watts **+ Driver's Group Package**

**Available Options & Package**

- 4-speed automatic transmission
- **SE Sedan Appearance Package**: 15" alloy wheels with unique finish, decklid spoiler and fog lamps
- Ambient Lighting
- Cruise control
- Power moonroof

## FOCUS SEL SEDAN

Equipped with all standard SE Sedan features, plus:

**Rapid Spec 300A:**

- 16" Euroflange aluminum-alloy wheels
- P205/50R16 tires
- Enhanced European-inspired front and rear suspensions with rear stabilizer bar
- Leather-trimmed seats with heated front row
- Ambient Lighting
- **Driver's Group Package**: leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror **+** SYNC voice-activated, in-vehicle communications and entertainment system
- Instrument cluster includes metallic instrument panel appliqué with bright cluster rings, release handles and register accents; metallic console top plate; and performance cluster
- Chrome door handles
- Chrome exhaust tip
- Fog lamps
- Power, heated, chrome-capped sideview mirrors

**Available Option Group**

- **Rapid Spec 301A: Moon & Tune Package**: power moonroof with shade, and Premium AM/FM stereo/single-CD player with MP3 capability, 8 speakers, 8" subwoofer and 190 watts

**Available Option**

- 4-speed automatic transmission

## FOCUS SES SEDAN

Equipped with all standard SE Sedan features, plus:

**Rapid Spec 400A:**

- 17" premium painted dark stainless aluminum wheels
- P215/45R17 tires
- Performance suspension with larger rear stabilizer bar
- Ambient Lighting
- **Driver's Group Package**: leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror **+** SYNC voice-activated, in-vehicle communications and entertainment system
- Instrument cluster includes metallic instrument panel appliqué with bright cluster rings, release handles and register accents; metallic console top plate; and performance cluster
- Body-color door handles
- Chrome exhaust tip
- Dark chrome 2-bar grille
- Dark chrome headlamps and taillamps
- European-inspired front fascia with integrated fog lamps
- Power, heated, body-color sideview mirrors
- Decklid spoiler

**Available Option Group**

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

**Available Options**

- 4-speed automatic transmission
- Leather-trimmed seats with heated front row

## FOCUS SE COUPE

Equipped with all standard features, plus:

**Rapid Spec 200A:**

- 16" aluminum-alloy wheels
- P205/50R16 tires
- Enhanced European-inspired front and rear suspensions with front and rear stabilizer bars
- Perimeter alarm
- SIRIUS Satellite Radio with 6-month subscription
- Body-color door handles
- Chrome exhaust tip
- Dark chrome 2-bar grille
- Dark chrome headlamps and taillamps
- European-inspired front fascia with integrated fog lamps
- Power windows with one-touch-down driver-window feature
- Power, heated body-color sideview mirrors
- Decklid spoiler
- Sport-tuned exhaust (manual transmission only)

**Available Option Groups**

- **Rapid Spec 201A: Driver's Group Package**: leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror **+** Ford SYNC® voice-activated, in-vehicle communications and entertainment system
- **Rapid Spec 202A: SYNC & Sound Package**: Premium AM/FM stereo/single-CD player with MP3 capability, 8 speakers, 8" subwoofer and 190 watts **+ Driver's Group Package**

**Available Options**

- 4-speed automatic transmission
- Ambient Lighting
- Cruise control
- Power moonroof

## FOCUS SES COUPE

Equipped with all standard SE Coupe features, plus:

**Rapid Spec 400A:**

- 17" premium painted dark stainless aluminum wheels
- P215/45R17 tires
- Performance suspension with larger rear stabilizer bar
- Ambient Lighting
- **Driver's Group Package**: leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror **+** SYNC voice-activated, in-vehicle communications and entertainment system
- Instrument cluster includes metallic instrument panel appliqué with bright cluster rings, release handles and register accents; metallic console top plate; and performance cluster
- High-mounted rear spoiler

**Available Option Group**

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

**Available Options**

- 4-speed automatic transmission with 4.2:1 final drive ratio
- Leather-trimmed seats with heated front row

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# Wheels

**15" Steel with Silver-Painted Cover**
Standard on S Sedan

**15" Aluminum-Alloy**
Standard on SE Sedan

**15" Alloy with Unique Finish**
Standard on SE Sedan Appearance Package

**16" Aluminum-Alloy**
Standard on SE Coupe

**16" Euroflange Aluminum-Alloy**
Standard on SEL Sedan

**17" Premium Painted Dark Stainless Aluminum**
Standard on SES Coupe and SES Sedan

# Exterior colors

**Blue Flame Metallic**

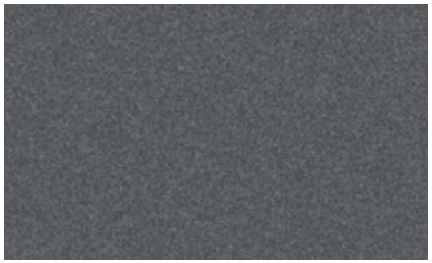
**Sangria Red Metallic**



**White Suede**

**Natural Neutral Metallic**

**Ingot Silver Metallic**



**Sterling Grey Metallic**

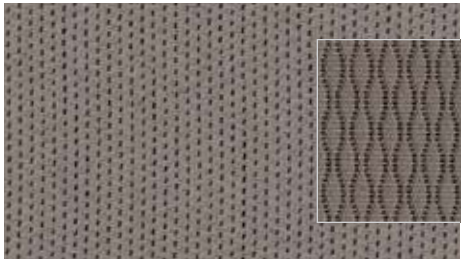
**Black**

| | Interior Colors | |
|---|---|---|
| **S Sedan** | | |
| Blue Flame Metallic | ● | |
| Sangria Red Metallic | ● | |
| White Suede | ● | |
| Natural Neutral Metallic | ● | |
| Sterling Grey Metallic | ● | |
| Black | ● | |
| **SE Sedan, SEL Sedan** | | |
| Blue Flame Metallic | ● | ● |
| Sangria Red Metallic | ● | ● |
| White Suede | ● | ● |
| Natural Neutral Metallic | ● | ● |
| Ingot Silver Metallic | ● | ● |
| Sterling Grey Metallic | ● | ● |
| Black | ● | ● |
| **SES Sedan** | | |
| Blue Flame Metallic | ● | ● |
| Sangria Red Metallic | ● | ● |
| Ingot Silver Metallic | ● | ● |
| Sterling Grey Metallic | ● | ● |
| Black | ● | ● |
| **SE Coupe** | | |
| Blue Flame Metallic | ● | ● |
| Sangria Red Metallic | ● | ● |
| Ingot Silver Metallic | ● | ● |
| Sterling Grey Metallic | ● | ● |
| Black | ● | ● |
| **SES Coupe** | | |
| Blue Flame Metallic | ● | ● |
| Sangria Red Metallic | ● | ● |
| Ingot Silver Metallic | ● | ● |
| Sterling Grey Metallic | ● | ● |
| Black | ● | ● |

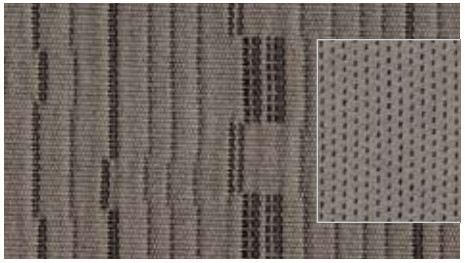
**INTERIORS:** ● Medium Stone ● Charcoal Black

Colors shown are representative only. Not all colors are available on all models.
See your dealer for actual paint/trim options.

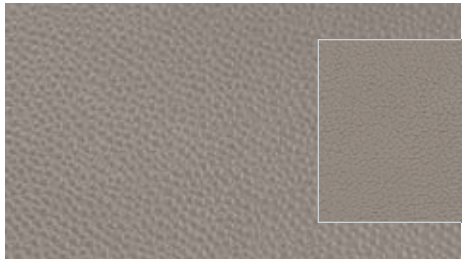
# Interior colors



**Cloth – Medium Stone**
Standard on S and SES

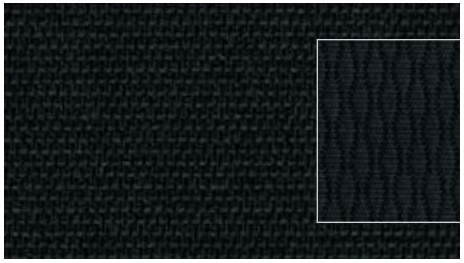


**Cloth – Medium Stone**
Standard on SE

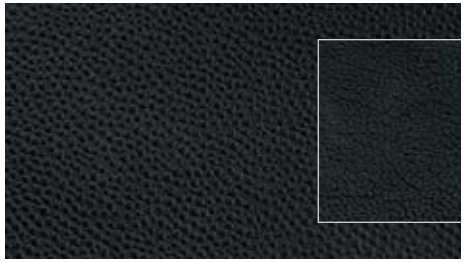


**Leather – Medium Stone**
Standard on SEL, Available on SES

**Cloth – Charcoal Black**
Standard on SE



**Cloth – Charcoal Black**
Standard on SES



**Leather – Charcoal Black**
Standard on SEL, Available on SES

Graphics Kit

Remote Start Systems

Front Illuminated Sill Plates

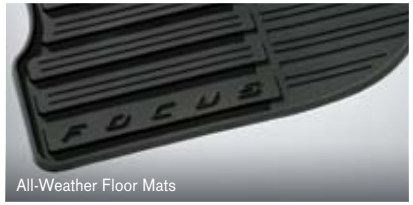
Garmin® Portable Navigation Systems[1]

Integrated Roof Spoiler

Interior Soft Cargo Organizers (Large and Standard Sizes) and Interior Soft Cooler Bag

Interior Lighting Kit

Chrome Exhaust Tip



All-Weather Floor Mats

# Ford Custom Accessories

**Also available:**

Body Kit by 3dCarbon®[1]

THULE® Racks, Carriers and Cargo Holders[1]

Decklid Spoiler

Vehicle Security System

Hood Deflector

SmartAlert™ GPS Tracking and Recovery[1]

Electrochromic Mirrors

Side Window Deflectors

Katzkin® Leather Seat Covers[1]

Fog Lamps

Wiper Shaker De-Icer and Debris Cleaner[1]

Wheel Locks

Splash Guards

Ashcup/Coin Holder/Smoker's Pack

[1]Ford Licensed Accessories.
Garmin is a registered trademark of Garmin Ltd.

To learn more about Ford Custom Accessories and to buy them 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. 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.

custom accessories

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