

FOCUS

SAFETY

EXTERIOR

INTERIOR

FEATURES

COLORS



FOCUS SAFETY & SECURITY

	ZX3	LX	SE	SE	ZTS
	3-door		Wagon		
Airbags* - Driver and Front Passenger	S	S	S	S	S
Side Impact Airbags - Driver and Front Passenger	O	O	O	O	O
Anti-Lock Braking System (ABS)	O	O	O	O	S
SecuriLock™ Passive Anti-Theft System	S	S	S	S	S
AdvanceTrac Traction Control	O	-	-	-	O
Child Safety Door Locks - rear doors	-	S	S	S	S
Lower Anchor and Tethers for Children (LATCH)	S	S	S	S	S

AIRBAGS & SAFETY BELTS



Like the bumper stickers say, "Stuff happens" (or something close to that). Our researchers know this, and came up with new front seat side air bags that you can order on all Focus models. Driver and front passenger airbags automatically come with every Focus. Of course you're gonna want to use your safety belts – ours adjust to fit just right. And if you're driving with kids...make sure they're properly secured in the rear seat.

Airbags inflated for illustrative purposes only.

ANTI-LOCK BRAKES



Life really can be like those driver's ed movies – watch out! There's a wayward cow stepping right in front of your car. That's when you (and the heifer) thank your lucky stars for those anti-lock brakes. The ABS helps you keep the car in the right direction, while bringing you to a smooth, controlled stop. You say "whew". The cow says "moo".

*Always wear your safety belt and secure children in the rear seats.

**Standard on "Premium" Equipment Group, optional on "Deluxe" Equipment Group, not available with "Standard" Equipment Group.

Following publication of the catalog, 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 your best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.



FOCUS ZX3

It doesn't look like its brothers and sisters. And it certainly doesn't act like them. Maybe it's the odd number of doors. The three door has an entirely different outlook on life. Unique lines combined with terrific road manners, it's really got the form and function thing down.



FOCUS ZTS


Sedan now doesn't mean sedate. Driving Focus ZTS is like being with the smartest, funniest person you know. Always a quick response. Always entertaining. Shown above painted in Pitch Black with its 16-valve Zetec sprinting effortlessly while its CD is cranked up.



Focus SE Wagon shown in Jackpot Gold.

FOCUS WAGON

Having a bunch of stuff to haul around isn't limited to those with 2.4 kids. And even if you have 3.6 offspring, you're not going to have that soccer-mom feeling behind the wheel of the Focus Wagon.

A high-angle, close-up photograph of the front interior of a Ford Focus LX Sedan. The seats are upholstered in a light beige or cream-colored cloth with a subtle woven texture. The steering wheel is also in this color. The dashboard and center console are dark, providing a contrast to the light seats. The lighting is warm and directional, coming from the upper right, which creates soft shadows and highlights the contours of the seats and the texture of the fabric. The overall atmosphere is clean, bright, and spacious.

INTERIOR

Focus LX Sedan wrapped in Medium Parchment cloth.
Optional equipment shown.

Room for five and gee, everything is handy too. You'll wonder if they started designing Focus from the inside out. (Actually, they did.)



15" aluminum 5-spoke wheels come with the ZX3 and SE models. Worth a couple of extra minutes to shine them up.

FEEL THE POWER



Focus comes with either the 2.0L SPI or the 2.0L Zetec engine, depending on the model and/or which one you opt for. One's really zippy. The other's super zippy. Think of two of your hyper pals after they've had a couple of double espressos. Now you've got the picture.



14" bolt-on look wheel covers...standard on LX Sedan. Makes the meter maid look twice.



New 16" aluminum 6-spoke wheels now standard on ZTS Sedan and available on ZX3. Bigger. Badder. Bolder. What a difference.

STANDARD FEATURES GALORE

Each and every Focus comes equipped standard with a lot of cool features. Check out these, talk with your dealer for the full scoop.

- | | |
|--|---|
| • Power Brakes | • Independent Front Suspension - MacPherson Strut |
| • Power Rack & Pinion Steering | • Front Stabilizer Bar |
| • Driver Seat Height Adjust - manual | • Front Wheel Drive |
| • 60/40 Split Fold Rear Seat w/Flip Up Rear Seat Cushion | • Clearcoat Paint |
| • SecuriLock™ Passive Anti-Theft System | • Solar Tinted Glass |
| • Rear Window Defroster | • Soft Feel Instrument Panel |
| • Control Blade SLA Independent Rear Suspension | • 13.2 Gallon Fuel Tank |
| | • Center Console with 2 Cupholders |
| | • Trip Odometer |

FOCUS SEDAN STUFF

Focus Sedan (that means 4-doors to you non-car folks) You can choose from 4 different flavors of Focus Sedan:

LX: A ton of great standard features including:

- | | |
|--|--|
| • 2.0L SPI I4 Engine (110 hp and 125 lb-ft torque) | • AM/FM Cassette Stereo w/digital clock and 4 speakers |
| • 5-Speed Manual Transaxle | • Rear Window Defroster |

You can also choose a few options to make your Focus LX your own:

- | | |
|-------------------------------|-----------------------------------|
| • 4-Speed Automatic Transaxle | • Anti-Lock Braking System |
| • Air Conditioning | • Front Seat Side Impact Airbags* |

SE: Includes all of the standard stuff found in the LX plus:

- | | |
|---|--------------------------------------|
| • Air Conditioning | • Power Mirrors/Door Locks/Windows |
| • 15" Aluminum Wheels mounted to P195/60R15 tires | • Driver Center Armrest with Storage |
| • AM/FM Stereo w/single CD w/digital clock and 4 speakers | • All-Door Remote Keyless Entry |
| | • Bodycolor Bodyside Moldings |
| | • Variable Speed Intermittent Wipers |

SE also has a few options to choose from:

- | | |
|-------------------------------|----------------------------------|
| • 4-Speed Automatic Transaxle | • Front Seat Side Impact Airbags |
| • Anti-Lock Braking System | • Comfort Group** |

SE SPORT: Add some spice to your life, Sport comes with everything standard on SE plus:

- | | |
|--|----------------------------------|
| • 2.0L 16-valve Zetec engine (130 hp, 135 lb-ft of torque) | • Rear Spoiler |
| • Fog Lamps | • Leather-Wrapped Steering Wheel |
| | • Tachometer |

SE Sport also has a few options to choose from:

- | | |
|-------------------------------|----------------------------------|
| • 4-Speed Automatic Transaxle | • Front Seat Side Impact Airbags |
| • Anti-Lock Braking System | • Comfort Group** |

ZTS: The top-of-the-line, Focus ZTS comes with a 2.0L 16-valve Zetec engine, everything SE Sport has standard (minus the rear spoiler) plus these features (your every desire has finally been met...):

- | | |
|---|--|
| • 16" Aluminum Wheels on P205/50R16 Tires | • Driver's Side Lumbar Support and Map Pockets |
| • Anti-Lock Braking System | • Map/Reading Lights |
| • Speed Control | • Woodgrain appearance interior accents |
| • Tilt Telescoping Steering Wheel | |

ZTS options include:

- | | |
|---|----------------------------------|
| • 4-Speed Automatic Transaxle | • Leather-Trimmed Seats |
| • AdvanceTrac (includes Traction Control) | • Front Seat Side Impact Airbags |

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

**Comfort Group includes Speed Control, Tilt/Telescoping Steering Wheel and Map/Reading Lights



1

1 The award-winning Focus is so well designed you'll get a feel for everything in no time. Our designers know you want this stuff to be a no-brainer. And it is. SE interior in Medium Graphite. Optional equipment. Nice.

2 "D" stands for "drive," right? In the case of Focus it should be "EFD"... "extremely fun drive."

3 Crank up the air or put a log on the fire – even the most technically-challenged can handle this instrument panel.



2

3

4

4 A single CD player is standard on SE models. Just slip in a disc to escape that morning "DJ" blather.

5 Amaze your friends. Amaze your family. Not only is there room for them, with a 60/40 split fold-down rear seat, that long piece of lumber they said would never fit. It fits.



5

SE WAGON: FEATURES AND STUFF

Focus SE Wagon: trust us, you can stuff a lot of stuff in the back.

STANDARD features include:

- 2.0L 16-valve Zetec engine (130 hp, 135 lb-ft of torque)
- 4-Speed Automatic Transaxle
- Air Conditioning
- Stereo Single CD Player, AM/FM radio w/digital clock and 4 speakers
- 15" Alloy Wheels mounted to P195/60R15 Tires
- SecuriLock™ Passive Anti-Theft System
- Power Mirrors/Door Locks/Windows
- All-Door Remote Keyless Entry
- Power Rack & Pinion Steering
- Independent Front Suspension
- Driver Center Armrest with Storage
- Rear Window Defroster
- Variable Speed Intermittent Wipers
- Bodycolor Bodyside Moldings

SE Wagon also has a few options to choose from:

- 5-Speed Manual Transaxle
- Anti-Lock Braking System
- Front Seat Side Impact Airbags
- Comfort Group includes speed control, tilt telescoping steering wheel and map/reading lights

FOCUS ZX3: A 3-DOOR HATCHBACK WITH A SERIOUS ATTITUDE

And because we are so accommodating, here are three great sets of standard features to choose from... hey, get it, ZX3, three equipment groups, three doors, did we plan this or what?

STANDARD:

- 2.0L 16-valve Zetec Engine
- 5-Speed Manual Transaxle
- 15" Alloy Wheels mounted to P195/60R15 Tires
- Stereo Single CD Player, AM/FM radio w/digital clock and 4 speakers
- Sport Bucket Front Seats with Adjustable Head Restraints and Tip/Return
- Fog Lamps
- SecuriLock™ Passive Anti-Theft System
- Power Rack & Pinion Steering/Brakes
- Leather-Wrapped Steering Wheel
- Tachometer/Trip Odometer
- Split/Fold Down Rear Seat
- Rear Window Wiper/Washer/Defroster
- Independent Front Suspension

You can also choose a few options to make Focus ZX3 your own:

- Air Conditioning
- Anti-Lock Braking System (ABS)
- Front Seat Side Impact Airbags

PREMIUM includes all of the standard stuff found in the Standard Group plus:

- Air Conditioning
- 16" Alloy Wheels mounted to P205/50R16 Tires
- Speed Control
- Tilt/Telescoping Steering Wheel
- Map/Reading Lights
- Driver Front Center Armrest

Focus ZX3 Premium also has a few options to choose from:

- 4-Speed Automatic Transaxle
- Moonroof - manual
- Anti-Lock Braking System (ABS)
- AdvanceTrac (includes Traction Control, requires ABS)
- Front Seat Side Impact Airbags

POWER-PREMIUM - c'mon, you deserve it...

(again, all of the standard stuff included in the Premium Group) plus:

- Power Windows/Mirrors/Door Locks
- All-Door Remote Keyless Entry

Jazz up your ZX3 Power-Premium with these options:

- 4-Speed Automatic Transaxle
- Moonroof - manual
- Anti-lock Braking System (ABS)
- AdvanceTrac (includes Traction Control, requires ABS)
- Front Seat Side Impact Airbags

COLORS



SE Wagon in Fort Knox Gold
(also available on LX, SE Sedan and ZTS)



ZTS in Twilight Blue
(available on all models)



ZX3 in Malibu Blue



ZTS in Jackpot Gold
(available on all models)



ZX3 in Infra-Red
(available on all models)



SE Sedan in Rainforest Green Clearcoat Metallic
(available on all models)

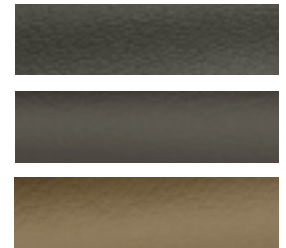
CLOTH

Fabrics that will inspire you to keep the clutter to a minimum. (Mother always said not to hide your best features.)



LEATHER

Great choices trimmed in leather. If your living room deserves it, why not your car? Exclusive Focus ZTS option.



Vehicles shown may include optional equipment.



ZX3 in Egg yolk Yellow



LX in Sangria Red
(available on all models)



SE Sport in Light Sapphire Blue
(also available on LX, SE Wagon and ZTS)



SE Wagon in CD Silver
(available on all models)



ZTS in Pitch Black
(available on all models)



SE Sedan in Cloud 9 White
(available on all models)

DEALER STUFF

Your Ford Dealer has some really trick stuff that allows you to make your new car your own. Here are just a few available on Focus.

"T4U" KITS ARE 6 UNIQUE WAYS TO MAKE YOUR NEW FOCUS TRULY YOURS.

Just choose a kit then order it from www.focus247.com or call 877-FORDT4U. It's that simple.



MOBILE PRO: The "Mobile Pro" T4U kit has everything to transform your Focus into a fully functioning office. It includes a mobile workstation, and a musette bag so you can store your laptop, phone and MP3 player.



ROAD TRIP: It has everything you need to prepare your Focus for those wanna getaway days. Included are a Coleman Cooler, a throw blanket and a cool photo album.



MAKIN' TRACKS: For those getaways that are bigger than a road trip. It includes a picnic basket, mini-grill and utensils plus a party lantern.



U CUSTOMIZE IT: This will allow you to take personal expression to a whole new level. Go crazy with restickable decals.



OFF THE BEATIN' PATH: It has everything you need to handle many adverse situations. Included is a backpack, first aid kit, flashlight and a heavy weight poncho.



HAVE SPOT WILL TRAVEL: Complete with an adjustable pet harness. Also included is a pet bed, lint roller, stow-and-go bowl and a food dispenser.

DEALER ACCESSORIES

See your dealer for availability.

Q: How cool will your Focus look with a totally custom Carbon-Fiber Dash applique?

A: Very



Need more space to stash your stuff? Opt for the armrest/storage bin.



Nothing but...
The optional netting keeps things from rolling around in the trunk.



Ford Credit's Red Carpet Lease
Many lease managers have completed many hours of training in a Red Carpet Lease program designed to make us the best in the business. We think you'll find a Red Carpet Lease is the best way to lease.

Under the New Vehicle Limited Warranty, you'll receive bumper-to-bumper no-deductible coverage on your new Ford vehicle for 3-years/36,000-miles. You'll also receive unlimited-mileage, no-deductible corrosion perforation coverage for five years. Ask your Ford Dealer for a copy of this warranty.

During its 3-year/36,000-mile limited warranty period, every new Ford vehicle includes the assurance and support of a 24-hour emergency Roadside Assistance program. Roadside Assistance includes such services as fuel delivery, tire changes, jump starts, and help when you are locked out of your vehicle. Ask your Ford Dealer for complete details about this program.

Complete information on our vehicle lineup is available on our web site. To get more information before you visit your Ford Dealer, please visit us at www.fordvehicles.com. Likewise, to get details on various financing options available on your new Ford vehicle, please visit our web site at www.fordcredit.com. Doing so can give you a head start before talking to your Ford Dealer about financing your new Ford vehicle.

