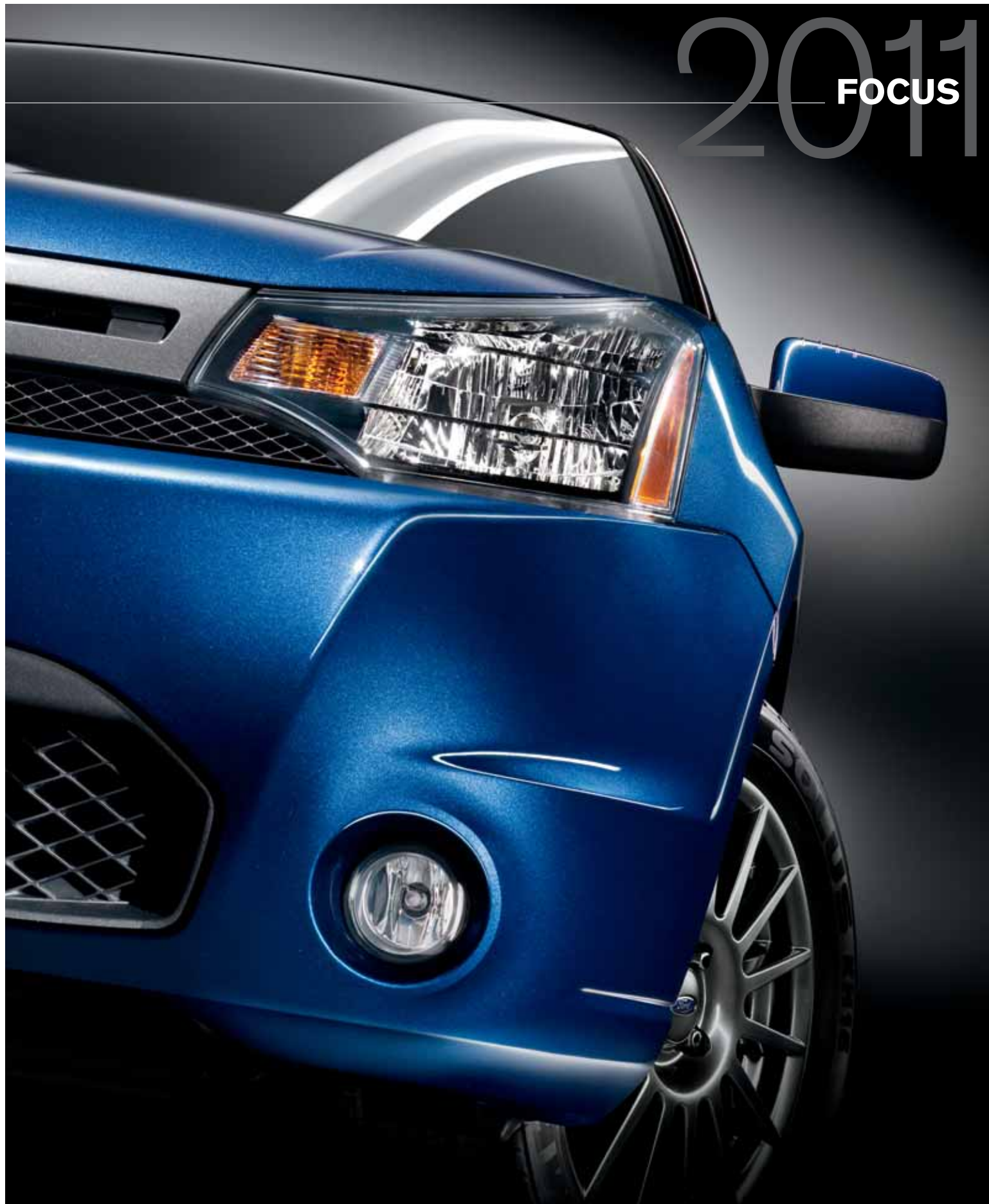


2011

FOCUS



Specifications

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Drive one.

STANDARD FEATURES

Mechanical

2.0L Duratec® I-4 engine or 2.0L Duratec 20E PZEV I-4 engine

4-wheel Anti-Lock Brake System (ABS)

European-inspired suspension – Front: independent MacPherson strut, stabilizer bar; rear: independent Control Blade™

Power front disc/rear drum brakes

Seating

5-person seating

Front bucket seats with adjustable head restraints

Rear 60/40 split-fold seats with adjustable head restraints

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)

Dashtop radio display with outside temperature

Driver message center with dual trip odometer, mpg tracking and real-time fuel efficiency

Front and rear floor mats

Front-door bins and integrated bottle holders

Full-length center floor console with padded armrest

Illuminated Entry System

Map pocket on front-passenger seat back

Powerpoints (2, 12-volt)

Tilt steering column

Visor vanity mirrors

Exterior

Body-color bumpers

Rear-window defroster

Solar-tinted glass

Windshield wipers – Intermittent

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

Front-seat side airbags¹

Side-curtain airbags¹

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

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 System

Tire Pressure Monitoring System (excludes spare)

¹Always wear your safety belt and secure children in the rear seat.

Horsepower, Torque & EPA-Estimated Fuel Economy

2.0L I-4 Engine

Horsepower 140 @ 6,000 rpm

Torque (lb.-ft.) 136 @ 4,250 rpm

Manual 25 mpg city/35 hwy/29 combined

Automatic 25 mpg city/34 hwy/28 combined

2.0L 20E PZEV Engine

Horsepower 136 @ 6,000 rpm

Torque (lb.-ft.) 133 @ 4,250 rpm

Manual 25 mpg city/35 hwy/29 combined

Automatic 25 mpg city/34 hwy/28 combined

Dimensions & Capacities

Exterior

Wheelbase 102.9"

Length 175.0"

Height 58.6"

Width – Excluding mirrors 67.8"

Width – Including mirrors 78.4"

Interior

Front

Head room 39.2"

Shoulder room 53.4"

Hip room 50.4"

Leg room 41.7"

Rear

Head room 38.3"

Shoulder room 53.6"

Hip room 50.9"

Leg room 36.1"

Capacities

Passenger volume (cu. ft.) 93.4

Luggage capacity (cu. ft.) 13.8

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

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 2010 competitive models (class is Small Cars), 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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2011 FOCUS

Specifications

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Drive one.

STANDARD FEATURES



S

Rapid Spec 100A

Includes all standard features, plus:

Mechanical

5-speed manual transmission

15-in. steel wheels with silver-painted covers

P195/60R15 low-rolling-resistance tires

Seating

Cloth seats

Interior

Manual windows

Vinyl steering wheel

Exterior

Black door handles

Black manual sideview mirrors

Chrome 2-bar grille

Halogen headlamps



SE

Rapid Spec 200A

Includes select S features, plus:

Mechanical

15-in. aluminum-alloy wheels

Perimeter alarm

Interior

Power windows with one-touch-down driver's window feature
SIRIUS® Satellite Radio with introductory 6-month subscription

Exterior

Power sideview mirrors



SEL

Rapid Spec 300A

Includes select SE features, plus:

Mechanical

4-speed automatic transmission

16-in. Euroflange aluminum-alloy wheels

P205/50R16 tires

Enhanced European-inspired front and rear suspensions with rear stabilizer bar

Interior

Ambient lighting

Ford SYNC® Equipment Group with SYNC voice-activated, in-vehicle connectivity system, leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror

Instrument cluster includes metallic instrument panel appliqué with bright cluster rings, door release handles and register accents; metallic console top plate; and performance cluster

Leather-trimmed seats with heated front seats

Exterior

Chrome door handles

Chrome exhaust tip

Fog lamps

Power, heated, chrome sideview mirrors



SES

Rapid Spec 400A

Includes select SE features, plus:

Mechanical

17-in. premium dark stainless-painted aluminum wheels

P215/45R17 tires

Performance suspension with larger rear stabilizer bar

Interior

Ambient lighting

Ford SYNC Equipment Group with SYNC voice-activated, in-vehicle connectivity system, leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror

Instrument cluster includes metallic instrument panel appliqué with bright cluster rings, door release handles and register accents; metallic console top plate; and performance cluster

Exterior

Body-color door handles

Chrome exhaust tip

Dark-chrome 2-bar grille

Dark-chrome headlamp and taillamp trim

Decklid spoiler

European-inspired front fascia with integrated fog lamps

Power, heated, body-color sideview mirrors

2011 FOCUS

Specifications

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Drive one.

S & SE



FOCUS SE • CHARCOAL BLACK CLOTH



FOCUS SE • BLUE FLAME METALLIC

2011 FOCUS

Specifications

fordvehicles.com



Drive one.

S & SE

OPTIONAL FEATURES

S Available Option

4-speed automatic transmission

S Exterior Colors	Interior Color
White Suede	●
Sangria Red Metallic	●
Blue Flame Metallic	●
Sterling Gray Metallic	●
Black	●
Natural Neutral Metallic	●

Interior: ● Medium Stone Cloth

SE Available Rapid Spec

Rapid Spec 201A – Ford SYNC® Equipment Group includes SYNC voice-activated, in-vehicle connectivity system, leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror

SE Available Options & Packages

4-speed automatic transmission

Cruise control

SE Appearance Package includes 15-in. alloy wheels with unique finish, decklid spoiler and fog lamps

SE Exterior Colors	Interior Colors
White Suede	● ●
Sangria Red Metallic	● ●
Blue Flame Metallic	● ●
Ingot Silver Metallic	● ●
Sterling Gray Metallic	● ●
Black	● ●
Natural Neutral Metallic	● ●

Interiors: ● Medium Stone Cloth ● Charcoal Black Cloth

INTERIOR



Medium Stone Cloth
Standard on S

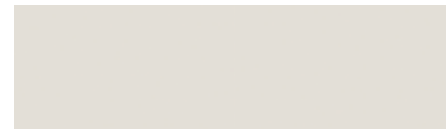


Medium Stone Cloth
Standard on SE



Charcoal Black Cloth
Standard on SE

EXTERIOR



White Suede



Sangria Red Metallic



Blue Flame Metallic



Ingot Silver Metallic



Sterling Gray Metallic



Black



Natural Neutral Metallic



15-in. Steel Wheels
with Silver-Painted Covers
Standard on S



15-in. Aluminum-Alloy Wheels
Standard on SE



15-in. Alloy Wheels with Unique Finish
included with SE Appearance Package

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

2011 FOCUS

Specifications

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Drive one.

SEL



CHARCOAL BLACK LEATHER • AVAILABLE EQUIPMENT



STERLING GRAY METALLIC

2011 FOCUS

Specifications

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Drive one.



SEL

OPTIONAL FEATURES

Available Rapid Spec

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

Exterior Colors	Interior Colors	
White Suede		
Sangria Red Metallic		
Blue Flame Metallic		
Ingot Silver Metallic		
Sterling Gray Metallic		
Black		
Natural Neutral Metallic		

Interiors:  Medium Stone Leather  Charcoal Black Leather

INTERIOR



Medium Stone Leather
Standard

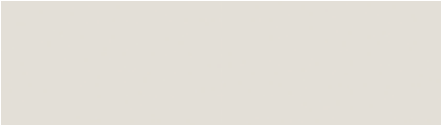


Charcoal Black Leather
Standard



16-in. Euroflange Aluminum-Alloy Wheels
Standard

EXTERIOR



White Suede



Sangria Red Metallic



Blue Flame Metallic



Ingot Silver Metallic



Sterling Gray Metallic



Black



Natural Neutral Metallic

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

SES



METALLIC INSTRUMENT PANEL APPLIQUÉ



INGOT SILVER METALLIC

2011 FOCUS

Specifications

fordvehicles.com



Drive one.

SES

OPTIONAL FEATURES

Available Rapid Spec

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

Available Options

4-speed automatic transmission

Leather-trimmed seats with heated front seats

Exterior Colors

Sangria Red Metallic

Blue Flame Metallic

Ingot Silver Metallic

Sterling Gray Metallic

Black

Interior Colors

● ● ● ●

● ● ● ●

● ● ● ●

● ● ● ●

Interiors: ● Medium Stone Cloth ● Charcoal Black Cloth

■ Medium Stone Leather ■ Charcoal Black Leather

INTERIOR



Medium Stone Cloth
Standard



Charcoal Black Cloth
Standard



Medium Stone Leather
Standard



Charcoal Black Leather
Standard

EXTERIOR



Sangria Red Metallic



Blue Flame Metallic



Ingot Silver Metallic



Sterling Gray Metallic



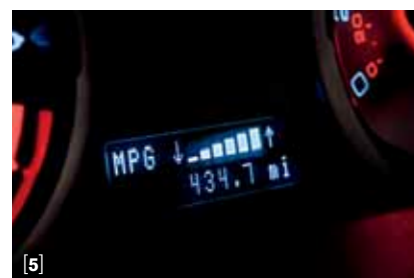
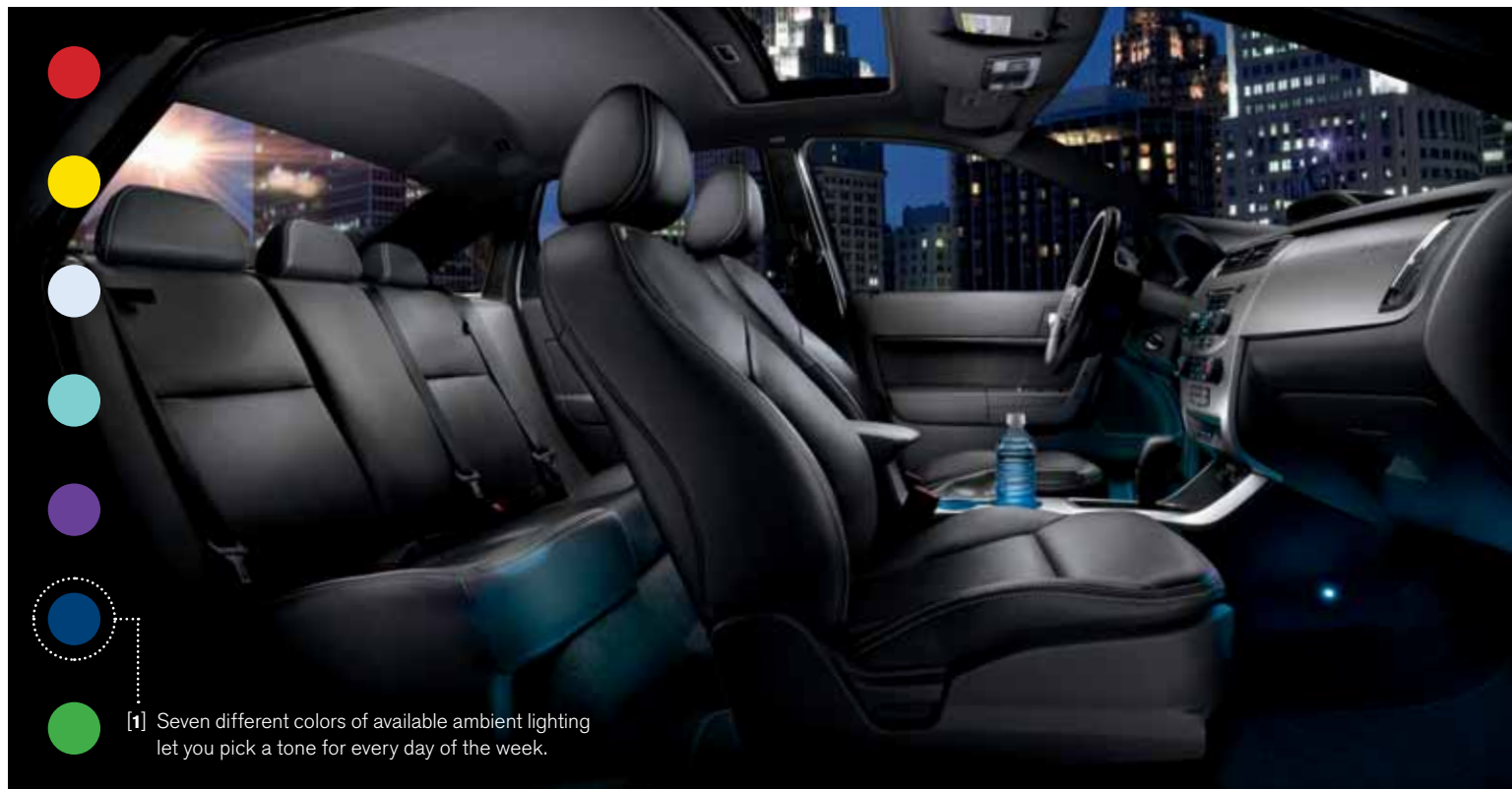
Black



17-in. Premium Dark Stainless-Painted
Aluminum Wheels
Standard

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

Features



- [2] Get a clear rear view with available power-adjustable, heated sideview mirrors.
- [3] Heated, leather-trimmed front seats are standard on Focus SEL, optional on SES.
- [4] Keep up-to-the-minute tabs on the outside temperature and, on select models, the direction you're headed.
- [5] A standard driver message center with instant readout helps you maximize mpgs.
- [6] Standard rear 60/40 split-fold seats fold forward for extra-long cargo. And there's room for plenty of your stuff in the 13.8-cu.-ft. trunk.
- [7] Adjust the available power moonroof to let in just the right combination of air and sky.

2011 FOCUS

Specifications

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Ford Custom Accessories



Soft Cargo Organizers (Large and Standard Sizes)



Illuminated Door Sill Plates



Remote Start Systems

ALSO AVAILABLE:

APPEARANCE

Body Kit by 3dCarbon^{®1}

Chrome Exhaust Tip

Graphics Kit

Ford Custom Graphics by
Original Wraps,™ Inc.^{1,2}

ELECTRONICS

GPS Tracking and Recovery
by SmartAlert™¹

Wiper De-Icer and Debris Cleaner
by Wiper Shaker¹

Vehicle Security System

Forward or Reverse Bumper-Mounted
Parking Assist System by EchoMaster^{®1}

Keyless Entry Keypad

EXTERIOR

Racks and Carriers by THULE^{®1}

Side Window Deflectors

Hood Deflector

Splash Guards

INTERIOR

Auto-Dimming Rearview Mirror

Cargo Area Protector

Interior Light Kit

Ash Cup/Coin Holder with or without
Lighter Element

Soft Cargo Cooler Bag

Cargo Net

WHEELS

Wheel Locks



All-Weather Floor Mats



Rear Roof Spoiler

Portable Navigation
Systems by Garmin^{®1}



Sport Stripes



To learn more about Ford Custom Accessories and to shop 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. Ford Licensed Accessories are fully 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 regarding the manufacturer's limited warranty and/or a copy of the FLA product limited warranty offered by the accessory manufacturer.

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Specifications

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Drive one.