



NEW 2008 FOCUS



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PERFORMANCE ▶ | ECO-RESPONSIBILITY ▶ | TECHNOLOGY ▶ | INTERIOR ▶ | SAFETY ▶ | SPECS ▶

STYLISH and SMART. The perfect combination.

Focus amps up its award-winning reputation with an all-new design – as a 4-door sedan or first-ever 2-door coupe. The bright chrome grille, flared wheel arches and sweeping character lines create intense visual appeal. It's an attraction that extends to the cockpit's hi-tech surrounds. Even the acclaimed Euro-inspired handling is fine tuned, boosting those road-hugging manners to the max. Fact is, Focus is your connection to all facets of fun.

SE Deluxe Package ▶

Inject some more passion into every trip to the beach or ATM: The optional SE Deluxe Package dials up the style with additional chrome accents, a metallic instrument panel finish, eye-popping Euroflange wheels and enhanced agility. With Focus, the emphasis isn't on reaching your destination, it's on the sheer enjoyment you'll have getting there.





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Yeah, it's got GAME.

When you want to catch a curve or find that sweet spot in the road, Ford Focus is just your ticket. Since its debut, Focus has been widely hailed for its impressive response that puts it in a league by itself. Now the fun factor is dialed way up.

Focus is leaner, making it that much meaner. Right down to its steering and handling characteristics, which are sharper. The European-inspired suspensions – both standard and enhanced – were optimized: Re-tuned springs, new shocks and jounce bumpers, and a larger-diameter front stabilizer bar combine for a dynamic driving treat. It's all about looking at the next winding stretch of pavement and thinking, *"Bring it on."*



European-Inspired Suspension ▶

Every Focus is outfitted with a 4-wheel independent suspension that delivers exceptional maneuverability and eagerly absorbs bumps. The multilink design in back employs Control Blade™ trailing arms – they boost passive rear-wheel steer big-time, which is particularly helpful when it comes to passing zones or hitting the fast lane on highways. On S and SE models, the front suspension incorporates MacPherson struts and a forged-steel stabilizer bar.

Enhanced European-Inspired Suspension ▶

Strike an even greater balance of cornering ability and steering control. On SES models, and as part of the optional SE Deluxe Package, the addition of a rear stabilizer bar makes for tighter handling.





35 MPG
HIGHWAY¹



For the second year in a row, Ford Focus has earned SmartWay accolades from the U.S. Environmental Protection Agency (EPA). Per the EPA, "Vehicles that receive this designation are very good environmental performers compared to other vehicles." In order to become a SmartWay performer, Focus had to pass the agency's stringent Air Pollution and Greenhouse Gas Scores testing; it did so with flying colors.

PERFORMANCE ▶ | ECO-RESPONSIBILITY ▶ | TECHNOLOGY ▶ | INTERIOR ▶ | SAFETY ▶ | SPECS ▶

A powerful NATURE.

Get your kicks on Route 66, Highway 1 or the Pennsylvania Turnpike, and kick the smog habit while you're at it. At the heart of Focus is an aluminum-block Duratec engine, devised to be energetic, efficient, ear-pleasing and majorly eco-responsible – rated far above average in the government's official EPA *Green Vehicle Guide*.

The 35-mpg¹ 2.0L Duratec powerplant unleashes 140 hp and 136 lb.-ft. of torque. It boasts an all-new air induction system and is armed with chain-driven dual overhead cams, 16 valves, 4 cylinders and sequential multipoint fuel injection, all backed by a 5-year/60,000-mile powertrain warranty.² Team the engine with a 5-speed manual gearbox or opt for a smooth-shifting automatic transmission for responsive, smog-reduced revs.



As a Partial Zero Emissions Vehicle (PZEV)³ in California emissions states, Focus is as eco-responsible as the best hybrids, meaning it maintains near-zero fuel system evaporative discharge and meets Super Ultra Low Emissions Vehicle (SULEV) requisites. For all other states, Focus is still ultra-clean running – it yields a mere 20% of the hydrocarbon and carbon monoxide emissions of an Ultra Low Emissions Vehicle (ULEV). Chew on this: Grilling 1 burger (meat or veggie) emits more hydrocarbon emissions than a Focus PZEV does on a 3-hour road trip.

¹2008 EPA-estimated hwy. fuel economy with 5-speed manual transmission. ²See dealer for limited warranty details. ³Standard on S, SE and SES 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.



PERFORMANCE ▶ | ECO-RESPONSIBILITY ▶ | TECHNOLOGY ▶ | INTERIOR ▶ | SAFETY ▶ | SPECS ▶

SYNC
Powered by **Microsoft**



Link Your Digital Media Player

Just connect your player to SYNC's USB port, press the button on the steering wheel and start talking. SYNC even charges most media players for you.



You talk. SYNC listens.™

Introducing the new standard for in-vehicle communications. Ford SYNC,™ developed in association with Microsoft,® is a voice-activated, customizable media system that integrates Focus with most Bluetooth®-enabled mobile phones and most popular digital media players.

With Microsoft Auto software actually embedded in your Ford Focus, SYNC allows you to operate your Bluetooth-enabled mobile phone and your media player using simple voice commands. SYNC is so well-designed, it's received an "Editor's Choice" award from *Popular Mechanics* magazine. *Jalopnik.com* concurs: "... definitely the most robust system we've yet seen... for in-auto infotainment."

Link Your Bluetooth-Enabled Mobile Phone ▶

When you enter Ford Focus with a compatible and paired Bluetooth-enabled mobile phone, SYNC automatically recognizes its presence. Then you just press a button and use simple voice commands to make calls, take calls and more – with both hands on the wheel.



Driving while distracted can result in a loss of vehicle control. Only use mobile phones (even with voice commands) and other devices not essential to driving when it is safe to do so. Microsoft is a registered trademark of Microsoft Corporation. The Bluetooth word mark is a registered trademark owned by the Bluetooth SIG, Inc. Go to SyncMyRide.com for more details.



Ice Blue Illumination ▲

Controls glow with the clarity of Ice Blue backlighting.

Ambient Lighting ▼

Exclaim your mood with the color-configurable ambient lighting option. Change out on the fly: Scroll through 7 hues for an awesome array of choices – blue, red, yellow, green, aqua, purple or white – that add an intriguing LED glow to all 4 footwells and the front cupholders.



PERFORMANCE ▶ | ECO-RESPONSIBILITY ▶ | TECHNOLOGY ▶ | INTERIOR ▶ | SAFETY ▶ | SPECS ▶

Light the night in ICE BLUE.

Live life in full color. Gauges and controls come alive in a cool Ice Blue, an experience intensified with optional ambient lighting.² The digital audio display and clock are eyebrowed on top of the center stack; on SES, audio controls are also steering wheel-mounted, and the dash is dressed in silver-metallic panels.

No matter if you're dressed up or down, whether you're out on a date or just plain hangin' out, Focus is your link to the haps. Breakthrough – not to mention award-winning – Ford SYNC™ technology is available for convenient communications and entertainment on the go. A pair of 12-volt power points allows for handy laptop operation. And the speed-sensitive audio system tunes you in on demand. Dig that rhythm and Blue.

"... stay connected... at home, work or somewhere in between."

NewCarTestDrive.com



¹Service not available in Alaska or Hawaii. See your Ford Dealer or contact SIRIUS at 1-888-539-7474 for more information. ²As shown in footwells.



Power Moonroof ▲

The moonroof delivers a healthy dose of fresh air and a full sky's worth of sunshine or starlight. You control the view upward, along with the built-in sliding sunshade and overhead map lights that are part and parcel of this breathtaking option.

Cloth Seating Standard ▼



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Enter the QUIETEST Focus ever.

Listen up. Focus seats you and 4 of your best friends or family members comfortably – and quite quietly. The new exterior shape is more wind-stealing than before, while the interior does its part to help hush. An all-new climate control system, acoustic windshield and thicker side glass add to the sound of silence.

The serene, inviting interior takes its cues from leading fashion design, displaying new patterns and fabrics that appeal to the senses and add to the sense of openness. Seat shapes offer improved contours, with greater lateral and lumbar support. Optional leather-trimmed seating (pictured above) is highlighted with contrast stitching and gives you the option of heated front buckets. Pick the color palette that reflects your personality, and then ease on down the road.



PERFORMANCE ▶ | ECO-RESPONSIBILITY ▶ | TECHNOLOGY ▶ | INTERIOR ▶ | SAFETY ▶ | SPECS ▶

every1 be VERSATILE.

Presenting an interior perfectly equipped to keep up with your spontaneous lifestyle. The split-folding rear seats, low-liftover trunk, front-passenger seatback pocket, center-console covered storage, center-stack cubby, glove compartment, door bins and all those cupholders are there for one reason and one reason only: to accommodate.

That 60/40 split in the rear seats allows one seatback to be folded forward in a flash, while the other remains upright for passenger use; or both seatbacks can be lowered simultaneously for maximum cargo hold. Either way, you're ensured greater flexibility – making it tons easier to transport all those long, awkwardly shaped objects. All around, Ford Focus supplies you with the convenient space you need to be yourself.



Multitask ▲

Just in front of the shifter, a center-stack cubby is the perfect place to park your portable media player, right where the audio input jack lets you plug into Focus' scientifically optimized, speed-sensitive sound system. Just in back of the cupholders, the deep center-console storage keeps items covered and in arm's reach.

Extremely Generous Trunk ▶

The easy-in, easy-out trunk – meaning less strenuous bending and lifting for you – clears the way for a whole bunch of stuff.





ALWAYS ON GUARD:
6 AIRBAGS
 DEPLOY FASTER THAN
 THE BLINK OF AN EYE

PERFORMANCE ▶ | ECO-RESPONSIBILITY ▶ | TECHNOLOGY ▶ | INTERIOR ▶ | SAFETY ▶ | SPECS ▶



Focus' Super-Strong Safety Cell ▶

4-Wheel Anti-Lock Brake System (ABS) ▼

ABS is optional to help ensure stay-in-control steerability. It comes with Electronic Brakeforce Distribution for optimum stopping power, plus Traction Control for surer footing.



INFLATION can be very beneficial.

The extremely rigid safety cell, energy-absorbing crumple zones and Personal Safety System® – including a Front-Passenger Sensing System – deliver incredible occupant protection in the event of a collision. But Focus' commitment to your well-being now extends further with *6 standard airbags*.

It's a holistic approach that integrates the strong Focus body structure with state-of-the-art restraint equipment and other safety measures to lessen the likelihood of injury in an impact: 2 dual-stage front airbags, 2 front-seat side airbags and 2 front-to-back side-curtain airbags are at the ready. There's also a standard Tire Pressure Monitoring System that alerts for underinflation. Hey, little things do make a big difference.

Side-Curtain Airbags ▶

They descend from the headliner in the event of a side impact to provide additional protection for front and rear-outboard passengers.





Specifications

PERFORMANCE ▶ | ECO-RESPONSIBILITY ▶ | TECHNOLOGY ▶ | INTERIOR ▶ | SAFETY ▶ | SPECS ▶



FOCUS S 2-DOOR/4-DOOR *select standard content:* 2.0L Duratec 20 I-4 or 20E PZEV¹ engine • 5-speed manual transmission • 15" steel wheels with 6-spoke wheel covers • P195/60R15 all-season tires • Power front disc and rear drum brakes • Chrome 2-bar grille • Black manual sideview mirrors • Black exterior door handles • Air conditioning • AM/FM stereo/single-CD player with MP3 capability, speed-sensitive volume control, clock and 4 speakers • Auxiliary audio input jack • Black instrument cluster surround with Black-faced gauges • Front center armrest • Center console top plate • Tilt steering column • Variable-intermittent windshield wipers • Front-seat side airbags • Side-curtain airbags • Tire Pressure Monitoring System



FOCUS SE 2-DOOR/4-DOOR *includes S content, plus:* Chrome side vent on front fenders • 15" 8-spoke aluminum-alloy wheels • Power windows • Power door locks • Remote keyless-entry system with 2 key fobs • Power sideview mirrors • Front and rear floor mats • Black instrument cluster surround with White-faced gauges • Map lights • Message center



FOCUS SES 2-DOOR/4-DOOR *includes SE content, plus:* Rear stabilizer bar • Enhanced European-inspired suspension • 16" 6-spoke aluminum-alloy wheels • P205/50R16 tires • Fog lamps • Chrome exhaust tip • Body-color exterior door handles • Power, heated body-color sideview mirrors • Rear spoiler • Performance instrument cluster • Metallic instrument panel appliqué with bright cluster rings and register accents • Steering wheel-mounted cruise and audio controls • Auto-dimming rearview mirror • 4-way manually adjustable driver seat • Ford SYNC™ voice-activated, in-vehicle communications and entertainment system

¹Standard on S, SE and SES 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.

Specifications

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STANDARD FEATURES

MECHANICAL		
2.0L Duratec I-4 engine or 2.0L Duratec 20E PZEV I-4 engine		
5-speed manual transmission		
European-inspired suspension — Front: independent MacPherson strut, stabilizer bar; rear: independent Control Blade™		
Power front disc and rear drum brakes		
Tire sealant/inflation kit		
15" steel wheels with 6-spoke wheel covers		
P195/60R15 BSW tires		
SECURITY/SAFETY		
Personal Safety System® for driver and front passenger — Includes dual-stage front airbags¹, 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		
Battery saver		
Belt-Minder® safety belt reminder		
Child-safety rear door locks (sedan only)		
Front-seat side airbags¹		
LATCH — Lower anchors and tether anchors for child-safety seats		
Safety belts — 3-point for all 5 seating positions		
SecuriLock® passive anti-theft ignition system		
Side-curtain airbags¹		
Tire Pressure Monitoring System		
SEATING		
5-person seating		
60/40 split-fold rear seat		
Front bucket 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		
Center floor console — Full-length with padded armrest		
Courtesy lights with theater-dimming feature		
Cupholders — 2 front; 1 rear		
Front doors with map pockets and integrated bottle holders		
Map pocket — Front-passenger seatback		
Power points — 12-volt (2)		
Tilt steering column		
Trip odometer		
Visor vanity mirrors — Driver and front-passenger		
EXTERIOR		
Black door handles		
Black manual sideview mirrors		
Headlamps — Aerodynamic halogen		
Rear-window defroster		
Solar-tinted glass		
Windshield wipers — 2-speed intermittent		

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

ENGINES

	2.0L DURATEC I-4	2.0L DURATEC 20E PZEV I-4
Horsepower (hp @ rpm)	140 @ 6000	132 @ 6000
Torque (lb.-ft. @ rpm)	136 @ 4250	133 @ 4250

2008 EPA-ESTIMATED FUEL ECONOMY

TRANSMISSION	2.0L DURATEC	2.0L DURATEC 20E PZEV
5-speed manual	24 mpg city/35 hwy.	24 mpg city/35 hwy.
4-speed automatic	24 mpg city/33 hwy.	24 mpg city/33 hwy.

FEATURES & OPTIONS

S		
SE		
SES		
MECHANICAL		
○ ○ ○	○ ○ ○	4-speed automatic transmission
○ ○ ○	○ ○ ○	4-wheel Anti-lock Brake System (ABS) with Traction Control
— ● —	— ● —	15" 8-spoke aluminum-alloy wheels
— ● —	— ● —	16" 6-spoke Euroflange aluminum-alloy wheels
— ● —	— ● —	16" 6-spoke aluminum-alloy wheels
— ● —	— ● —	P205/50R16 BSW tires
— ● —	— ● —	Enhanced European-inspired suspension
— ● —	— ● —	Rear stabilizer bar
SEATING		
— ● —	— ● —	4-way manually adjustable driver seat
— — ○	— — ○	Leather-trimmed front seats
— — ○	— — ○	Heated front seats (requires leather-trimmed seats)
INTERIOR		
— ○ ○	— ○ ○	AM/FM stereo/6-disc in-dash CD changer with MP3 capability
— ○ ○	— ○ ○	Audiophile® Sound System with AM/FM stereo/6-disc in-dash CD changer with MP3 capability, 4 coaxial speakers and 8" subwoofer
— ○ ○	— ○ ○	Ambient lighting
○ ○ ●	○ ○ ●	Cruise control
○ ● ●	○ ● ●	Floor mats — Carpeted front and rear
— ○ ●	— ○ ●	Ford SYNC™ — Voice-activated, in-vehicle communications and entertainment system (requires Driver Group on SE)
— ● ●	— ● ●	Instrument cluster — Metallic instrument panel appliqué with bright cluster rings and register accents; metallic console top plate; and performance cluster
— ● ●	— ● ●	Message center
— ○ ○	— ○ ○	Power moonroof with sunshade and overhead map lights
○ ○ ○	○ ○ ○	SIRIUS Satellite Radio
EXTERIOR		
— ○ ○	— ○ ○	Anti-theft perimeter alarm
— ● ●	— ● ●	Chrome side vent on front fenders
— ● ●	— ● ●	Chrome exhaust tip
— ● ●	— ● ●	Fog lamps
— ● —	— ● —	Power sideview mirrors
— ● ●	— ● ●	Power, heated sideview mirrors
— ● ●	— ● ●	Power windows and door locks
— — ●	— — ●	Rear spoiler
— ● ●	— ● ●	Remote keyless-entry system with 2 key fobs
PACKAGES		
— ○ ●	— ○ ●	Driver Group — Includes leather-wrapped steering wheel with cruise and audio controls, and auto-dimming rearview mirror (requires SYNC on SE)
— ○ —	— ○ —	SE Deluxe Package — Includes chrome-capped, heated sideview mirrors; chrome door handles; 16" 6-spoke Euroflange aluminum-alloy wheels; fog lamps; rear stabilizer bar; metallic instrument panel appliqué with bright cluster rings and chrome register accents; metallic console top plate; performance instrument cluster; 4-way adjustable driver seat; chrome exhaust tip; and enhanced European-inspired suspension

● Standard ● Available as Part of a Package ○ Optional — Not Available

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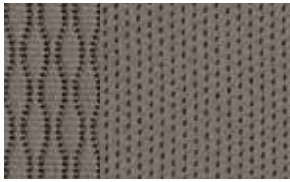
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Comparisons based on 2008 competitive models (Compact Car class), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown 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 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 the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

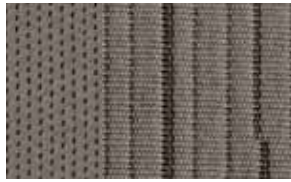
Specifications

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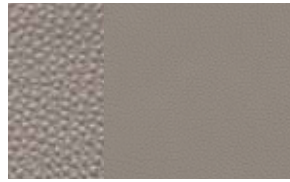
INTERIORS



Medium Stone Cloth
Standard on S and SES



Medium Stone Cloth
Standard on SE and SE Deluxe Package



Medium Stone Leather
Available on SES



Charcoal Black Cloth
Standard on SES



Charcoal Black Cloth
Standard on SE and SE Deluxe Package



Charcoal Black Leather
Available on SES

MEDIUM STONE

CHARCOAL BLACK

S

- Oxford White
- Silver Frost Metallic
- Vermillion Red
- Kiwi Green Metallic
- Vista Blue Metallic
- Light Ice Blue Metallic
- Vapor Silver Metallic
- Black

SE

- ● Oxford White
- ● Silver Frost Metallic
- ● Vermillion Red
- ● Kiwi Green Metallic
- ● Vista Blue Metallic
- ● Light Ice Blue Metallic
- ● Vapor Silver Metallic
- ● Black

SES

- ● Silver Frost Metallic
- ● Vermillion Red
- ● Vista Blue Metallic
- ● Black

SE DELUXE PACKAGE

- ● Oxford White
- ● Silver Frost Metallic
- ● Vermillion Red
- ● Vista Blue Metallic
- ● Light Ice Blue Metallic
- ● Vapor Silver Metallic
- ● Black

DIMENSIONS

EXTERIOR (in.)	2-DOOR	4-DOOR
Length	175.0	175.0
Wheelbase	102.9	102.9
Width	67.9	67.8
Height	58.6	58.6
INTERIOR (in.)		
Front		
Head room	39.2	39.2
Shoulder room	53.5	53.4
Hip room	50.4	50.4
Leg room	41.7	41.7
Rear		
Head room	38.3	38.3
Shoulder room	53.7	53.6
Hip room	48.3	50.9
Leg room	36.1	36.1
Capacities (cu. ft.)		
Passenger volume	93.3	93.4
Cargo volume	13.8	13.8
Total interior volume	107.1	107.2
Fuel capacity (gal.)	13.0	13.0
Seating	5	5

WHEELS

- A** 15" Steel with 6-Spoke Wheel Cover
Standard on S
- B** 15" 8-Spoke Aluminum-Alloy
Standard on SE
- C** 16" 6-Spoke Aluminum-Alloy
Standard on SES
- D** 16" 6-Spoke Euroflange Aluminum-Alloy
Available with SE Deluxe Package



Specifications

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EXTERIORS



Oxford White



Silver Frost Metallic



Vermillion Red



Kiwi Green Metallic



Vista Blue Metallic



Light Ice Blue Metallic



Vapor Silver Metallic



Black

Ford uses clearcoat paint for beauty and protection. Colors shown are representative only. Not all colors are available on all models. See your dealer for actual paint/trim options. Vehicles shown may contain optional equipment.



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.

For more assurance: The 5-year/60,000-mile powertrain limited warranty is fully transferable, has no deductible, and provides you with an additional 2 years or 24,000 miles of coverage — on select components, including the engine and transmission — beyond the standard 3-year/36,000-mile Bumper-to-Bumper Coverage. Roadside Assistance is extended to 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.



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.



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.



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 an ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln Mercury dealerships.



Genuine Ford Accessories are designed and engineered specifically for Ford vehicles. Visit our website at fordaccessoriesstore.com to use the Accessorizer, and to learn about complete accessory details and purchase instructions.