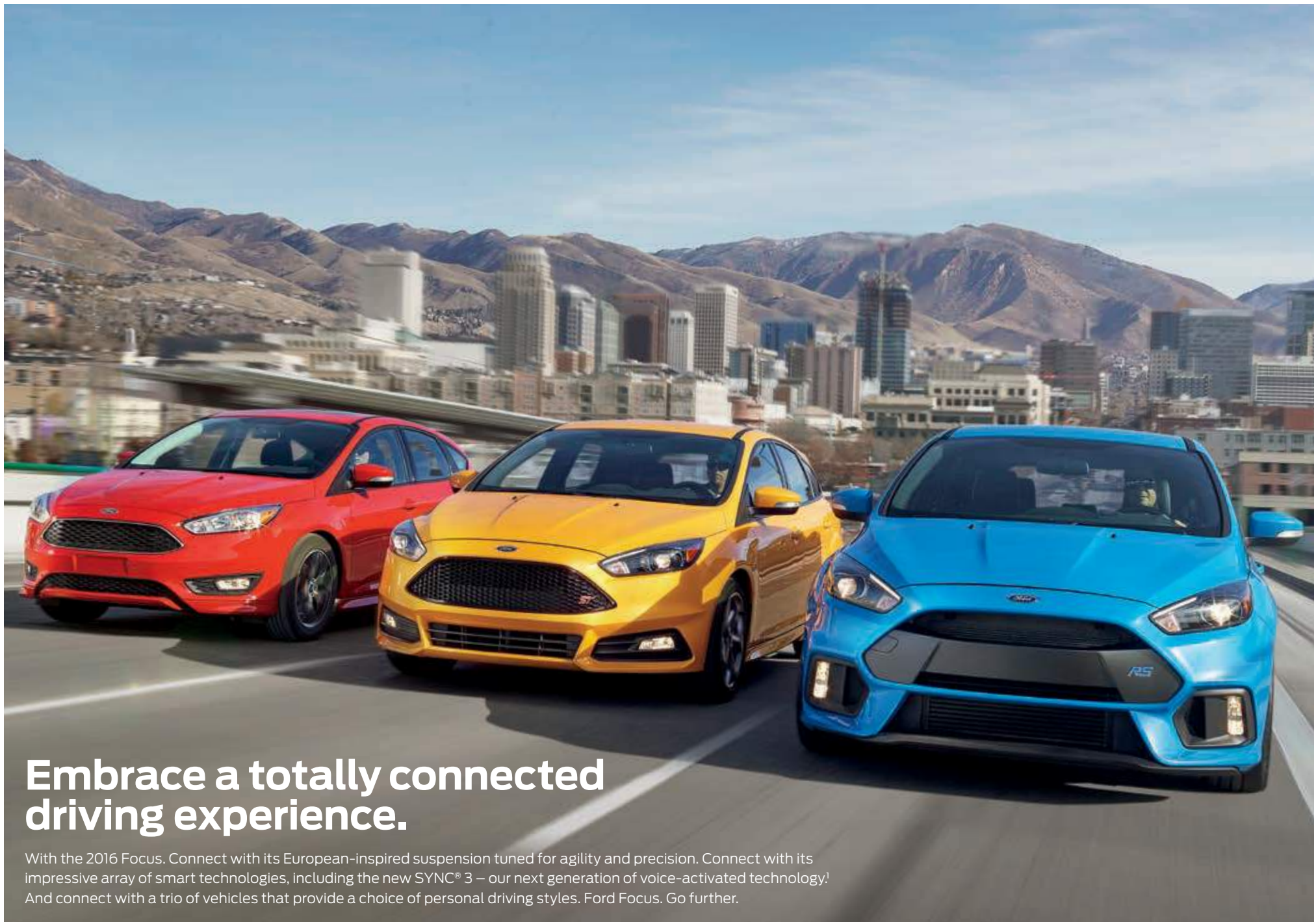


2016 **FOCUS+ST+RS**



Go Further



Embrace a totally connected driving experience.

With the 2016 Focus. Connect with its European-inspired suspension tuned for agility and precision. Connect with its impressive array of smart technologies, including the new SYNC® 3 – our next generation of voice-activated technology.¹ And connect with a trio of vehicles that provide a choice of personal driving styles. Ford Focus. Go further.

SE Hatchback. Sport Appearance Package. Race Red. ST. Tangerine Scream Metallic Tri-coat. RS. Nitrous Blue Metallic Quad-coat. Available equipment.

¹Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. Message and data rates may apply.

2016 **FOCUS+ST+RS**
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Expect more.

Fun. Freedom. Responsiveness. In the 2016 Ford Focus, you'll experience all this. And more. Like smart technologies that enhance comfort, convenience and performance behind the wheel.

With a sophisticated appearance. Focus hatchback and sedan share a stylish front end with sculpted hood and confident grille, and equally impressive unique rear taillamps. To add a personal touch, opt for the Luxury Package or the Sport Package – both available on SE.

A clean, modern look defines the smart, easy-to-use interior. You'll notice the metallic-finish detailing,¹ the handsome seat trims and switches, the convenient center stack, and the center console with adjustable cupholders.

Driver-assist features² on Focus begin with a standard rear view camera on all models. On Titanium, Focus can alert you to traffic in your blind spots,² help you maintain your lane,^{2,3} and even assist in parallel parking.² Start expecting more from every drive in the 2016 Focus.

Titanium Hatchback. Kona Blue. Available equipment.

¹Available feature. ²Available feature. Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. ³Lane-Keeping System does not control steering.

2016 **FOCUS+ST+RS**
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Experience ingenuity.

1.0 liter of displacement. 3 cylinders. 215 pounds. From these specs, the 1.0L EcoBoost® engine¹ offers cutting-edge engineering.

The 1.0L EcoBoost, with 123 hp and 125 lb.-ft. of torque, is teamed with a 6-speed manual transmission for maximum driving fun. Or you can choose an available 6-speed SelectShift® automatic. This award-winning performer has been named the best engine under 1.0L, according to *Engine Technology International*.² It combines direct injection, turbocharging and twin independent variable camshaft timing (Ti-VCT) to generate a broad, flat torque curve. And provide you with an impressive combination of driveability and fuel efficiency (an EPA-estimated 42 hwy mpg with the manual transmission).³



Delivering 160 horsepower, the 2.0L I-4 engine utilizes direct injection and Ti-VCT for efficient performance. On Titanium, a standard PowerShift 6-speed automatic with SelectShift capability allows gear changes via thumb switch activation, delivering torque to the drive wheels 100% of the time during shifts for quick response.

Focus finds the sweet spot on straightaways and in corners. Credit its responsiveness, especially in the turns, to an independent rear suspension and Torque Vectoring Control, which help make Focus as ready as you are to make things happen.⁴

Above left: SE Sedan. Race Red. SE Luxury Package.
Below left: SE Hatchback. Magnetic. SE EcoBoost Appearance Package.

¹Available feature. ²2012-2015 International Engine of the Year Awards, presented by *Engine Technology International* magazine. ³EPA-estimated rating: 30 city/42 hwy/35 combined mpg, SE, Auto Start-Stop with 1.0L EcoBoost. Actual mileage will vary. ⁴Remember 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.

2016 **FOCUS+ST+RS**
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Maximize your connections.

Voice-activated SYNC^{®1} technology helps you keep your eyes on the road and hands on the wheel. SYNC. Say the word.[®]

- **Hands-free calling** lets you make a call with a simple push of a button along with the sound of your voice.
- **Automatic phone book download** transfers the names and numbers in your compatible phone automatically, once paired.
- **Voice-activated music commands** let you say what music you want to hear and listen to it easily with voice-activated search, or say "Bluetooth[®] audio" to stream content from your phone.
- **SYNC AppLink^{™2}** lets you control some of your favorite compatible mobile apps with your voice.
- **911 Assist^{®3}** is a convenient no-charge feature that allows you to connect your compatible cell phone to help call 911 in the event of an accident.

Upgrade to SYNC 3.¹ Our next generation of voice-activated technology with an easy-to-use new design and features.

- **New hardware meets new software** on the easy-to-read color touch screen that displays phone, audio and navigation⁴ functions on the home screen.
- **High-speed performance** means you'll experience quick reactions to your commands. Plus, the capacitive touch screen includes a convenient swipe feature similar to your smartphone (as well as pinch-to-zoom capability within navigation⁴).
- **Enhanced voice recognition** lets you talk with simple, real-world voice commands and the system responds naturally to your voice.
- **Easy destination entry** feature within navigation⁴ helps you locate your favorite restaurants, nearest ATM and more.
- **Siri[®] seamless integration** brings the power of Siri Eyes Free⁵ and your iPhone^{®6} into your vehicle.
- **Automatic updates over Wi-Fi^{®6}** let you keep SYNC 3 up-to-date with the latest software as new updates become available.

| SYNC

Titanium. Charcoal Black leather trim. SYNC 3. Available equipment.



¹Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. Message and data rates may apply. ²Available feature. SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and AppLink software. ³The 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 connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed. When the feature is ON, 911 Assist uses your paired and connected mobile phone to assist occupants to contact emergency services by dialing 911 if your airbag deploys or, on certain vehicles, if the emergency fuel pump shut-off is activated. Aftermarket on-board diagnostic devices may interfere with various vehicle systems including Vehicle Health Report and 911 Assist. To avoid interference, remove the device or contact the device maker for more information on compatibility. ⁴Available feature. ⁵You must have a Bluetooth-enabled phone paired to your SYNC system. ⁶Optional Navigation System map updates cannot be received via Wi-Fi and require a separate update.

2016 **FOCUS+ST+RS**
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Turn up the heat.

With a new, leather-trimmed heated steering wheel,¹ perfect for those chilly early mornings. Plus leather-trimmed, heated front seats.¹ And a refined interior that's sure to generate heat of its own.

12V powerpoints charge devices front and rear! Standard Titanium luxuries include an 8-way power driver's seat, leather-wrapped steering wheel and shifter, plus dual-zone electronic automatic temperature control.

SiriusXM® Satellite Radio¹ welcomes you to the World of SiriusXM.² Enjoy more than 150 channels including commercial-free music, plus live sports, news and exclusive entertainment, with a 6-month trial subscription to the All Access package included with your new vehicle. You'll hear every channel available, plus you can listen online and on the SiriusXM app.²

Navigation¹ with SiriusXM Traffic and Travel Link® includes a 5-year complimentary SiriusXM Traffic and Travel Link² trial subscription. Global Positioning System (GPS) technology is combined with 3-D mapping and provides voice-guided turn-by-turn directions. With SiriusXM Traffic and Travel Link, you'll get detailed traffic information, plus current and forecasted weather, gas station locations and prices, sports scores and schedules, and movie theater locations with show listings and times.

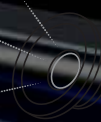
((SiriusXM))

HEATED



STEERING¹

AUDIO SYSTEM



FROM SONY®¹

PUSH-BUTTON



START¹

Titanium. Charcoal Black leather trim. Available equipment.

¹Available feature. ²SiriusXM Satellite Radio, SiriusXM Traffic and SiriusXM Travel Link subscriptions are sold separately or as a package by SiriusXM after your trial period, and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. All fees and programming subject to change. See Customer Agreement for complete terms and more information at www.siriusxm.com.

2016 **FOCUS+ST+RS**
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Take the streets by storm.

Step on the aluminum accelerator pedal of the 2016 Focus ST and engage the exhilarating intensity of its 252-hp,¹ high-output 2.0L EcoBoost[®] engine mated to a 6-speed manual transmission. To further heighten your ST experience, Ford Performance engineers channeled the lower-engine frequencies of its signature EcoBoost sound into the equally exhilarating cabin.

Enhance already wicked performance with an “overboost” feature that extends peak torque for up to 15 seconds at a time (from 3,000 to 4,500 rpm).

Other ST performance essentials include disc brakes with high-performance brake pads at all 4 wheels, all-season tires,² 18" machined aluminum wheels with red-painted brake calipers,² a unique sport suspension, and dramatic bright-tipped center-exit exhaust.



EPA-ESTIMATED RATING (31 HWY MPG³

270 LB.-FT.¹

252 HP¹

0-60

6.4 SEC.⁴

ST. Tangerine Scream Metallic Tri-coat. Available equipment.

¹Tested with 93-octane fuel. ²Available feature. ³EPA-estimated rating: 22 city/31 hwy/25 combined mpg, 2.0L EcoBoost. Actual mileage will vary. ⁴Based on Ford testing with standard summer tires.

2016 **FOCUS+ST+RS**
ford.com





Start your engine.

Enter and start Focus ST without using your key thanks to Intelligent Access with push-button start. Grip the leather-wrapped, race-inspired, flat-bottom steering wheel with ST badge.

Watch the speedometer and tach soar as you press the accelerator. With 252 hp¹ and 270 lb.-ft. of torque,¹ Focus ST can be pushed to the limits – and back – in no time at all.

Monitor the 3 mini cluster gauges atop the instrument panel, including turbo boost and oil pressure, as you accelerate out of the corners.

RECARO[®] partial² or full leather-trimmed² front seats, with supportive side bolsters, keep you firmly planted along the way. In a 2016 Focus ST, there's no reason to hold anything back.

ST. Charcoal Black leather trim with Tangerine Scream cloth accents. ST2 Package with RECARO seats. Available equipment.

¹Tested with 93-octane fuel. ²Available feature.

2016 **FOCUS+ST+RS**
ford.com



Max out your adrenaline.

The enthusiast-inspired, all-new 2016 Focus RS is a serious road machine with advanced technology and breakthrough engineering that deliver driving exhilaration. It represents Ford at its passionate best – delivering race-tuned driving dynamics and stunning performance on the road and the track.

Pioneering the innovative Ford Performance All-Wheel Drive with Dynamic Torque Vectoring, Focus RS delivers impressive cornering speed and unbridled driving enjoyment. And Focus RS is equipped with selectable drive modes, including a drift mode that allows controlled oversteer drifts – and launch control.

With best-in-class¹ 350 hp² and 350 lb.-ft. of torque², the low-inertia, twin-scroll, single-turbocharged high-output 2.3L EcoBoost[®] engine in Focus RS has been modified to make it truly unique and memorable – propelling Focus RS from 0-60 mph in under 5 seconds.

Sporting a dramatic exterior design, Focus RS has a powerful new front-end appearance with a bold upper trapezoidal grille above the deep front splitter, incorporating the largest possible apertures for engine cooling. Its wide, muscular stance is emphasized by the lower wings and large outboard openings. Be inspired.



DRIFT MODE³



RS. Nitrous Blue Metallic Quad-coat. Available equipment.

¹Class is High-Performance Small AWD Cars based on Ford segmentation. ²Tested with 93-octane fuel. ³Track use only. ⁴Based on Ford testing.

2016 **FOCUS+ST+RS**
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Let Focus assist you.

Smart driver-assist technologies¹ on the 2016 Focus use ultrasonic sensors and sophisticated radar to help you monitor blind spots, parallel park and so much more.

Maintain your lane with help from our Lane-Keeping System.^{1,2} It can detect lane markings with a forward-facing camera, and send vibration pulses to the steering wheel and apply steering torque if needed, assisting you to steer back into your lane.

Make parallel parking easier with active park assist.¹ This system not only helps you find a spot, it actually steers the vehicle into place while you control the gear shifter, and brake and accelerator pedals.

Stay alert to traffic detected in blind spots thanks to BLIS® (Blind Spot Information System) with cross-traffic alert.¹ It helps warn you using lights embedded in the sideview mirrors³ and a notice in the message center.

To improve your visibility while slowly backing up, a rear view camera is standard on all 2016 Focus models. A Reverse Sensing System¹ provides audible assistance as well.



Titanium Hatchback. Ruby Red Metallic Tinted Clearcoat. Available equipment.

¹Available feature. Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. ²Lane-Keeping System does not control steering.

³BLIS replaces standard integrated blind spot mirrors. Message center notice displayed for cross-traffic alert only.

2016 **FOCUS+ST+RS**
ford.com





Drive safely.

Over half of the 2016 Focus body structure is made from high-strength and ultra-high-strength steel, with critical occupant safety zones reinforced with lightweight yet incredibly strong boron steel.

Strength surrounds you in the form of a rigid safety cage. SPACE (Side Protection And Cabin Enhancement) Architecture and the Trinity front-crash structure help divert crash forces away from occupants. Next, 7 standard airbags include: dual-stage driver and front passenger; driver's knee; front-seat side; and side curtains that deploy to cover both rows of the vehicle in certain side-impact collisions.

To avoid skidding and fishtailing in inclement weather, AdvanceTrac® electronic stability control¹ automatically helps keep all 4 wheels firmly planted. To help ensure your tires are properly inflated, the Tire Pressure Monitoring System (TPMS) alerts you when any tire's pressure is low, giving you time to get assistance if needed.



2016 **FOCUS+ST+RS**
ford.com

SE Sedan. Magnetic. SE Sport Package. Available equipment.

¹Remember 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.

Focus Specifications



Engines/EPA-Estimated Ratings¹ & Dimensions

1.0L EcoBoost® I-3 with Auto Start-Stop

123 hp @ 6,000 rpm
125 lb.-ft. of torque @ 3,500 rpm

6-speed manual
30 city/42 hwy/35 combined mpg
6-speed automatic with SelectShift®
28 city/40 hwy/32 combined mpg

2.0L Ti-VCT GDI I-4 FFV

160 hp @ 6,500 rpm
146 lb.-ft. of torque @ 4,500 rpm

5-speed manual
26 city/36 hwy/30 combined mpg
PowerShift 6-speed automatic
27 city/40 hwy/31 combined mpg
PowerShift 6-speed automatic with SelectShift
26 city/38 hwy/30 combined mpg

2.0L Ti-VCT GDI I-4 PZEV²

159 hp @ 6,500 rpm
146 lb.-ft. of torque @ 4,500 rpm

5-speed manual
26 city/36 hwy/30 combined mpg
PowerShift 6-speed automatic
27 city/40 hwy/31 combined mpg
PowerShift 6-speed automatic with SelectShift
26 city/38 hwy/30 combined mpg

2.0L EcoBoost I-4 (high-output)

252 hp @ 5,500 rpm³
270 lb.-ft. of torque @ 2,500 rpm³

6-speed manual
22 city/31 hwy/25 combined mpg

2.3L EcoBoost I-4

350 hp @ 6,000 rpm³
350 lb.-ft. of torque @ 3,200 rpm³

6-speed manual
For EPA-estimated ratings, visit ford.com

Exterior	Sedan/Hatchback
Wheelbase	104.3"
Length	178.7"/171.7" (172.8" RS)
Height	57.8" (57.9" ST, 58.0" RS)
Width – Mirrors folded	74.1"
Width – Including mirrors	80.5"

Interior	Sedan/Hatchback
Front	
Head room	38.3"
Shoulder room	55.6"
Hip room	53.9"
Leg room	43.1" max.

Rear	
Head room	38.0"
Shoulder room	52.6"
Hip room	52.8"
Leg room	33.2"

Capacities (cu. ft.)	
Passenger volume	90.0
Luggage capacity (sedan)	13.2
Cargo volume behind front seats (hatchback)	43.9 (43.8 RS)
Cargo volume behind rear seats (hatchback)	23.3 (19.9 RS)
Fuel tank (gal.)	12.4 (13.9 RS)

Standard Features

Mechanical

Active Grille Shutters (n/a on RS)
Anti-Lock Brake System (ABS)
Front-wheel drive (FWD)
Suspension – Front: independent MacPherson strut with stabilizer bar
Suspension – Rear: independent control blade with stabilizer bar
Torque Vectoring Control

Seating

5-person seating
4-way manual front-passenger seat
Rear 60/40 split fold-down seat
Removable rear head restraints

Interior

3-point steering wheel
12-volt front powerpoint
Cabin air filtration system
Cupholders (4 front)
Front and rear dome lights
Front-door storage bins
Power door locks
Tachometer
Tilt/telescoping steering column

Exterior

Easy Fuel® capless fuel filler
Quad-beam halogen headlamps
Rear-window defroster
Windshield wipers – Front: variable-intermittent with washer

Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags; ⁴ 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
AdvanceTrac® electronic stability control
Belt-Minder® front safety belt reminder
Child-safety rear door locks
Driver's knee airbag ⁴
Emergency trunk release (sedan only)
Front height-adjustable shoulder safety belts
Front-seat side airbags ⁴
LATCH – Lower Anchors and Tether Anchors for Children (rear seat positions)
MyKey®
Rear view camera
SecuriLock® Passive Anti-Theft System
Side-curtain airbags ⁴
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)

Dimensions may vary by trim level. ¹Actual mileage will vary. ²Standard on all models in CA, CT, DE, MA, MD, ME, NJ, NY, OR, PA, RI, VT and WA; available on retail orders in AZ, DC, ID, NH, NV, OH, VA and WV. ³Tested with 93-octane fuel. ⁴Always wear your safety belt and secure children in the rear seat.

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SE. Charcoal Black cloth trim.
Available equipment.

SE. MyKey.®

Easy Fuel® capless fuel filler.

13.2 cu. ft. of luggage capacity (sedan).

S Sedan

Equipment Group 100A
Includes all standard features, plus:

Mechanical

2.0L Ti-VCT GDI I-4 FFV engine
5-speed manual transmission
Compact spare wheel and tire
Electric power-assisted steering
Power front disc/rear drum brakes

Seating

6-way manual driver's seat
Cloth seats

Interior

AM/FM stereo/single-CD player with MP3 capability and 4 speakers
Driver and front-passenger sun visors
Front and rear carpeted floor mats
Front floor console with storage
Manual air conditioning
Manual rear windows
Overhead console
Power front windows with one-touch-down driver's side feature
SYNC® Enhanced Voice Recognition Communications and Entertainment System which includes 4.2" color LCD screen in center stack, 911 Assist,® AppLink,™ and 1 smart-charging USB port

Exterior

15" steel wheels with silver-painted covers and P195/65R15 BSW tires
Black door handles
Black grille with chrome trim
Black power sideview mirrors with integrated blind spot mirrors
Remote Keyless Entry System

Available Options & Package

Cargo area protector
Exterior Protection Package includes rear bumper protector and molded splash guards for front and rear
Power Code™ Remote Start System (requires PowerShift transmission)
PowerShift 6-speed automatic transmission
SecuriCode™ keyless entry keypad

SE Sedan/Hatchback

Equipment Group 200A
Includes select S features, plus:

Mechanical

Cruise control

Seating

4-way adjustable front head restraints

Interior

12-volt rear powerpoint
AM/FM stereo/single-CD player with MP3 capability and 6 speakers
Compass and outside temperature display
Driver and front-passenger seat back map pockets
Front floor console with storage and armrest
Illuminated Entry System
Illuminated visor vanity mirrors
Map light
Power rear windows
Rear-seat air ducts
Removable package tray (hatchback only)
Steering wheel-mounted cruise, audio and 5-way controls (2)
Tether anchors (3; hatchback only)
Trip computer

Exterior

16" Sparkle Silver-painted aluminum wheels with P215/55R16 BSW tires
Automatic headlamps
Body-color door handles
Body-color sideview mirrors with integrated blind spot mirrors and turn signal indicators
Liftgate spoiler (hatchback only)
Rear windshield wiper with washer (hatchback only)

Available Equipment Group

Equipment Group 201A – SE Luxury Package includes 17" gloss black-painted aluminum wheels; black headlamp bezels; LED signature lamps; fog lamps; Reverse Sensing System; SelectShift® (automatic only); rear disc brakes; perimeter alarm; leather-trimmed seating surfaces; 8-way power driver's seat; rear-seat center armrest; leather-wrapped steering wheel and shift knob; ambient lighting; and SiriusXM® Satellite Radio with 6-month trial subscription

Available Options & Packages

1.0L EcoBoost® engine with 6-speed manual transmission and Auto Start-Stop (200A only; n/a with SE Sport Package or SE EcoBoost Appearance Package)

6-speed automatic transmission with SelectShift (1.0L EcoBoost engine only; requires SE EcoBoost Appearance Package)

17" gloss black-painted aluminum wheels (requires EcoBoost Appearance Package and sedan only on 200A; included on 201A)

Cargo area protector

Exterior Protection Package

Interior Protection Package includes all-weather floor mats for front and rear, and reversible carpeted cargo area mat with water-resistant underside (n/a with SE Cold Weather Package or Navigation with Sony® & SYNC 3 Package)

Navigation with Sony & SYNC 3 Package includes Audio System from Sony with 10 speakers, SYNC 3, voice-activated Navigation System, and dual-zone electronic automatic temperature control (201A only; n/a with Interior Protection Package)

Power Code Remote Start System (requires PowerShift transmission)

Power moonroof

PowerShift 6-speed automatic transmission (2.0L I-4 engine only)

Reverse Sensing System (included on 201A)

SE Cold Weather Package includes heated front seats, steering wheel and sideview mirrors, and all-weather floor mats

SE EcoBoost Appearance Package includes 1.0L EcoBoost engine with Auto Start-Stop; 16" machined aluminum wheels with dark-painted pockets; gloss black grille; black headlamp bezels; LED signature lamps; fog lamps; SelectShift; and rear disc brakes (200A only; requires 6-speed automatic transmission; n/a with SE Sport Package)

SE Power Seat Package includes 6-way power driver's seat (200A only)

SE Sport Package includes 17" machined aluminum wheels with black-painted pockets; front lower valance and splitter; body-color-painted rocker panels; rear valance and diffuser; fog lamps; decklid spoiler (sedan); rear disc brakes; and leather-wrapped steering wheel with paddle shifters (automatic only) (200A only; n/a with 1.0L EcoBoost engine, Exterior Protection Package, SE EcoBoost Appearance Package, or White Platinum Metallic Tri-coat or Blue Candy Metallic Tinted Clearcoat exterior paint colors)

SecuriCode keyless entry keypad

SiriusXM Satellite Radio with 6-month trial subscription (included on 201A)



15" Steel with Silver-Painted Covers
Standard: S



16" Sparkle Silver-Painted Aluminum
Standard: SE



16" Machined Aluminum with Dark-Painted Pockets
Included: SE EcoBoost Appearance Package



17" Machined Aluminum with Black-Painted Pockets
Included: SE Sport Package



17" Gloss Black-Painted Aluminum
Available: SE EcoBoost Appearance Package
Included: SE Luxury Package

Titanium Sedan/Hatchback

Equipment Group 300A
Includes select SE features, plus:

Mechanical

- Hill start assist
- PowerShift 6-speed automatic transmission with SelectShift®
- Rear disc brakes
- Touring suspension

Seating

- 8-way power driver's seat
- Leather-trimmed heated front seats
- Rear-seat center armrest

Interior

- Ambient lighting
- Audio System from Sony® with 10 speakers and HD Radio™ Technology
- Dual-zone electronic automatic temperature control
- Intelligent Access with push-button start
- Leather-wrapped steering wheel and shift knob
- Metallic finish on door handles and register surrounds
- Power windows with one-touch-up/-down feature
- SiriusXM® Satellite Radio with 6-month trial subscription
- SYNC® 3 Enhanced Voice Recognition Communications and Entertainment System with 8" color LCD touch screen in center stack with swiping capability, 911 Assist®, AppLink™ and 2 smart-charging USB ports

Exterior

- 17" sport painted aluminum wheels with P215/50R17 BSW tires
- Body-color, heated sideview mirrors with integrated blind spot mirrors, turn signal indicators and security approach lamps
- Chrome beltline moldings
- Chrome headlamp bezels
- Decklid spoiler (sedan)
- Fog lamps with chrome bezels
- LED signature lamps
- Perimeter alarm
- Remote Start System
- Reverse Sensing System
- SecuriCode™ keyless entry keypad
- Silver upper grille

Available Options & Packages

- Active park assist
- Cargo area protector (n/a with Titanium 18" Wheel Package)
- Exterior Protection Package** includes rear bumper protector and molded splash guards for front and rear
- Power moonroof
- Titanium 18" Wheel Package** includes 18" premium painted aluminum wheels, low-profile high-performance all-season tires, and full-size steel spare wheel (16" x 6.5") and tire
- Titanium Cold Weather Package** includes heated steering wheel and all-weather floor mats
- Titanium Technology Package** includes auto high-beam headlamps, BLIS® (Blind Spot Information System) with cross-traffic alert, and Lane-Keeping System
- Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription



Sedan. Magnetic. Hatchback. Kona Blue. Available equipment.

Power moonroof.¹

Rear view camera.

Audio System from Sony with 10 speakers and HD Radio Technology.

Dual-zone electronic automatic temperature control.



17" Sport Painted Aluminum
Standard



18" Premium Painted Aluminum
Included:
Titanium 18" Wheel Package

¹Available feature.



Charcoal Black leather trim. ST3 Package with RECARO front seats and heated, flat-bottom steering wheel. Available equipment.

2.0L EcoBoost I-4 engine.

ST2 Package with HID headlamps, and LED signature lighting.

Center-exit exhaust with dual bright tips.

ST3 Package with leather-trimmed, heated front bucket seats and 8-way power driver's seat.



18" Premium
Rado Gray-Painted Aluminum
Standard



18" Machined Aluminum
with Black-Painted Pockets
Optional

ST Hatchback

Equipment Group 400A
Includes select SE features, plus:

Mechanical

- 2.0L EcoBoost® I-4 engine
- 6-speed manual transmission
- Full-size steel spare wheel (17" x 7.5") and tire
- Power front and rear disc brakes with high-performance brake pads
- Unique ST sport suspension

Seating

- Cloth sport seats with ST logo

Interior

- Aluminum pedals
- Analog mini cluster gauges
- Intelligent Access with push-button start
- Leather-wrapped shift knob
- Unique instrument panel finish
- Unique leather-wrapped, flat-bottom steering wheel with ST badge
- Unique ST front door-sill scuff plates

Exterior

- 18" premium Rado Gray-painted aluminum wheels with 235/40R18 Y-rated asymmetric summer tires¹
- Center-exit exhaust with dual bright tips
- Chin spoiler
- Darkened headlamp bezels
- Fog lamps with black bezels
- Front and rear valances
- High-mounted liftgate spoiler
- LED signature lamps
- Perimeter alarm
- Piano Black grille
- ST badging
- Unique front and rear fascias

Available Equipment Groups

Equipment Group 401A – ST2 Package includes HID headlamps; cornering lamps; Audio System from Sony® with 10 speakers and HD Radio™ Technology; SYNC® 3 Enhanced Voice Recognition Communications and Entertainment System with 8" color LCD touch screen in center stack with swiping capability, 911 Assist®, AppLink™ and 2 smart-charging USB ports; dual-zone electronic automatic temperature control; SiriusXM® Satellite Radio with 6-month trial subscription; and RECARO® partial leather-trimmed front bucket seats

Equipment Group 402A – ST3 Package includes select content of Equipment Group 401A, RECARO full leather-trimmed heated front bucket seats with ST logo, 8-way power driver's seat, 4-way adjustable front head restraints, rear-seat center armrest, ambient lighting, heated steering wheel, overhead console, heated sideview mirrors, SecuriCode™ keypad and voice-activated Navigation System + **Carbon Fiber Interior Accent Package** which includes carbon fiber boost gauge trim bezel, door grab handle inserts, emergency brake handle, and shift knob

Available Options

- 18" high-performance all-season tires
- 18" machined aluminum wheels with black-painted pockets and red-painted brake calipers
- Black exterior stripes (includes black mirror caps; requires 18" machined aluminum wheels; n/a with moonroof or Shadow Black exterior color)
- Power moonroof
- Red exterior stripes (includes red mirror caps; requires 18" machined aluminum wheels; n/a with moonroof, or Race Red or Tangerine Scream Metallic Tri-coat exterior colors)
- Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription (requires 401A; included on 402A)

¹Ford does not recommend using summer tires when temperatures drop to approximately 45°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires.

RS Hatchback

Equipment Group 600A
Includes select SE features, plus:

Mechanical

- 2.3L EcoBoost® I-4 engine with Auto Start-Stop
- 6-speed manual transmission
- 13.8" vented front disc brakes with Brembo™
- 4-piston calipers and 11.9" rear disc brakes
- Driver-selectable drive modes
- Ford Performance All-Wheel Drive with Dynamic Torque Vectoring
- High-performance low-metallic compound brake pads
- Hill start assist
- Launch control
- Tire inflator and sealant kit¹
- Unique RS driver-selectable sport suspension

Seating

RECARO® Charcoal Black partial leather-trimmed seats with blue accent stitching and RS logo

Interior

- Aluminum pedals
- Ambient lighting (single color)
- Analog mini cluster gauges
- Dual-zone electronic automatic temperature control
- Intelligent Access with push-button start
- Unique RS leather and alloy appearance shift knob with blue graphics and stitching
- SiriusXM® Satellite Radio with 6-month All Access trial subscription
- SYNC® 3 Enhanced Voice Recognition Communications and Entertainment System with 8" color LCD touch screen in center stack with swiping capability, 911 Assist®, Applink™ and 2 smart-charging USB ports
- Unique leather-wrapped, flat-bottom steering wheel with blue stitching and RS badge
- Unique RS front and rear carpeted floor mats with blue accent stitching
- Unique RS instrument panel finish

Exterior

- 19" x 8" premium painted aluminum wheels with 235/35ZR19 Michelin® Pilot® Super Sport summer-only tires²
- Black headlamp bezels
- Black trapezoidal grille
- Blue-painted brake calipers
- Body-color door handles
- Body-color sideview mirrors with integrated blind spot mirrors and turn signal indicators
- Chin splitter
- Fog lamps with black surrounds
- HID headlamps with cornering functionality
- LED signature lamps
- Perimeter alarm
- RS badging
- Sport exhaust with dual bright tips
- Unique high-mounted liftgate spoiler with RS logo
- Unique RS front and rear fascias

Available Options & Packages

- 19" x 8" premium painted forged aluminum wheels (includes standard 235/35ZR19 Michelin Pilot Super Sport summer-only tires²)
- 19" x 8" premium painted forged aluminum wheels with 235/35ZR19 Michelin Pilot Sport Cup 2 summer-only tires²
- Power moonroof
- RS full vehicle cover by Covercraft®³
- RS2 Package** includes RECARO leather-trimmed heated front bucket seats with Miko® Dinamica sueded cloth inserts and RS logo, 8-way power driver's seat, heated steering wheel, heated sideview mirrors, SecuriCode™ keyless entry keypad and voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription
- RS Winter Tire & Wheel Package** includes unique RS 18" x 7.5" Sparkle Silver-painted aluminum wheels with 225/40R18 Michelin Pilot Alpin® PA4™ tires



RS. Nitrous Blue Metallic Quad-coat. Available equipment.

19" premium painted forged aluminum wheel with Brembo brakes.⁴

High-mounted liftgate spoiler.

RS2 Package. RECARO leather-trimmed interior.



18" x 7.5" Unique RS Sparkle Silver-Painted Aluminum
Included:
RS Winter Tire & Wheel Package



19" x 8" Premium Painted Aluminum
Standard



19" x 8" Premium Painted Forged Aluminum
Optional

¹In lieu of a traditional spare tire, Focus RS comes equipped with a tire sealant and inflator kit which includes a portable air compressor and a can of tire sealant to inflate and seal small punctures for short periods of time. ²Ford does not recommend using summer tires when temperatures drop to approximately 45°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires. ³Ford Licensed Accessory. ⁴Available feature.

Exteriors



White Platinum Metallic Tri-coat



Frozen White



Oxford White



Ingot Silver*



Tangerine Scream Metallic Tri-coat



Race Red



Ruby Red Metallic Tinted Clearcoat



Nitrous Blue Metallic Quad-coat



Blue Candy Metallic Tinted Clearcoat



Kona Blue*



Tectonic*



Stealth Gray



Magnetic*



Shadow Black

*Metallic.

Interiors



1 Charcoal Black Cloth with Charcoal Black Inserts



2 Medium Light Stone Cloth with Medium Light Stone Inserts



3 Charcoal Black Leather with Charcoal Black Inserts



4 Medium Soft Ceramic Leather with Medium Soft Ceramic Inserts



5 Charcoal Black Cloth with Anthracite Accents



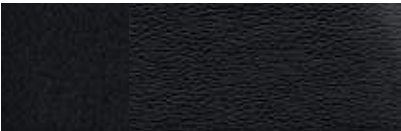
6 Charcoal Black Leather with Tangerine Scream Cloth Accents



7 Charcoal Black Leather with Performance Blue Cloth Accents



8 Charcoal Black Leather with Smoke Storm Cloth Accents



9 Charcoal Black Leather with Charcoal Black Cloth Inserts



10 Charcoal Black Leather with Miko® Dinamica Sueded Cloth Inserts

Exteriors	Interiors									
	S	SE			Titanium		ST			RS
White Platinum Metallic Tri-coat ¹					3	4				9 10
Frozen White										
Oxford White	1	1	2	3			3	5	6 7 8	
Ingot Silver	1	1	2	3	3	4				
Tangerine Scream Metallic Tri-coat ¹							3	5	6	8
Race Red		1	3				3	5	8	
Ruby Red Metallic Tinted Clearcoat ¹		1	2	3	3	4				
Nitrous Blue Metallic Quad-coat ¹										9 10
Blue Candy Metallic Tinted Clearcoat ¹		1	2	3	3	4				
Kona Blue			3		3	4	3	5	7 8	
Tectonic		1	2	3	3	4				
Stealth Gray										9 10
Magnetic	1	1	2	3	3	4	3	5	7 8	
Shadow Black	1	1	2	3	3	4	3	5	6 7 8	9 10

3 Requires SE Luxury Package on SE; ST3 Package on ST 6, 7, 8 ST2 Package 10 RS2 Package

¹Additional charge.

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



SE Hatchback in Oxford White accessorized with silver bodyside graphics, rear spoiler winglets, smoked side window deflectors, keyless entry keypad, molded splash guards, roof-mounted crossbars by THULE®¹ and 17" machined aluminum wheels with Ebony-painted pockets²

Carbon fiber gear shift knob³

All-weather floor mats

RS full vehicle cover by Covercraft®¹

Remote Access



Exterior

Bodyside graphics
Ford custom graphics¹
Full vehicle covers¹
Hood protector¹
Locking fuel plug
Racks and carriers¹
Rear bumper protector
Rear spoilers
RS full vehicle cover¹
Side window deflectors
Splash guards
ST full vehicle cover
ST over-the-top stripes

Interior

All-weather and premium carpeted floor mats
Ash cup/coin holders
Cargo organizers and protectors
Door sill plates
First aid and roadside assistance kits¹
Gear shift knobs³
Interior light kit
Sport pedals²,³
ST door sill plates
Tablet cradle¹

Electronics

Bumper-Mounted Warning Sensor System¹
Keyless entry keypad
Remote Access²
Remote start systems
Vehicle Security System

Wheels

17" machined aluminum with Ebony-painted pockets²
ST 18" machined aluminum with Ebony-painted pockets
Wheel lock kit



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New Vehicle Limited Warranty. We want your Ford Focus ownership experience to be the best it can be. 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/60,000-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.

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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.

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Comparisons based on competitive models (class is Small Sedans and Hatches based on Ford segmentation), publicly available information and Ford certification data at time of release. Vehicles may be shown with optional equipment. Features may be offered only in combination with other options or subject to additional ordering requirements/limitations. Dimensions shown may vary due to optional features and/or production variability. Information is provided on an "as is" basis and could include technical, typographical or other errors. Ford makes no warranties, representations, or guarantees of any kind, express or implied, including but not limited to, accuracy, currency, or completeness, the operation of the information, materials, content, availability, and products. Ford reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Ford Dealer is the best source of the most up-to-date information on Ford vehicles.

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