

Go Further



2017 FOCUS

*Ford*

PUT THE FUN BACK IN DRIVING.

It's all about the drive. Always has been. Always will be. For 2017, this fun, smart lineup provides a choice of personal driving styles to suit anyone's taste. The upscale Titanium with leather-trimmed seats, the Focus SEL fastened with 17" machined aluminum wheels, the sporty 252-hp<sup>1</sup> Focus ST with RECARO<sup>®2</sup> race-inspired seats, and the Focus RS featuring a jaw-dropping best-in-class<sup>3</sup> turbocharged 350-hp<sup>1</sup> EcoBoost<sup>®</sup> engine. Ford Focus. Go further.

2017 Ford Focus | [ford.com](http://ford.com)

SEL Hatchback in Race Red, ST in Triple Yellow Tri-coat, RS in Nitrous Blue Metallic Quad-coat with available equipment. <sup>1</sup>Horsepower rating achieved with 93-octane fuel. <sup>2</sup>Available feature. <sup>3</sup>Class is High-Performance Small AWD Cars based on Ford segmentation.





## EXPECT MORE. GET NOTICED.

At first glance, the 2017 Focus SEL exhibits the signature sleek style that has made Focus one of America's most fun-to-drive cars. Take a closer look and you'll notice its sporty 17" machined aluminum wheels with Black-painted pockets, integrated fog lamps, and wraparound headlamps with black bezel accents. Step inside and look up. A standard power moonroof offers an open-air driving experience. And with SYNC® 3, you'll never be more than a finger touch and a few words away from connecting to the world outside of your car.

SEL brings the outside inside with a standard power moonroof.





## PURE DRIVING ENJOYMENT.

For an engaging everyday driving experience that yields fun and excitement, Ford Focus delivers. Offering dynamic driving characteristics like nimble handling, impressive ride comfort and spirited performance. Its European-inspired suspension is tuned for agility and precision. Torque Vectoring Control<sup>1</sup> is designed to help the vehicle gracefully negotiate curves. And power comes courtesy of one of 4 available powertrains ranging from an efficient 123-hp I-3 engine to the adrenaline-pumping 350-hp<sup>2</sup> EcoBoost<sup>®</sup> on the Focus RS. There's also the available PowerShift 6-speed automatic transmission<sup>3</sup> that feels like a manual and is designed to combine fuel efficiency<sup>4</sup> and performance.

Dynamic driving characteristics like Torque Vectoring Control<sup>1</sup> help it hug the concrete.

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**SE in Magnetic.** <sup>1</sup>Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions. <sup>2</sup>Horsepower rating achieved with 93-octane fuel. <sup>3</sup>Available feature. <sup>4</sup>EPA-estimated rating: 26 city/38 hwy/31 combined mpg, 2.0L Ti-VCT I-4 with PowerShift 6-speed automatic transmission. Actual mileage will vary. EPA-estimated rating: 26 city/36 hwy/29 combined mpg, 2.0L Ti-VCT I-4 with available PowerShift 6-speed automatic transmission with SelectShift<sup>®</sup> capability. Actual mileage will vary.





**STYLE AND INGENUITY.** It's not reserved just for design and performance. This same thinking continues once inside Focus Titanium, too. A standard leather-trimmed heated steering wheel, plus leather-trimmed, heated front seats, are perfect for those chilly early mornings. And a refined interior is sure to generate heat of its own. Other standard Titanium luxuries include an 8-way power driver's seat, a leather-wrapped shifter, plus dual-zone electronic automatic temperature control and remote start.

#### SiriusXM Radio

Listen to everything you love with SiriusXM<sup>®1,2</sup>. Get over 150 channels including all genres of commercial-free music, plus every major sport and the best talk, news, comedy and entertainment. And you'll hear it all with a 6-month trial subscription to the All Access package, included with your new Focus. So you can rock your ride, plus listen anywhere online and on the SiriusXM app.

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**Titanium leather-trimmed interior in Charcoal Black with available equipment.** <sup>1</sup>Available feature. <sup>2</sup>SiriusXM audio and data services each require a subscription sold separately, or as a package, by SiriusXM Radio Inc. 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. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at [www.siriusxm.com](http://www.siriusxm.com). All fees and programming subject to change. Trial subscriptions not available in AK and HI.





### SYNC 3

In addition to all the voice-activated benefits of SYNC<sup>®1,2</sup> – placing and answering calls, and controlling music from your devices – you'll love the easy-to-use interface of SYNC 3.<sup>1,2</sup> An 8" color LCD screen displays phone, audio and navigation<sup>2</sup> features. Enhanced voice recognition lets you give simple commands. A capacitive touchscreen includes a convenient swipe feature, as well as pinch-to-zoom functionality within navigation.<sup>2</sup> SYNC 3 also brings you the options of Apple CarPlay<sup>TM3</sup> and Android Auto.<sup>TM4</sup>

#### Voice-Activated Navigation System<sup>2</sup>

Includes a 5-year complimentary trial subscription to SiriusXM<sup>®</sup> Traffic and Travel Link<sup>®</sup> services.<sup>5</sup> Global Positioning System (GPS) technology is combined with available 3-D mapping and provides voice-guided turn-by-turn directions. You'll get detailed traffic information, plus current and forecasted weather and fuel station locations and prices.

#### SYNC AppLink

Use your voice to control some of your favorite compatible mobile apps (like Pandora<sup>®</sup> and iHeartRadio<sup>®</sup>), thanks to standard SYNC AppLink.<sup>6</sup>

#### Siri Seamless Integration

Bring the power of Siri<sup>®</sup> into Focus with Siri Eyes Free,<sup>7</sup> your paired iPhone<sup>®</sup> and a long press of the voice-recognition button on the steering wheel.

#### Automatic Updates Over Wi-Fi

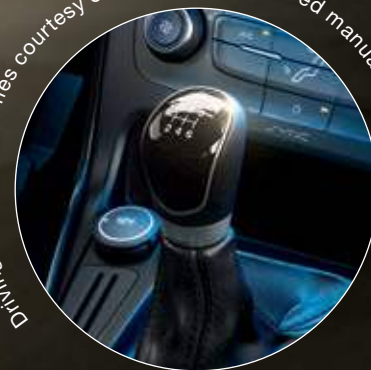
Keep SYNC 3 current with the latest software as new updates become available.<sup>8</sup> All you need is a Wi-Fi<sup>®</sup> connection.

## A MATCH MADE IN MPG HEAVEN.

It's time you experienced the ingenuity of EcoBoost® technology. The lightweight, die-cast aluminum 1.0L EcoBoost engine<sup>1</sup> offers impressive engineering with direct injection, turbocharging and twin independent variable camshaft timing (Ti-VCT) to generate a broad, flat torque curve. Teamed with either a 6-speed manual or automatic SelectShift® transmission, this mighty lightweight delivers 123 horses of maximum driving fun. And provides you with an impressive combination of driveability and fuel efficiency (an EPA-estimated 40 hwy mpg with the manual transmission).<sup>2</sup>



Driving excitement comes courtesy of an available 6-speed manual.





STRAIGHTENS OUT CORNERS.

From the moment you step on its aluminum accelerator pedal, the 2017 Focus ST ups the intensity as its 252-hp<sup>1</sup> high-output 2.0L EcoBoost® engine revs and you shift through all 6 gears. To further heighten your ST experience, engineers channeled the lower-engine frequencies of its signature EcoBoost sound into the equally exhilarating cabin.

An “overboost” feature extends peak torque for up to 15 seconds at a time so you get to experience every ounce of its exhilarating performance a little longer.



Performance essentials include disc brakes with high-performance brake pads at all 4 wheels, all-season tires,<sup>1</sup> 18" machined aluminum wheels with Black-painted pockets and Red-painted brake calipers; a unique sport suspension, and a dramatic bright-tipped center-exit exhaust.



Aside from its performance and handling characteristics, unique appearance features help make ST stand out. One-of-a-kind ST grille with badging, body-color rocker moldings, fog lamps with black bezels, and RECARO® leather-trimmed seats<sup>1</sup> help round out its bad-boy appearance.



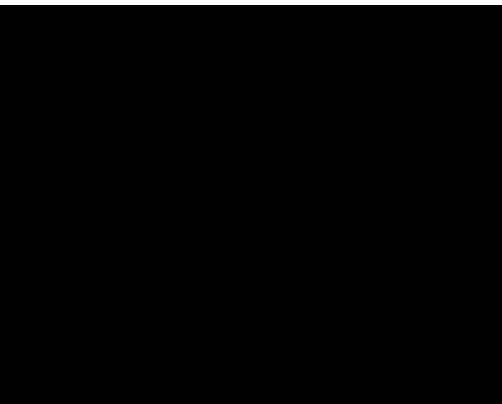
252 hp @ 5,500 rpm<sup>2</sup>  
 270 lb.-ft. of torque @ 2,500 rpm<sup>2</sup>  
 6-speed manual transmission

# DOESN'T PLAY NICE WITH OTHERS.

There's a different kind of performance machine prowling the streets – and it's all business. The enthusiast-inspired 2017 Focus RS is a serious road warrior with advanced technology and breakthrough engineering that is the benchmark for driving excitement. It represents Ford at its passionate best – delivering innovation, exciting driving dynamics, and stunning performance on the road and the track.

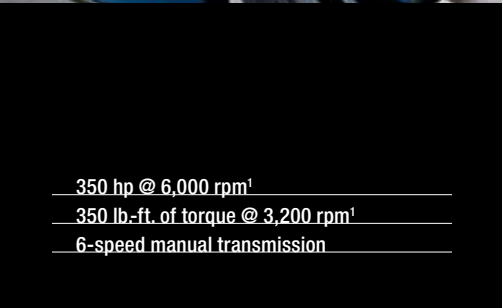
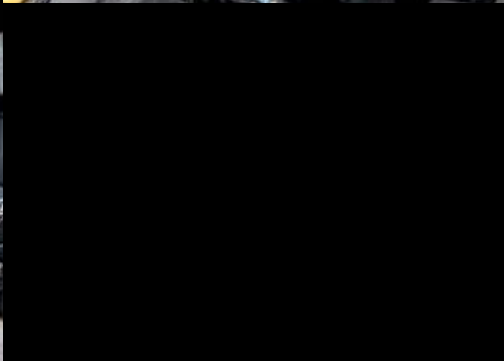
Sporting a dramatic exterior design, Focus RS has a powerful front-end appearance with a bold upper trapezoidal grille above the deep front chin splitter, incorporating the largest possible apertures for engine cooling. Plus, large air-gulping functional gills in the fascia that channel air to help cool the brakes. Be inspired.





The 350-horsepower<sup>1</sup>, all-aluminum 2.3L EcoBoost<sup>®</sup> engine in the Focus RS has been specially designed to propel it to a jaw-dropping 0-62 mph in 4.7 seconds with a top speed of 165 mph<sup>2</sup>.

Pioneering the innovative Ford Performance All-Wheel Drive System with Dynamic Torque Vectoring,<sup>3</sup> Focus RS delivers impressive cornering speed and unbridled driving enjoyment. And it is the first Ford RS equipped with Selectable Drive Modes, including an industry-first Drift Mode that allows controlled oversteer drifts – and launch control.



350 hp @ 6,000 rpm<sup>1</sup>  
350 lb.-ft. of torque @ 3,200 rpm<sup>1</sup>  
6-speed manual transmission





## ASSISTS YOU IN SO MANY WAYS.

A helping hand while traveling makes everyday driving tasks a little easier. Smart driver-assist technologies<sup>1</sup> on the 2017 Focus use ultrasonic sensors and sophisticated radar to help you monitor blind spots, parallel park and so much more. Like active park assist,<sup>1</sup> which offers assistance when attempting to parallel park. 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.

The Lane-Keeping System<sup>1,2</sup> can detect lane markings and apply torque or send gentle vibrations to the steering wheel if it senses your vehicle drifting unintentionally out of its lane to prompt you to steer back toward center. Other driver-centric features include cross-traffic alert,<sup>1</sup> which warns you of oncoming vehicles approaching from behind when backing up, and a rear view camera to see what's directly behind you when shifted into reverse.

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Titanium Hatchback in Ruby Red Metallic Tinted Clearcoat with available equipment. <sup>1</sup>Available feature. Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. <sup>2</sup>Lane-Keeping System does not control steering.



# DRIVE WITH CONFIDENCE.

High-strength steel makes up over half of the 2017 Focus body structure with critical occupant safety zones, like SPACE (Side Protection And Cabin Enhancement) Architecture, and the Trinity front-crash structure helps divert crash forces away from occupants. Plus, 7 standard airbags include: driver and front-passenger front, 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 control<sup>1</sup> 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.





60/40 split-fold seat backs offer exceptional convenience.

## CARGO CONVENIENCE.

Whether you're hitting the beach, finding an antique treasure or going on a shopping spree, you'll appreciate the ease of loading and unloading items thanks to an available hatchback design and large cargo capacity.

When called upon, simply flip down both of the 60/40 split-fold rear seat backs and go from 23.3 cu. ft., to a spacious 43.9 cu. ft. of cargo-carrying capacity. And with a removable interior rear cargo cover, it can accommodate larger objects – or conceal items stored behind the rear seats.

| MODELS                                                                                               | WHEELS                                                                                                                                                                                                      | STANDARD FEATURES                                                                                                                       |                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>S</b><br>         | <br>15" Steel with Silver-Painted Covers<br>Standard: S                                                                    | <br>16" Painted Aluminum<br>Standard: SE               | <br>16" Machined Aluminum with Dark-Painted Pockets<br>Included: SE EcoBoost® Appearance Package | <b>Mechanical</b><br>Brakes – Anti-Lock Brake System (ABS)<br>Steering – Electric power-assisted<br>Suspension – 4-wheel independent<br>Torque Vectoring Control                                                                                                                                                                                     | <b>Exterior</b><br>Easy Fuel® capless fuel filler<br>Rear-window defroster<br>Wipers – Variable-intermittent windshield with washers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>SE</b><br>        | <br>17" Machined Aluminum with Black-Painted Pockets<br>Standard: SEL<br>Optional: Requires SE EcoBoost Appearance Package | <br>17" Aluminum<br>Standard: Titanium                 | <br>18" Premium Rado Gray-Painted Aluminum<br>Standard: ST                                       | <b>Driver-Assist Technology</b><br>Autolamp<br>Hill start assist                                                                                                                                                                                                                                                                                     | <b>Safety &amp; Security</b><br>Airbags – 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's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System<br>Airbag – Driver's knee¹<br>Airbags – Front-seat side¹<br>Airbags – Side-curtain¹<br>AdvanceTrac® electronic stability control<br>Belt-Minder® front safety belt reminder<br>Child-safety rear door locks<br>Emergency trunk release (sedan only)<br>Height-adjustable shoulder safety belts for front row<br>LATCH – Lower Anchors and Tether Anchors for Children (rear seating positions; tether anchors on hatchback only) |
| <b>SEL</b><br>       |                                                                                                                                                                                                             |                                                                                                                                         |                                                                                                                                                                                    | <b>Seating</b><br>Front – 4-way manual passenger seat<br>Rear – 60/40 split fold-down seat<br>Rear – Removable head restraints                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>TITANIUM</b><br> | <br>18" Machined Aluminum with Black-Painted Pockets and Red-Painted Brake Calipers<br>Optional: ST                       | <br>19" x 8" Premium Painted Aluminum<br>Standard: RS | <br>19" x 8" Premium Painted Forged Aluminum<br>Optional: RS                                    | <b>Interior</b><br>Cabin air filtration system<br>Cupholders – 4 front<br>Door locks – Power<br>Flooring – Front and rear carpeted floor mats<br>Front-door storage bins<br>Lighting – Front and rear dome lights<br>Power outlet – 12-volt front powerpoint<br>Steering column – Manual-tilt/-telescoping<br>Steering wheel – 3-point<br>Tachometer | MyKey®<br>Rear view camera<br>SecuriLock® Passive Anti-Theft System<br>SOS Post-Crash Alert System™<br>Tire Pressure Monitoring System (excludes spare)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>ST</b><br>      |                                                                                                                                                                                                             |                                                                                                                                         |                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>RS</b><br>      | <br>18" x 7.5" Unique RS Sparkle Silver-Painted Aluminum<br>Included:<br>RS Winter Tire & Wheel Package                  |                                                                                                                                         |                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

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

| S | SE | SEL | TITANIUM | ST | RS |                                                                                                                                                                 |
|---|----|-----|----------|----|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| S | %  | S   | S        |    |    | <b>Mechanical</b>                                                                                                                                               |
|   |    |     |          |    |    | 2.0L Ti-VCT GDI I-4 FFV engine (standard on SE hatchback; optional on SE sedan)                                                                                 |
|   |    |     |          |    |    | 1.0L EcoBoost® I-3 engine with Auto Start-Stop Technology (standard on SE sedan)                                                                                |
|   |    |     |          | S  |    | 2.0L EcoBoost I-4 engine                                                                                                                                        |
|   |    |     |          |    | S  | 2.3L EcoBoost I-4 engine with Auto Start-Stop Technology                                                                                                        |
| S |    |     |          |    |    | 5-speed manual transmission                                                                                                                                     |
|   | S  |     |          | S  | S  | 6-speed manual transmission (1.0L EcoBoost only on SE)                                                                                                          |
|   |    |     |          |    |    | 6-speed automatic transmission with SelectShift® (EcoBoost engine only; requires SE EcoBoost Package)                                                           |
| O | S  |     |          |    |    | PowerShift 6-speed automatic transmission (2.0L Ti-VCT only)                                                                                                    |
|   |    | S   | S        |    |    | PowerShift 6-speed automatic transmission with SelectShift capability                                                                                           |
|   |    |     |          | S  |    | Selectable drive modes                                                                                                                                          |
|   |    |     |          | S  |    | Ford Performance All-Wheel Drive System with Dynamic Torque Vectoring                                                                                           |
|   |    |     |          | S  |    | Brakes – 13.8" vented front disc with Brembo™ 4-piston calipers and 11.9" rear disc                                                                             |
|   |    |     |          | S  | S  | Brakes – High-performance brake pads                                                                                                                            |
| S |    |     |          |    |    | Brakes – Power front disc and rear drum                                                                                                                         |
|   | P  | S   | S        | S  | S  | Brakes – Power front and rear disc                                                                                                                              |
| S | S  | S   | S        | S  |    | Front-wheel drive (FWD)                                                                                                                                         |
|   |    |     |          | S  |    | Launch control                                                                                                                                                  |
| S | S  | S   | S        |    |    | Spare wheel and tire – Mini                                                                                                                                     |
|   |    |     |          | S  |    | Spare wheel and tire – Full-size                                                                                                                                |
|   |    |     |          | S  |    | Suspension – Unique ST sport                                                                                                                                    |
|   |    |     |          | S  |    | Suspension – Unique RS driver-selectable sport                                                                                                                  |
|   |    |     |          | S  |    | Tire inflator and sealant kit¹                                                                                                                                  |
|   |    |     |          |    |    | <b>Driver-Assist Technology</b>                                                                                                                                 |
|   |    |     | O        |    |    | Active park assist                                                                                                                                              |
|   |    |     | P        |    |    | BLIS® (Blind Spot Information System) with cross-traffic alert                                                                                                  |
|   |    |     | P        |    |    | Lane-Keeping System                                                                                                                                             |
|   |    | S   | S        |    |    | Reverse Sensing System²                                                                                                                                         |
| S | S  |     |          | S  |    | SYNC® Voice Recognition Communications and Entertainment System with 4.2" color LCD screen in center stack, 911 Assist, AppLink® and 2 smart-charging USB ports |
|   |    | S   | S        | P  | S  | SYNC 3 which includes 8" color LCD capacitive touchscreen in center stack with swiping capability, 911 Assist, AppLink and 2 smart-charging USB ports           |
|   |    |     |          |    |    | <b>Seating</b>                                                                                                                                                  |
| S | S  | S   |          | S  | S  | Front – 6-way manual driver's seat                                                                                                                              |
|   |    |     | S        | P  | P  | Front – 8-way power driver's seat                                                                                                                               |
|   | S  | S   | P        | S  |    | Front – 4-way adjustable head restraints                                                                                                                        |
|   | S  | S   | S        | S  |    | Front – Seat back map pockets                                                                                                                                   |
|   | P  | P   | S        | P  | P  | Front – Heated                                                                                                                                                  |
|   |    |     | S        | P  |    | Rear – Fold-down center armrest                                                                                                                                 |

| S | SE | SEL | TITANIUM | ST | RS |                                                                                                                                             |
|---|----|-----|----------|----|----|---------------------------------------------------------------------------------------------------------------------------------------------|
| S | S  | S   |          |    |    | Trim – Cloth                                                                                                                                |
|   |    |     |          | S  |    | Trim – Cloth with ST logo                                                                                                                   |
|   |    |     | S        |    |    | Trim – Leather-trimmed                                                                                                                      |
|   |    |     |          | P  |    | Trim – RECARO® full leather-trimmed with ST logo                                                                                            |
|   |    |     |          | P  |    | Trim – RECARO partial leather-trimmed with cloth inserts                                                                                    |
|   |    |     |          | S  |    | Trim – RECARO partial leather-trimmed with blue accent stitching and RS logo                                                                |
|   |    |     |          | P  |    | Trim – RECARO leather-trimmed with Miko® Dinamica sueded cloth inserts and RS logo                                                          |
| S |    |     |          |    |    | <b>Interior</b>                                                                                                                             |
|   |    |     |          |    |    | AM/FM stereo/single-CD player with MP3 capability and 4 speakers                                                                            |
| S |    |     |          | S  |    | AM/FM stereo/single-CD player with MP3 capability and 6 speakers                                                                            |
|   | S  |     |          |    |    | Audio System from Sony® with 10 speakers and HD Radio™ Technology                                                                           |
|   | S  | S   | P        | S  |    | SiriusXM® Radio with 6-month All Access trial subscription                                                                                  |
|   |    | O   | O        | O  | P  | Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription² |
|   |    | S   | S        | P  | S  | Ambient lighting (single color on RS)                                                                                                       |
| S | S  |     |          | S  |    | Climate controls – Manual air conditioning                                                                                                  |
|   |    | S   | S        | P  | S  | Climate controls – Dual-zone electronic automatic temperature control                                                                       |
|   | S  | S   | S        | S  |    | Climate controls – Rear climate vents                                                                                                       |
| S |    |     |          |    |    | Console – Front center with storage                                                                                                         |
|   | S  | S   | S        | S  | S  | Console – Front center with storage and armrest                                                                                             |
|   | S  | S   | S        | S  | S  | Display – Trip computer                                                                                                                     |
|   |    |     |          | S  | S  | Displays – Analog mini cluster gauges                                                                                                       |
|   | S  | S   | S        | S  |    | Displays – Compass and outside temperature                                                                                                  |
|   |    |     |          | S  |    | Door-sill scuff plates – Unique ST                                                                                                          |
|   | P  | P   |          |    |    | Flooring – Front and rear all-weather floor mats                                                                                            |
|   |    |     | S        | S  | S  | Ignition – Intelligent Access with push-button start                                                                                        |
| O | O  | O   | S        |    |    | Ignition – Remote Start System²                                                                                                             |
|   | S  | S   | S        | S  |    | Lighting – Map light                                                                                                                        |
|   |    | S   | P        | O  |    | Moonroof – Power                                                                                                                            |
|   |    |     | S        | S  |    | Pedals – Aluminum                                                                                                                           |
|   | S  | S   | S        | S  | S  | Power outlet – 12-volt rear powerpoint                                                                                                      |
|   | S  | S   | S        |    |    | Removable package tray (hatchback only)                                                                                                     |
|   |    |     | S        | S  | S  | Shift knob – Leather-wrapped                                                                                                                |
|   |    |     |          | S  |    | Shift knob – Unique RS leather and alloy appearance                                                                                         |
|   | P  | P   | S        |    |    | Steering wheel – Leather-wrapped                                                                                                            |
|   |    |     |          | S  |    | Steering wheel – Leather-wrapped, flat-bottom with ST badge                                                                                 |
|   |    |     |          | S  |    | Steering wheel – Leather-wrapped, flat-bottom with blue stitching and RS badge                                                              |
|   | P  | P   | S        | P  | P  | Steering wheel – Heated                                                                                                                     |
|   | S  | S   | S        | S  | S  | Steering wheel-mounted cruise and audio controls                                                                                            |
| S |    |     |          |    |    | Visors – Driver and front-passenger sun with vanity mirrors                                                                                 |
|   | S  | S   | S        | S  | S  | Visors – Driver and front-passenger sun with illuminated vanity mirrors                                                                     |

| S | SE | SEL | TITANIUM | ST | RS |                                                                                                                             |
|---|----|-----|----------|----|----|-----------------------------------------------------------------------------------------------------------------------------|
| S |    |     |          |    |    | Windows – Power front with one-touch-down driver's side feature and manual rear                                             |
|   | S  | S   |          |    |    | Windows – Power with one-touch-down driver's side feature                                                                   |
|   |    |     | S        | S  | S  | Windows – Power with one-touch-up/-down feature                                                                             |
|   |    |     | S        | S  | S  | <b>Exterior</b>                                                                                                             |
|   |    |     | S        | S  | S  | Daytime running lamps – Dedicated                                                                                           |
| S |    |     |          |    |    | Door handles – Black                                                                                                        |
|   | S  | S   | S        | S  | S  | Door handles – Body-color                                                                                                   |
|   |    |     |          | S  | S  | Exhaust tips – Dual bright                                                                                                  |
|   | P  | S   | S        | S  | S  | Fog lamps                                                                                                                   |
|   |    |     |          | S  | S  | Fascias – Unique lower front and rear                                                                                       |
|   |    |     |          | O  |    | Full vehicle cover by Covercraft®³                                                                                          |
|   |    |     |          | S  |    | Grille – Black trapezoidal                                                                                                  |
| S | S  | S   |          |    |    | Grille – Black with chrome trim                                                                                             |
|   |    |     |          | S  |    | Grille – Piano Black                                                                                                        |
|   |    |     | S        |    |    | Grille – Silver upper                                                                                                       |
|   |    |     | P        |    |    | Headlamps – Automatic high-beam                                                                                             |
|   |    |     |          | P  | S  | Headlamps – High-intensity discharge (HID) (with cornering functionality on RS)                                             |
|   | P  | S   |          | S  | S  | Headlamps – Black bezels                                                                                                    |
| S | S  | S   |          |    |    | Headlamps – Chrome bezels                                                                                                   |
| S | S  | S   | S        | S  |    | Headlamps – Halogen                                                                                                         |
|   | P  | S   | S        | S  | S  | Headlamps – LED signature lighting                                                                                          |
| S |    |     |          |    |    | Mirrors – Black, power sideview with integrated blind spot mirrors                                                          |
|   | S  | S   |          | S  | S  | Mirrors – Body-color, power sideview with integrated blind spot mirrors and turn signal indicators                          |
|   |    |     | S        |    |    | Mirrors – Body-color, power sideview with integrated blind spot mirrors, turn signal indicators and security approach lamps |
|   | P  | P   | S        | P  | P  | Mirrors – Heated sideview                                                                                                   |
| S | S  | S   |          | S  | S  | Moldings – Black beltline                                                                                                   |
|   |    |     | S        |    |    | Moldings – Chrome beltline                                                                                                  |
|   |    |     | S        | P  |    | SecuriCode™ keyless entry keypad                                                                                            |
|   |    |     |          | S  |    | Splitter – Chin                                                                                                             |
|   |    |     |          | S  |    | Spoiler – Chin                                                                                                              |
|   |    |     |          | S  |    | Spoiler – Performance-inspired rear                                                                                         |
|   |    |     |          | S  |    | Spoiler – Unique functional rear                                                                                            |
|   | S  | S   | S        |    |    | Spoiler – Liftgate (hatchback only on SE and SEL)                                                                           |
|   |    |     |          | O  |    | Tires – 18" high-performance all-season                                                                                     |
|   |    |     |          | O  |    | Tires – 235/35ZR19 MICHELIN® Pilot® Sport Cup 2 summer only tires⁴ (requires 19" premium painted forged-aluminum wheels)    |
|   | S  | S   | S        | S  | S  | Wiper – Rear: intermittent with washer (hatchback only)                                                                     |
|   |    |     |          |    |    | <b>Safety &amp; Security</b>                                                                                                |
|   | S  | S   | S        | S  | S  | Illuminated Entry System                                                                                                    |
|   |    | S   | S        | S  | S  | Perimeter alarm                                                                                                             |
| S | S  | S   |          |    |    | Remote Keyless Entry System                                                                                                 |

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. ²Restrictions may apply. See your dealer for details. ³Ford Licensed Accessory.

⁴Ford 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.

| BUILD YOUR FOCUS |    |     |          |    |    | S : Standard    O : Optional    P : Package Content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | DIMENSIONS                                                                                                                                                                                                                                          | ENGINES/EPA-ESTIMATED RATINGS <sup>1</sup>                                                                                                                                                                                                                                                                                                                                           |
|------------------|----|-----|----------|----|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| S                | SE | SEL | TITANIUM | ST | RS |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                      |
|                  |    |     |          | 0  |    | <b>Equipment Groups &amp; Packages</b><br><b>Equipment Group 401A – ST2 Package</b> includes HID headlamps; power moonroof; overhead console; Audio System from Sony® with 10 speakers and HD Radio™ Technology; SYNC® 3 Enhanced Voice Recognition Communications and Entertainment System with 8" color LCD capacitive touchscreen in center stack with swiping capability, 911 Assist, AppLink™ and 2 smart-charging USB ports; dual-zone electronic automatic temperature control; SiriusXM® Radio with 6-month All Access trial subscription; and RECARO® partial leather-trimmed front bucket seats | <b>Exterior</b><br>Sedan/Hatchback<br>Wheelbase 104.3"<br>Length 178.7"/171.7" (172.8" RS)<br>Height 57.8" (57.9" ST, 58.0" RS)<br>Width – Mirrors folded 74.1"<br>Width – Including mirrors 80.5"                                                  | <b>1.0L EcoBoost I-3 with Auto Start-Stop Technology</b><br>123 hp @ 6,000 rpm<br>125 lb.-ft. of torque @ 3,500 rpm<br>6-speed manual<br>30 city/40 hwy/34 combined mpg<br>6-speed automatic with SelectShift<br>27 city/38 hwy/31 combined mpg                                                                                                                                      |
|                  |    |     |          | 0  |    | <b>Equipment Group 402A – ST3 Package</b> includes content of 401A, plus 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 fold-down center armrest, ambient lighting, heated steering wheel, heated sideview mirrors, SecuriCode™ keyless entry keypad and voice-activated Navigation System + <b>Carbon-Fiber Interior Accent Package</b> includes carbon-fiber boost gauge trim bezel, door grab handle inserts, emergency brake handle, and shift knob                                                 | <b>Interior – Front</b><br>Head room 38.3"<br>Leg room (max.) 43.1"<br>Hip room 53.9"<br>Shoulder room 55.6"                                                                                                                                        | <b>2.0L Ti-VCT GDI I-4 FFV</b><br>160 hp @ 6,500 rpm<br>146 lb.-ft. of torque @ 4,450 rpm<br>5-speed manual<br>25 city/34 hwy/28 combined mpg<br>PowerShift 6-speed automatic<br>26 city/38 hwy/31 combined mpg<br>PowerShift 6-speed automatic with SelectShift<br>26 city/36 hwy/29 combined mpg                                                                                   |
|                  | 0  | 0   |          |    |    | <b>Cold Weather Package</b> includes heated front seats, leather-wrapped steering wheel and sideview mirrors, and all-weather floor mats for front and rear                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Interior – Rear</b><br>Head room 38.0"<br>Leg room 33.2"<br>Hip room 52.8"<br>Shoulder room 52.6"                                                                                                                                                | <b>2.0L Ti-VCT GDI I-4 PZEV<sup>2</sup></b><br>159 hp @ 6,500 rpm<br>146 lb.-ft. of torque @ 4,450 rpm<br>5-speed manual<br>25 city/34 hwy/28 combined mpg<br>PowerShift 6-speed automatic<br>26 city/38 hwy/31 combined mpg<br>PowerShift 6-speed automatic with SelectShift<br>26 city/36 hwy/29 combined mpg                                                                      |
|                  |    |     |          |    | 0  | <b>RS Winter Tire &amp; Wheel Package</b> includes unique RS 18" x 7.5" Sparkle Silver-painted aluminum wheels with 225/40R18 MICHELIN® Pilot® Alpin® PA4™ tires                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Capacities (cu. ft.)</b><br>Passenger volume 90.0<br>Luggage capacity (sedan) 13.2<br>Cargo volume behind front seats (hatchback) 43.9 (43.8 RS)<br>Cargo volume behind rear seats (hatchback) 23.3 (19.9 RS)<br>Fuel tank (gal.) 12.4 (13.9 RS) |                                                                                                                                                                                                                                                                                                                                                                                      |
|                  |    |     |          |    | 0  | <b>RS2 Package</b> 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, and voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                      |
|                  | 0  |     |          |    |    | <b>SE EcoBoost® Appearance Package</b> includes 1.0L EcoBoost engine with Auto Start-Stop Technology; 16" machined aluminum wheels with dark-painted pockets; gloss black grille; black headlamp bezels; dedicated daytime running lamps; LED signature lighting; fog lamps; and rear disc brakes (sedan only; requires 6-speed automatic transmission with SelectShift®)                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                      |
|                  |    |     |          |    | 0  | <b>Titanium Technology Package</b> includes auto high-beam headlamps, BLIS® (Blind Spot Information System) with cross-traffic alert, and Lane-Keeping System                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                     | <b>2.0L EcoBoost I-4 (high-output)</b><br>252 hp @ 5,500 rpm <sup>3</sup><br>270 lb.-ft. of torque @ 2,500 rpm <sup>3</sup><br>6-speed manual<br>22 city/30 hwy/25 combined mpg<br><b>2.3L EcoBoost I-4 with Auto Start-Stop Technology</b><br>350 hp @ 6,000 rpm <sup>3</sup><br>350 lb.-ft. of torque @ 3,200 rpm <sup>3</sup><br>6-speed manual<br>19 city/25 hwy/22 combined mpg |

<sup>1</sup>Actual mileage will vary. <sup>2</sup>Standard 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. <sup>3</sup>Horsepower and torque ratings achieved with 93-octane fuel.

EXTERIOR & INTERIOR CHOICES

| Exterior | S                                             | SE  | SEL | TITANIUM | ST    | RS  |
|----------|-----------------------------------------------|-----|-----|----------|-------|-----|
|          | White Platinum Metallic Tri-coat <sup>1</sup> |     |     |          |       | 3 4 |
|          | Frozen White                                  |     |     |          |       | 7 8 |
|          | 1                                             | 1 2 | 1   |          | 3 5 6 |     |
|          | 1                                             | 1 2 | 1   | 3 4      |       |     |
|          |                                               | 1 2 | 1   | 3 4      |       |     |
|          |                                               |     |     |          | 3 5 6 |     |
|          |                                               | 1   | 1   |          | 3 5 6 |     |

| Exterior | S                                                 | SE  | SEL | TITANIUM | ST    | RS      |
|----------|---------------------------------------------------|-----|-----|----------|-------|---------|
|          | Ruby Red Metallic Tinted Clearcoat <sup>1</sup>   |     |     | 1 2      | 1     | 3 4     |
|          | Nitrous Blue Metallic Quad-coat <sup>1</sup>      |     |     |          |       | 7 8     |
|          | Blue Candy Metallic Tinted Clearcoat <sup>1</sup> |     |     | 1 2      | 1     | 3 4     |
|          | Kona Blue <sup>2</sup>                            |     |     | 1        |       | 3 4 5 6 |
|          | Stealth Gray                                      |     |     |          |       | 7 8     |
|          | 1                                                 | 1 2 | 1   | 3 4      | 3 5 6 |         |
|          | 1                                                 | 1 2 | 1   | 3 4      | 3 5 6 | 7 8     |

3: ST3 Package on ST

6: ST2 Package

8: RS2 Package

White Platinum Metallic Tri-coat

Frozen White

Oxford White

Ingot Silver

White Gold

Triple Yellow Tri-coat

Race Red

Medium Light Stone Cloth with Medium Light Stone Inserts

Medium Soft Ceramic Leather with Medium Soft Ceramic Inserts

Charcoal Black Leather with Smoke Storm Cloth Accents

Charcoal Black Leather with Miko® Dinamica Sueded Cloth Inserts

Ruby Red Metallic Tinted Clearcoat

Nitrous Blue Metallic Quad-coat

Blue Candy Metallic Tinted Clearcoat

Kona Blue

Stealth Gray

Magnetic

Shadow Black

Charcoal Black Cloth with Charcoal Black Inserts

Charcoal Black Leather with Charcoal Black Inserts

Charcoal Black Cloth with Anthracite Accents

Charcoal Black Leather with Charcoal Black Cloth Inserts

Colors are representative only. See your dealer for actual paint/trim options. <sup>1</sup>Additional charge. <sup>2</sup>Metallic.



## FORD ACCESSORIES



SE Hatchback in Oxford White accessorized with silver body-side graphics, rear spoiler winglets, side window deflectors by Lund<sup>®1</sup> keyless entry keypad, molded splash guards, and roof-mounted crossbars by THULE<sup>®1</sup>

### Exterior

- Ford custom graphics<sup>1</sup>
- Full vehicle covers<sup>1</sup>
- Graphics kits
- Hood protector<sup>1</sup>
- Racks and carriers<sup>1</sup>
- Rear bumper protector
- Rear spoilers
- RS full vehicle cover<sup>1</sup> (A)
- Side window deflectors<sup>1</sup>
- Splash guards
- ST full vehicle cover
- ST over-the-top stripes

### Interior

- All-weather floor mats (B)
- Ash cup/coin holders
- Carbon-fiber door spear
- Carbon-fiber gear shift knob (C)
- Cargo organizers and protectors
- Carpeted floor mats
- Door-sill plates
- Gear shift knobs<sup>2</sup>
- Interior light kit<sup>3</sup>
- Sport pedals<sup>2,3</sup>
- ST carbon-fiber emergency brake handle trim<sup>2</sup>
- ST carbon-fiber gear shift knobs<sup>2</sup>
- ST carbon-fiber trim instrument cluster bezel trim
- ST illuminated door-sill plates
- Tablet cradle<sup>1</sup>

### Electronics

- Keyless entry keypad
- Remote Access<sup>3</sup> (D)
- Remote start systems<sup>3</sup>
- Reverse bumper-mounted warning sensors<sup>1</sup>
- Vehicle Security System

### Wheels

- RS wheel center caps
- RS Winter Tire & Wheel Package
- Wheel lock kit

[accessories.ford.com](http://accessories.ford.com)



**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](http://fordcredit.com).

**Ford Protect Extended Service Plans.** Whether you purchase or lease your Ford vehicle, insist on genuine Ford Protect extended service plans. Ford Protect has a variety of plans to give you peace-of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Ford and honored at all Ford dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Ford Protect extended service plans.

**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](http://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.

**Ford Original Accessories.** They're warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. FLA are 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 and/or a copy of all limited warranties.

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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.

<sup>1</sup>Ford Licensed Accessory. <sup>2</sup>Manual transmission only. <sup>3</sup>Not available on Focus ST or Focus RS.