

2007 Focus Overview

2007 Highlights

- New leather-trimmed sport seats with contrasting leather inserts
- New exterior colors: Kiwi Green and Aqua Blue Clearcoat Metallic
- Available Street Appearance Package I with rally-style rear decklid spoiler
- Single-disc CD and MP3 capable player now standard on all series
- Available six-disc CD and MP3 capable player now includes duplicate audio controls on steering column
- New Interior Upgrade Package

Overview

According to Ford Motor Company research, the small-car market will continue to grow approximately 5 percent per year until it reaches one-third of all new-vehicle sales by 2008. This rising demand is fueled by consumers' desire for more fuel-efficient transportation as the price of gas continues to climb, and consumers' desire for smaller, more nimble transportation in increasingly urban settings.

To meet this growing demand, Ford has further refined the award-winning Ford Focus for 2007. The Focus continues to be among the leaders in the small-car segment, thanks to its spirited driving character, contemporary exterior appearance and smart interior. And, as it has from the beginning, it delivers award-winning quality, environmentally responsible emissions, superb passenger space and low cost of ownership.

Focus enters 2007 with a series of changes to address the needs of those seeking a more individualized vehicle. These include class-exclusive, leather-trimmed sport seats, two new exterior colors and upgrades to the standard and premium audio systems.

The importance of choice and versatility is evident in the many Focus configurations available. Focus offers more body styles than any of its competitors: a three-door hatchback, a five-door hatchback, a four-door sedan and a wagon — all available in S, SE and SES trims. A sedan model is also available in the performance ST version.

Focus is built in Wayne, Mich.

Design and Equipment

For 2007, Focus features a new option of sport seats with leather seating surfaces and contrasting leather inserts. Available on the ST sedan as well as all SE and SES models except wagon, this seat treatment is also offered in the new Interior Upgrade Package. This package includes a two-tone, leather-wrapped steering wheel with Charcoal upper and Flint lower to match the seating surfaces, a unique satin finish on the center stack surround and instrument-panel cluster gauge surround, and black sill plates with exposed "Focus" in body color.

Spoilers are the focal point of two available Street Appearance packages, which give Focus an aggressive, customized tuner look. Street Appearance Package I is



available on the ST sedan as well as the three-door, sedan and five-door versions of the SE and the SES. Sedan models sport a rally-style, body-color decklid spoiler. With Street Appearance Package II, a body-color SES spoiler replaces the rally decklid spoiler. Sport Appearance Package II is offered on SE, SES and ST sedans. All models fitted with either of the Street Appearance packages also come with:



- A unique body-color fascia with fog lamps and lower air deflector
- Body-color rear bumper trim with black diffuser insert
- A bright exhaust tip

Exterior changes for 2007 include two new paint colors, Kiwi Green Clearcoat Metallic and Aqua Blue Clearcoat Metallic. They replace Light Tundra and Sonic Blue.

All Focus models except the ST have a prominent grille with a chrome-ringed diamond mesh and clear-lens headlamps, which make for an expressive face. Focus ST's grille has satin mesh with a body-color surround. Fog lamps are standard on SES and ST models.

The Focus interior is clean and modern-looking, highly functional and built of high-quality materials. The instrument panel is symmetrical; the driver and front-passenger areas are divided by two rectangular climate control registers, the hazard switch and a shallow center stack for the audio and climate control systems.

Storage areas include a drawer for six compact discs, located by the driver's left knee, and an open space just below the climate control dials.

A standard floor console houses the shifter, two cup holders, the parking brake lever and optional features, including the traction control system. An overhead console with sunglasses holder and space for a garage door opener is optional. Front doors include molded-in beverage holders.

A CD and MP3 capable player is standard across the Focus lineup.

Powertrain and Chassis

Three engine choices begin with the 136-horsepower, 2.0-liter, Duratec 20 dual-overhead-cam (DOHC), inline four-cylinder (I-4). Powering the sporty Focus ST is the 151-horsepower, 2.3-liter Duratec 23 DOHC I-4. This engine is derived from the Duratec 20 family, with larger displacement and performance-tuned exhaust.

In California, New York, Massachusetts, Vermont and Maine, a super-clean, 130-horsepower Duratec 20E qualifies Focus as a Partial Zero Emissions Vehicle. The 20E version of Focus is cleaner than some hybrid gas-electric vehicles.

The Duratec 20 and 20E are available with a five-speed manual transmission or a four-speed automatic. Focus ST offers a five-speed manual exclusively.

Safety and Security

Focus occupant-sensing technology will turn the front-passenger seat air bag on or off depending on the size of the seat occupant. Ford continues to recommend that children under 12 ride in the back seat secured by a safety belt or in a child safety seat. Anti-lock brakes are optional on the S, SE and SES, and standard on the ST.

Seat-mounted, side-impact air bags are optional on all series.

Major Features and Options

S includes: five-speed manual transmission; 15-inch steel wheels with nine-spoke-appearance wheel cover and all-season tires; rear-window wiper and washer on three-door, five-door and wagon; and AM/FM audio system with CD/MP3 player and speed-sensitive volume control.

SE adds: power windows, locks, keyless entry and mirrors; variable-speed wipers; air conditioning; front center armrest with storage; and six-spoke-appearance wheel cover.

SES adds: 16-inch, five-spoke (three-door, sedan and five-door) or 15-inch multispoke (wagon) alloy wheels; fog lamps; body-color decklid or liftgate handles; body-color side moldings; enhanced suspension with rear stabilizer bar; automatic speed control; overhead console; tilt and telescoping leather-wrapped steering wheel; and tachometer.

ST adds: 2.3-liter Duratec 23 engine; four-wheel disc brakes with anti-lock brakes; unique 16-inch, five-spoke aluminum machined-alloy wheels; ST performance-tuned suspension; chrome-tipped exhaust; body-color door handles; ground-effects rear fascia; satin-alloy grille; power, heated exterior mirrors; gauges with silver appliqué; sport bucket seats and door trim with black-and-red fabric inserts or optional Preferred Suede™; and leather-wrapped steering wheel and shift knob with contrasting stitching.

Options include: seat-mounted, side-impact air bags; automatic transmission; power moonroof; traction control; perimeter alarm; leather seating surfaces; and six-disc AM/FM audio system with CD changer and audio controls on the steering column.

Milestones

1998	Ford introduces the Focus at the Geneva Motor Show
1999	Focus wins European Car of the Year
1999	North American Focus debuts
2000	Focus is Automobile's Automobile of the Year and MotorWeek's Best Small Car
2000	Focus wins North American Car of the Year
2002	High-performance SVT Focus excites "hot hatch" enthusiasts
2003	Ultraclean Focus PZEV introduced
2005	Ford reworks Focus with major design and engineering improvements
2006	Focus receives AutoPacific's first Ideal Vehicle Award as top-rated compact car for 2006