

2009 Focus Overview

SPORTY NEW LOOK FOR 2009 FORD FOCUS COUPE

- **Sporty updates:** Changes inspired by customer feedback include new front and rear fascias, a new roof-line spoiler and standard 17-inch aluminum wheels on the SES series.
- **Improved performance:** Increased horsepower on 5-speed manual versions and quicker acceleration - thanks to a new final drive ratio on models with four-speed automatic transmissions - allows increased power without compromising the 35-miles-per-gallon fuel economy rating.

[\[download the PDF - 950kb\]](#)

The hot-selling Ford Focus debuts a new coupe version for the 2009 model year.

"Focus is the little car that delivers in a big way for customers, with 35 mpg fuel economy, cool features including SYNC, a fun drive, strong quality and the right price," said John Felice, general manager, Ford and Lincoln Mercury Marketing. "We've built on those strengths to deliver an even sportier coupe version for 2009."

Sportier Design

"We've spent a lot of time talking with small-car customers and Focus enthusiasts," said Sam De La Garza, Focus marketing manager. "Their overwhelming feedback was that a sportier exterior design could attract even more Millennials."

Some 11,000 Millennials, or those people born between 1980 and 1995, reach driving age every day in the U.S.

With that in mind, the Focus team sculpted the coupe's new front and rear fascias to provide a sportier appearance. The lower front fascia incorporates a larger open area that bears a strong resemblance to the acclaimed design of the new global Ford Fiesta subcompact. The fog lamps - now standard - are better integrated into the overall design of the front fascia, and its signature two-bar chrome front grille and chrome accents around the headlamps have been darkened for added contrast.

"The new coupe looks really sporty," said Thomas Tang, co-founder of www.focusfanatics.com and Ford Focus owner. "It is great to see that Ford values our feedback and is willing to make quick changes."

"The new front fascia, 17-inch sport wheels and fog lamps remind me of the old Focus SVT models," Tang added.

For differentiation, the high-end Focus SES will feature a standard high-mounted spoiler that is incorporated into the design of the roof. The design contributes to Focus' overall muscular stance. A decklid spoiler will remain part of the Focus SE exterior design.

New premium-painted Dark Chrome 17-inch aluminum wheels, also standard on SES, complete the coupe's redesigned exterior.

Sounds 'Bad' and Goes Faster -- With More Control

The 2009 Focus SES coupe features more horsepower and a throatier sound, thanks to a new

sport-tuned exhaust. The SES coupe with a four-speed automatic transmission will have a new 4.2 final drive ratio designed to deliver quicker off-the-line acceleration for a faster 0-60 mph time.

A new option for 2009 is electronic stability control (ESC), which uses sophisticated sensors and the anti-lock braking system to help correct skids that can lead to accidents.

Fuel-efficient Powertrains

The 2009 Focus Coupe is equipped with a 2.0-liter, Duratec 20 dual-overhead-cam (DOHC), and an inline 4-cylinder engine that delivers 143 horsepower when combined with a five-speed manual transmission and 140 horsepower when paired with a four-speed automatic transmission.

Also available is a super-clean, 130-horsepower Duratec 20E engine that qualifies Focus as a Partial Zero Emissions Vehicle (PZEV) in California emissions states. The 20E's tailpipe emissions are cleaner than some hybrid gas-electric vehicles'. The Duratec 20 and 20E in Focus Coupe are mated to a five-speed manual transmission and achieve EPA-estimated fuel economy of 35 mpg highway.

SYNC Standard on Focus SES

Also setting the Focus coupe apart from other small cars is Ford's industry-exclusive SYNC technology, which will be standard equipment on the SES series and optional on the SE. SYNC is a fully integrated in-vehicle, voice-activated communications and entertainment system allowing customers to use their Bluetooth-enabled cell phones and digital media players.

SYNC was first introduced on the 2008 Focus and was an immediate hit with customers, helping to increase Focus' share in an extremely competitive small-car market. SYNC also was a feature that helped motivate editors of Kelley Blue Book's kbb.com to name the 2008 Ford Focus one of the "Top Ten Coolest New Cars Under \$18,000."

The 2009 Focus Coupe, available later this summer, will have an MSRP that starts at \$16,875 including destination and delivery. All Focus models are built at the Wayne (Mich.) Assembly Plant.

###

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 229,000 employees and about 90 plants worldwide, the company's core and affiliated automotive brands include Ford, Lincoln, Mercury, Volvo and Mazda. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit our website at www.ford.com