

# 2010 Focus Overview

## **MORE STANDARD SAFETY, TECHNOLOGY FEATURES MAKE 2010 FORD FOCUS AN EVEN BETTER VALUE**

- 2010 Focus adds MyKey™, Remote Keyless Entry, power locks and a driver's message center as standard equipment
- Four-wheel ABS brakes and AdvanceTrac® with Electronic Stability Control (ESC) now standard on all Focus models
- SYNC® with Traffic, Directions and Information helps Focus owners stay ahead of the curve

Ford Focus continues to offer tremendous value for the 2010 model year, packing even more premium content into its practical sedan and sporty coupe versions.

Safety is at the forefront of Focus refinements for 2010. All Focus models now feature four-wheel ABS brakes standard, and working in conjunction with the ABS system, standard AdvanceTrac with ESC uses sophisticated sensors to help keep the car under control. Also standard on Focus SE, SES and SEL trim levels is a perimeter alarm system to discourage vehicle theft and tampering.

To help encourage safer teen driving, all Focus models now feature the MyKey™ system. Parents simply program the vehicle key through the message center to incorporate features such as:

- Limited vehicle top speed of 80 mph
- Traction control system that limits tire spin cannot be deactivated
- Audio system volume limited to 44 percent of maximum volume
- A speed alert chime at 45, 55 or 65 mph

Keys are also at the heart of another 2010 Focus upgrade. One of the most popular Focus options has consistently been Remote Keyless Entry. For 2010, Ford has made Remote Keyless Entry standard across-the-board on Focus, along with power locks. A driver's message center that displays key vehicle information to the driver, including instantaneous fuel efficiency, has also been added as standard equipment.

### **SYNC Standard on Focus SES, SEL**

Setting the Focus apart from other small cars is Ford's industry-exclusive Ford SYNC® technology, which is standard equipment on the SES/SEL series and optional on 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.

New this year, SYNC with Traffic, Directions and Information provides simple hands-free access to personalized traffic reports, precise turn-by-turn driving directions and up-to-date information including business listings, news, sports, and weather.

### **Design Enhancements Continue**

Following on Focus' sporty redesign last year, 2010 models get further refinements and styling upgrades. Focus SE models now can be equipped with a power moonroof and premium audio system, while buyers of SE sedans can deck out their rides with a new appearance package consisting of:

- 15-inch alloy wheels with unique machined-face finish
- Decklid spoiler
- Fog lamps

Owners opting for the Focus SES also get a distinctive look and feel. SES models include standard 17-inch premium painted wheels and performance-tuned suspension. SES sedans now feature the euro-look fascia from the coupe, and new dark chrome on the grille, headlamp and tail lamp trim. Three new paint colors – Natural Natural, Blue Flame, and Ingot Silver – have been added to the 2010 palette.

### **Fuel-efficient Powertrains**

All Focus models are powered by a standard 2.0-liter Duratec® 20 dual-overhead-cam (DOHC) I-4 engine that delivers 140 horsepower in most applications, and 143-hp when combined with a sport-tuned exhaust and five-speed manual transmission in the coupe bodystyles.

Also available is a super-clean, 136-hp 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.

The 2010 Focus Sedan is available in S, SE, SES and SEL trim, while Focus Coupe is available in SE and SES trim. All Focus models are built at the Wayne (Mich.) Assembly Plant.

### **Focus Safety Technologies**

Standard and available 2010 Ford Focus safety features include:

- AdvanceTrac with ESC
- Standard Four-Wheel Anti-lock Brake System (ABS)
- Dual-stage front air bags
- Frontal side-impact air bags and side curtain air bags for both rows of seating
- Occupant sensing system
- Belt Minder® for driver and front passenger
- MyKey
- LATCH (Lower Anchors and Tethers for CHildren) system on rear seating positions
- SecuriLock® passive anti-theft system (PATS)
- Tire Pressure Monitoring System (TPMS)

### **Focus Technology and Connectivity Features**

Standard and available 2010 Ford Focus technology features include:

- SYNC with Traffic, Directions and Information
- SIRIUS® Satellite Radio with pre-paid initial six-month subscription
- Driver's Message Center
- AM/FM/CD/MP3 capable audio system with input jack and speed-sensitive volume control
- Premium Audio with 190 watts, eight speakers and separate 8-inch subwoofer