

2012 Focus Overview

All-New 2012 Ford Focus Brings Expressive Design, Refined Driving Dynamics, High Technology; Delivers up to 40 MPG

- The all-new Ford Focus combines expressive design and an exceptional array of smart new technologies with high levels of craftsmanship and occupant safety
- Focus delivers up to an EPA-rated 40 mpg on the highway, while offering drivers a dynamic, engaging driving experience
- 2012 Focus hatchback and sedan models are on sale now – in S, SE, SEL and Titanium trim series levels – at Ford dealerships across North America

The all-new Ford Focus sets a new standard in the small car segment in North America, offering more technologies and features than many expensive European cars, while delivering up to 40 mpg on the highway.

“Focus brings a desirable combination of dynamic design, outstanding driver engagement, unmatched levels of technology and impressive fuel economy,” said Mark Fields, president of The Americas. “The new model should expand Focus appeal to a whole new generation of customers.”

Focus is Ford’s most significant global nameplate. With more than 10 million units sold since launching in 1998, Focus has become a sales leader with consumers worldwide for its blend of outstanding value, comfort, safety, technology and driving dynamics.

All-new for 2012

Following an unprecedented global development program under the company’s One Ford strategy, the all-new 2012 Focus is set to continue this successful tradition. The new Focus demonstrates how Ford can scale to meet the universal needs of worldwide customers, while fine-tuning to suit regional preferences.

Distinguished by its sleek and sporty design, Focus is packed with more affordable technologies and features than the Honda Civic or Toyota Corolla or even larger competitors such as the Honda Accord or Toyota Camry. In addition, Focus offers high standards of quality and craftsmanship and class-leading fuel economy, while taking driving dynamics to a new level.

Quality

Focus four-door sedan and five-door hatchback models share a sporty character, marking the next evolution of Ford’s acclaimed kinetic design form language. With a striking front end, sleek profile, dramatic rising beltline and athletic stance, the new Focus signals the rewarding experience awaiting a driver.

The dynamic quality of the Focus exterior is reinforced by the distinctive design inside, featuring a modern, cockpit-style interior with stylish center console.

This space combines functionality with outstanding craftsmanship. Bold and contemporary graphics, the sculptured shape of the soft-touch instrument panel, and superior trim materials unite to give occupants a premium-class experience.

Focus brings C-car interior space to a level that rivals larger vehicles. It offers more first-row shoulder room than an Audi A4 and more front headroom than a Toyota Camry. In the spacious second row, Focus provides more hip room than the Audi or Toyota.

Noise, vibration and harshness (NVH) levels have been reduced and driving dynamics improved by the increased stiffness of the body structure, with 30 percent greater rigidity than the previous Focus

model.

The Focus features a windshield with a special acoustic layer, which significantly reduces wind and road noise. The windshield is complemented by increased side and rear glass thickness for extra quietness.

The all-new Focus raises the benchmark to target class-leading driving quality, blending communicative steering with significantly improved ride quality. Focus chassis design is complemented by a new electric power-assisted steering (EPAS) system that has been carefully tuned to deliver precise response at highway speeds while remaining light and maneuverable at lower speeds for ease of parking.

Ford engineers have enhanced Focus cornering agility and stability with a standard torque vectoring control system that behaves like a limited-slip differential to constantly balance distribution of torque between the driven front wheels. This results in reduced understeer, improved traction and better turn-in.

Green

Focus features a completely new 2.0-liter DOHC four-cylinder engine that combines high-pressure gasoline direct injection and twin independent variable camshaft timing (Ti-VCT) for enhanced performance and fuel efficiency. It delivers 20 more horsepower than the previous Focus 2.0-liter unit and brings a fuel economy improvement of more than 10 percent.

This engine is mated with the latest six-speed Ford PowerShift automatic transmission. A high-efficiency dual dry-clutch design, this advanced transmission is also offered with SelectShift Automatic™ functionality, allowing drivers to manually control gear selection. For drivers preferring a stick shift and clutch pedal, Focus offers a five-speed manual transmission.

The 2012 Focus four-door has a drag coefficient as low as 0.295 – lower than Chevrolet Cruze and Volkswagen Jetta. A streamlined shape, a steeply raked windshield and active grille shutter system combine to significantly reduce drag and help reduce Focus wind noise at speed while contributing to improved fuel efficiency.

Safe

Focus was designed to exceed global safety standards for occupant and pedestrian protection. Featuring next-generation front and side airbag technologies to tailor deployment to individual occupants, Focus includes segment-exclusive Safety Canopy® curtain airbags.

The driver's airbag uses a reconfigured curve-shaped tether system that pulls in the lower section to create a "pocket" to help lessen the impact of the airbag on the driver's chest and ribs in frontal crashes. Innovative side airbags feature unique shoulder vents that stay open and reduce pressure for smaller occupants who typically benefit from reduced forces.

High-strength steels comprise 55 percent of the Focus body shell, with ultra-high-strength and boron steels making up more than 31 percent of the skeletal structure. These advanced materials help Focus meet crash regulations across world markets while minimizing the vehicle's weight and contributing to fuel economy.

Smart

Focus offers SYNC® with MyFord Touch™, which replaces many of the traditional buttons, knobs and gauges with clear, colorful LCD screens and five-way buttons. The screens can be personalized to display information relevant to each driver using a simple button click, voice command or touch screen tap.

MyFord Touch is powered by a new generation of the company's award-winning SYNC system,

which includes a sophisticated voice control system for vehicle functions, connected Bluetooth® devices, a Wi-Fi® hotspot, MP3 players and a wide variety of external media.

Focus offers a comprehensive range of smart technologies and features for North America, including:

- Active park assist
- SYNC with Traffic, Directions and Information
- HD Radio™ with iTunes® Tagging
- Ambient lighting
- Rear view camera
- Intelligent Access with push-button start
- Wi-Fi access

Production location

The all-new Ford Focus went on sale at North American Ford dealerships earlier this year. It is manufactured at Michigan Assembly Plant in Wayne, Mich.