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New Ford Focus ST Offers Enhanced Driving Dynamics, Advanced Technology and Powerful New Diesel Option

- Ford launches new Focus ST global performance model with improved dynamics, innovative technology and for the first time a choice of petrol and diesel power
- New chassis control technologies include industry-first Enhanced Transitional Stability system; combined with re-tuned suspension and steering to help deliver a driving experience that is even more responsive, balanced and refined
- Ford introduces 185 PS diesel Focus ST that offers 110 g/km CO_2 alongside 250 PS EcoBoost petrol model; Auto-Start-Stop technology available on both powertrains
- Sporty and aggressive new five-door and wagon models offer a muscular body kit; unique lamp, grille and bumper designs; new 19-inch alloy wheels; and performance brake option
- Well-crafted interior features ergonomic controls, Recaro seats and sports steering wheel
- New driver assistance and connectivity features include SYNC 2 connectivity system with high-resolution 8-inch colour touch screen and voice control

COLOGNE, Germany, Jan. 26, 2015 – The new Ford Focus ST is the most advanced version yet, offering an even more responsive, balanced and refined driving experience with new chassis control technologies, tuned suspension and steering, and bespoke tyre specification. And for the first time, it will be offered with the choice of two powerful engines – one petrol and one diesel.

The first diesel Focus ST takes day-to-day usability and sportiness to a new level by delivering the most fuel-efficient and lowest CO_2 Ford performance car ever; 185 PS 2.0-litre TDCi achieves 0-100 km/h (62 mph) in 8.1 seconds, 4.2 l/100 km (67.3 mpg), and 110 g/km CO_2.*

For customers who prefer petrol, the 250 PS 2.0-litre EcoBoost delivers 0-100 km/h (0-62 mph) in 6.5 seconds, fuel consumption of 6.8 l/100 km (41.5 mpg), and 159 g/km CO_2. Both models offer Auto-Start-Stop for the first time that improves the EcoBoost version's fuel economy by 6 per cent and help make it the most fuel-efficient petrol Focus ST ever.

"The new Focus ST delivers an even more sophisticated balance of performance, driving dynamics, refinement and style – the core of Ford's Sports Technologies DNA," said Joe Bakaj, vice president, Product Development, Ford of Europe. "Even more enjoyable and rewarding to drive and with the choice of diesel power for the first time, the new Focus ST is in a class of its own."

The Focus ST also will benefit from technology and craftsmanship first revealed for the new Ford Focus – the world's best-selling global nameplate.** The sporty and aggressive new five-door and wagon models will offer class-leading driver assistance technologies and connectivity features including the SYNC 2 in-car connectivity system.

Enhanced driving dynamics

The Focus ST's award-winning development team, part of the global Ford Performance organisation, made improving the entire driving experience the number one objective for the new Focus ST.

The strengthened body structure of the new Focus provided the foundation for the improvements. The enhanced front-end body stiffness – achieved by increasing the thickness of two structural brackets within the engine bay and using a stronger metal arc welding technique – delivers reduced body flex during cornering, resulting in sharper responses and greater agility.

The sports suspension features all-new front springs and sportier new shock absorber tuning front and rear, with stiffer suspension bushes on the front lower control arm and rear spring links. In combination with the model-specific anti-roll bars and rear springs from the previous generation ST, these enhancements deliver an even sharper dynamic performance.

The calibration of the Electronic Power Assisted Steering (EPAS) and electronic vehicle control systems also has been revised to meet the specific sporting requirements of the new Focus ST.

Key innovations include the industry-first Enhanced Transitional Stability (ETS) system as part of the vehicle's advanced Electronic Stability Control (ESC). ETS senses vehicle stability and driver inputs, predicts when a skid or loss of control might occur, and intervenes as required using individual wheel braking to maintain optimal precision and control during rapid changes of direction at speed – for example in a lane-change situation.

Ford Performance engineers have revised the Electronic Torque Vectoring Control settings that optimise wheel torque distribution, to further maximise traction through corners, reduce understeer and increase agility.

Focus ST drivers have the option of selecting three ESC system modes to suit different road or track conditions:

- Standard Mode – with ESC and traction control fully active
- Sport Mode – No engine torque reduction from traction control and ESC systems, and reduced ESC brake interventions to facilitate more sporty driving; ETS is disabled
- Off Mode – No engine torque reduction from traction control and ESC systems, and no ESC brake interventions (Torque Vectoring remains active); ETS is disabled

Customers can now specify a new high-performance brake option, which features larger 335 mm diameter front discs (increased from the standard 320 mm). Available in combination with the optional 19-inch alloy wheels, the larger brakes offer improved stopping power and fade resistance during sustained hard road or track driving.

Power delivery refinement under hard acceleration – particularly front wheel traction and gear shift quality – is also assisted by engine mounts engineered specifically to accommodate the performance of the new Focus ST. Additionally, Ford worked with Michelin to develop a new 19-inch tyre that complements the driving dynamics, especially maximising lateral grip.

“Ford has long enjoyed a reputation for producing performance hatchbacks with superb driving dynamics and the new Focus ST more than lives up to that pedigree,” Bakaj added. “The engineering enhancements to the suspension, steering and electronic control systems deliver greater responsiveness, agility, precision and an exhilarating driving experience – whichever powertrain you choose.”

Power of choice

The new 185 PS 2.0-litre diesel engine that debuts in the new Focus ST has been optimised to deliver ST performance and character alongside fuel efficiency and everyday practicality.

The 185 PS diesel is based on Ford’s new fuel-efficient 2.0-litre TDCi design. The engine features the latest generation common rail direct injection system operating at 2000 bar pressure (29,000 psi), variable geometry turbocharging, a new cylinder head and revised engine block. A range of technologies enhance efficiency and reduce emissions, including an active thermal management system, variable oil pump, low-friction Diamond Like Coating on selected bearing surfaces and Ford’s lean NO_x trap exhaust after-treatment system.

The increased power output for the Focus ST – a 23 per cent gain over the 150 PS 2.0-litre engine in the new Focus range – is achieved using a unique calibration, a revised air intake system and a new sports-tuned exhaust.

Peak power is developed at 3,500 rpm and there is 400 Nm of torque available from 2,000-2,750 rpm, enabling the new Focus ST diesel to achieve a maximum speed of 217 km/h (135 mph). The torque output enables impressive in-gear acceleration and strong performance at low rpm. In 6th gear, acceleration from 80-120 km/h (50-75 mph) takes just 9.7 seconds in sixth gear, the combination of a shorter ratio and the increased power enabling the Focus ST to outpace the 150 PS Focus by 2.2 seconds.

Ford’s 2.0-litre EcoBoost petrol engine uses turbocharging, Twin-independent Variable Cam Timing technology, and high-pressure direct-injection to deliver uncompromising performance. The 250 PS high-output derivative was developed exclusively for the Focus ST with unique engine calibration, intake, and exhaust systems. Peak power is available at 5,500 rpm, 360 Nm of torque is available from 2,000-4,500 rpm, and maximum speed is 248 km/h (154 mph).

Both engines use a six-speed manual transmission with a performance-oriented, short-throw shift. The gear ratios – exclusive to ST and matched individually to each engine – deliver rapid acceleration in lower gears and comfortable cruising at speed.

Powerful appearance

The new Focus ST features sportier and more aggressive styling than the previous generation, with a lower, wider stance; new dynamically sculpted bonnet; slimmer headlamps and rectangular foglamps.

The sports bodykit also includes body-coloured side skirts and diffuser elements either side of the exhaust, and a rear roof spoiler optimised for aerodynamic performance. All new Focus ST models feature twin-hexagonal centre tailpipes.

Black lamp bezels, ST badging and new 19-inch ST Design alloy wheels – that are available as an option – complete the look.

“Focus ST has proved very popular with Ford’s performance oriented customers and the new model takes that to an even more striking and dramatic level,” said Joel Piaskowski, design director, Ford of Europe. “The signature ST honeycomb upper grille is slimmer and sits higher on the fascia, there are new rectangular foglamps in the outer apertures, and the lower fascia offers sharper and more distinct sculpting. At the rear, the width of the car is emphasised by a new full-width graphic in the lower fascia.”

A new dark grey exterior paint colour called Stealth is introduced exclusively to the Focus ST. Deep Impact Blue also is new to the range that includes Tangerine Scream, Frozen White, Moondust Silver, Panther Black and Race Red.

Cockpit-style cabin
Ford has redesigned the Focus interior for a more intuitive layout that also is simpler, with a clearer visual connection between the key components and significantly fewer buttons in the cabin.

An additional bank of three gauges – an ST hallmark – is situated on the instrument binnacle and displays turbocharger boost pressure, oil temperature and oil pressure information. A new, flat-base sports steering wheel with a soft-feel leather covered rim; a satin chrome-topped gear lever; and ST pedals deliver the interior that ST drivers expect.

Satin chrome door grab handles and illuminated aluminium scuff plates add extra touches of refinement, and sports seats developed jointly by Ford and Recaro provide the support required to fully enjoy the ST driving experience, and also are comfortable for every day driving.

The new Focus ST will be available in ST1, ST2 and ST3 trim levels. ST1 seats feature grey/charcoal/anthracite black fabric; ST2 adds partial leather with base and side bolsters available in four colours (Tangerine Scream; Performance Blue; Smoke Storm or Race Red); ST3 seats have a full charcoal black leather finish.

Advanced technologies
Driver assistance, convenience and connectivity technologies that will be introduced for the first time include the Ford SYNC 2 connectivity system. SYNC 2 offers access to audio, navigation, climate control and mobile phones using voice control and a high-definition, 8-inch colour touchscreen.

Adaptive Front Lighting, available for the first time on the Focus ST, adjusts the intensity and angle of the Bi-Xenon HID headlamp beams according to vehicle speed, steering angle and distance to objects to provide optimal illumination. Cross Traffic Alert also is a new addition for Focus ST, and warns drivers reversing from parking spaces if other vehicles are about to cross their path.

Ford’s enhanced Active City Stop collision avoidance system – now operative at speeds of up to 50 km/h (31 mph) – readies the brakes if a potential impact is detected and – if the driver does not respond – will automatically apply the brakes. Lane Keeping Aid applies steering torque to guide the Focus ST back in to lane if drifting is detected.

Intensive performance testing
Ford Performance engineers subjected both petrol and diesel versions of the new Focus ST to a series of intensive performance durability tests to ensure the vehicle was ready for a life of hard driving.

Four test vehicles each completed Ford's punishing passenger car durability tests at Ford's Lommel proving ground, Belgium – replicating a 10-year, 240,000 km (150,000 mile) vehicle lifetime in the hands of the most extreme customer – followed directly by 5,000 km (3,100 miles) of flat-out track driving, including the legendary Nuerburgring Nordschleife racing circuit, Germany, and the Nardo test facility in southern Italy where temperatures can soar beyond 40 C.

Now available to order across Europe, the first new Focus ST models are scheduled to be in dealerships from early 2015. Ford has sold more than 140,000 Focus ST models in 40 countries worldwide since the car was first launched in 2002.

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* The declared fuel consumption and CO_2 emissions are measured according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EC) 692/2008 as last amended. Fuel consumption and CO_2 emissions are specified for a vehicle variant and not for a single car. The applied standard test procedure enables comparison between different vehicle types and different manufacturers. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO_2 emissions. CO_2 is the main greenhouse gas responsible for global warming. Results in MPG also correspond to this European drive cycle and are stated in imperial gallons. The results may differ from fuel economy figures in other regions of the world due to the different drive cycles and regulations used in those markets.

** According to Ford analysis of full-year Polk new vehicle registration data from IHS Automotive for 2013.

About Ford Motor Company
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