Ford Focus, the world's best-selling nameplate three years in a row, adopts the new face of Ford for 2015 with a bold exterior and interior redesign, and more advanced technologies that improve driver comfort and safety. The award-winning new 1.0-liter EcoBoost® engine is projected to raise the competitive bar for fuel efficiency, while the new model comes with a standard rear view camera and available driver-assist technologies including a lane-keeping system and Blind Spot Information System.

**PRODUCT HIGHLIGHTS**

2015 Ford Focus delivers a striking new exterior design, completely revised interior and advanced new technologies for improved customer comfort and safety.

- 1.0-liter EcoBoost engine projected to set a new standard for fuel efficiency
- New Focus will offer advanced driver-assist technologies, including a standard rear view camera, along with available lane-keeping system and BLIS®

**VITAL STATS**

**Engines:** 2.0-liter Ti-VCT four-cylinder, 160 hp @ 6,500 rpm, 146 lb.-ft. torque @ 4,450 rpm; 1.0-liter EcoBoost three-cylinder, 123 hp @ 1,400-4,500 rpm, 148 lb.-ft. torque @ 1,400-4,000 rpm

**Transmissions:** Five-speed manual, six-speed PowerShift automatic

**Series:** S, SE, Titanium

**Production location:** Michigan Assembly Plant, Wayne, Michigan

**STANDARD/SAFETY**

- AdvanceTrac® electronic stability control
- Rear view camera
- Dual-stage front-row airbags
- Side-impact airbags and side-curtain airbags
- Four-wheel antilock braking system
- LATCH (Lower Anchors and Tether Anchors for Children)
- Tire pressure monitoring system
- Child-safety rear locks
- Anti-theft engine immobilizer

**1.0-LITER ECoboost**

The award-winning 1.0-liter EcoBoost engine combines direct injection, twin independent variable camshaft timing and turbocharging to generate a broad, flat torque curve and provide Focus drivers with an outstanding combination of driveability and fuel economy.

**ADVANCED DRIVER-ASSIST**

Focus is now available with advanced driver-assist features that help reduce the stress of the daily commute or a long-distance road trip. The lane-keeping system alerts the driver when the car is drifting out of its lane while the Blind Spot Information System alerts the driver to adjacent vehicles before making a lane change.

**Did you know?** Focus will arrive for 2015 with a bold new look featuring a restyled hood, grille and trunk lid, signature lighting for headlamps and taillamps, and new rear lamp clusters. Sedan and hatchback versions will be available in the United States.

For more information on the 2015 Ford Focus and other Ford Motor Company products and news, go to media.ford.com.