

THE ALL-NEW 2012 **FOCUS**



drive.

Dealer name and contact details
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Start more than a car.

Driving the all-new 2012 Focus goes beyond fun and enjoyable. In it, you'll discover something more visceral. A dynamic design. An addictive driving experience. And technology and interior ergonomics that wrap around and plug you into something that is definitely more than just a car.



Start a relationship.

The dynamic personality of the new Ford Focus continues inside. The driver-oriented cockpit wraps around you, so you'll feel completely at one with the car, with the latest technology and features at your fingertips.



Model shown is a Ford Focus Titanium

An addictive driving experience.

New Ford Focus combines our latest engine and transmission technology with a dynamic chassis and precise steering. It reminds you how driving can be such a pleasure.

Steering that adapts to its environment

Ford Focus's sophisticated new electric power-assisted steering (EPAS) achieves a balance that's just not possible with conventional power steering systems. At parking speeds, full power is delivered for feather-light manoeuvring. Once you're on the move, it steadily weights up to just the right extent for optimum feel and control.

Not available on 1.6 Duratec Ti-VCT with PowerShift transmission.

Torque Vectoring Control

Designed to improve traction, roadholding and agility when cornering by continuously optimising the engine torque distributed to each front wheel to match the amount of grip each has available. The result is a more rewarding driving experience. (Standard)

^aUses sensors.

Control Blade™ Independent Rear Suspension

For a smoother ride and more precise handling, this advanced rear suspension system allows each wheel to independently move both upwards and backwards over bumps in the road.



Dual-zone Electronic Automatic Temperature Control (DEATC) air conditioning

Dual-zone electronic automatic temperature control allows the driver and front passenger to set separate temperatures. Cold feet? Not in this relationship. (Standard on Sport and Titanium)

PowerShift

With the available six-speed PowerShift transmission in Focus, you get the performance of a manual from an automatic. It delivers seamless gear changes for amazing responsiveness. This new 6-speed automatic transmission cleverly selects the next appropriate gear at precisely the right moment for lightning-fast gear changes, with no disruption to the flow of power. Fuel economy is improved, compared to a conventional automatic too. It also has a manual mode that allows you to switch gears at the flick of the shifter, but without the need for a clutch pedal.

Heighten your senses.

Technology without a purpose serves no one. But technology like that found in Focus serves everyone – including people who may never set foot inside one. Available features such as active park assist help you parallel park, rain-sensing wipers help keep your vision clear, and forward and reverse sensors help alert you to potential hazards.



FordPower Starter Button

Enter Focus. Start Focus. Drive Focus. Without ever touching a key. In fact, you'll only ever need the key fob – and that can stay in your pocket or bag. (Standard on Titanium only)



Active Park Assist

All you do is push a button. All it does is change everything you knew about parallel parking. Available Active park assist helps you find a parking spot and, yeah, it also helps you park. Ultrasonic sensors identify a large enough parking space and, when you stop, the system takes over and steers the car into the space. (Included in the Easy Driver Pack 2 on Titanium)

Parking Distance Sensor

An audible warning helps you judge parking distance or alerts you to obstacles when you're slowly backing up. (Included in the Easy Driver Packs 1 and 2 on Titanium).



Large Rear Spoiler

Gives an aerodynamic finish to the roof line. (Option and accessory on 5-door and wagon only)



What it is to you.

You have your own sense of style. As much as your personality, it's what makes you uniquely you. And to make sure that individuality is shown in everything you do, there are a number of accessories here you can use to customize your Focus inside and out. So go ahead, make your Focus even more distinctive.



Retractable Luggage Retention Net**

Helps keep your items secure in the luggage compartment while you're on the move. For fitment behind the rear seats. Stores away easily when not in use. (Wagon only)



Luggage Floor Net**

Elasticated net which attaches to luggage compartment floor. (Wagon only)



Reversible and Foldable Luggage Compartment Mat**

Luggage compartment protection, even with the rear seats folded down. Reversible design: carpet with Focus logo or durable rubber – with flap to protect rear bumper during loading. (Wagon only)

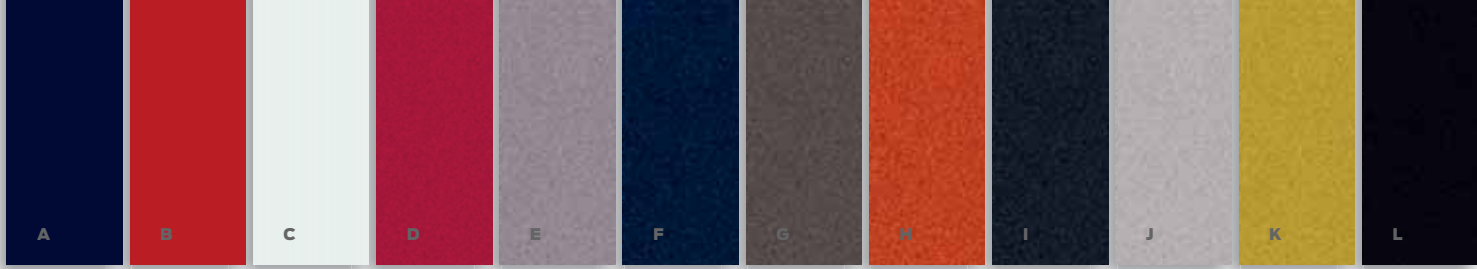


Traveller pack

Includes both the luggage retention net and the reversible luggage compartment mat. (Option)

Individual

New Ford Focus Individual sets a benchmark with its premium quality full leather interior, exquisite details and high levels of craftsmanship. Available in attractive and distinctive Charcoal Black colour on Titanium.



Focus Ambiente/Trend



16" 7-spoke wheel cover design (Ambiente)



16" 7x2-spoke wheel cover design (Trend)

Bodystyles

Effortlessly merging stylish design with innovation and convenience, Focus is available as a 4-door sedan, 5-door hatchback and wagon.

Trend additional to Ambiente

- Body-colour exterior door handles and mirrors
- 16-inch steel wheels with Silver-painted wheel covers
- Fog lights with chrome surrounds (Option)
- Steering wheel with secondary audio controls
- Power front and rear windows with one-touch-down driver's side feature
- Leather-trimmed 4-spoke steering wheel (Trend only)

Bodystyles

- 4-door, 5-door, wagon

Engine/Transmission

- 1.6L Ti-VCT
- 2.0L Ti-VCT GDI I-4 engine
- 5-speed manual transmission (standard)
- 6-speed PowerShift automatic transmission with SelectShift manual control (optional)

Model shown is a Ford Focus Trend in Candy Red Metallic paint (Option on Trend only)

Colours and trims		1	2	3
A	Blazer Blue	■	■	■
B	Colorado Red	■	■	—
C	Frozen White	■	■	■
D	Candy Red*	—	■	—
E	Dark Micastone	■	■	■
F	Ink Blue	■	■	■
G	Lunar Sky	■	■	■
H	Mars Red	■	■	—
I	Midnight Sky	■	■	■
J	Moondust Silver	■	■	■
K	Mustard Olive*	—	■	—
L	Panther Black	■	■	■

- 1 Rack in Charcoal Black seat insert with Gecko in Warm Steel seat bolster
- 2 Rack in Charcoal Black seat insert with Gecko in Warm Steel seat bolster
- 3 Rack in Medium Light Stone seat insert with Gecko in Medium Dark Stone seat bolster

*Not available on Ambiente.

Image shown is a Ford Focus Ambiente with standard PU steering wheel.





Sport



16" 5x2-spoke alloy wheel

Bodystyles

The dynamic styling and thrilling drive come alive in Sport. It demonstrates an even greater emphasis on handling and excitement in both the 4-door sedan, 5-door hatchback and wagon.

Additional to Ambiente/Trend

- 16" 5x2-spoke alloy wheels
- Electrically-operated and heated door mirrors with body colour housings
- Chrome belt line finisher
- Sports-style front seats
- Premium centre console with armrest, stowage compartments, 12-volt front and rear power sockets, and Z-shape handbrake
- Front fog lights
- Dual-zone Electronic Automatic Temperature Control (DEATC) air conditioning

Bodystyles

- 4-door, 5-door, wagon

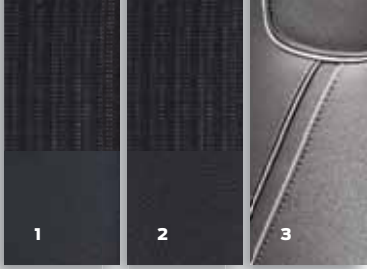
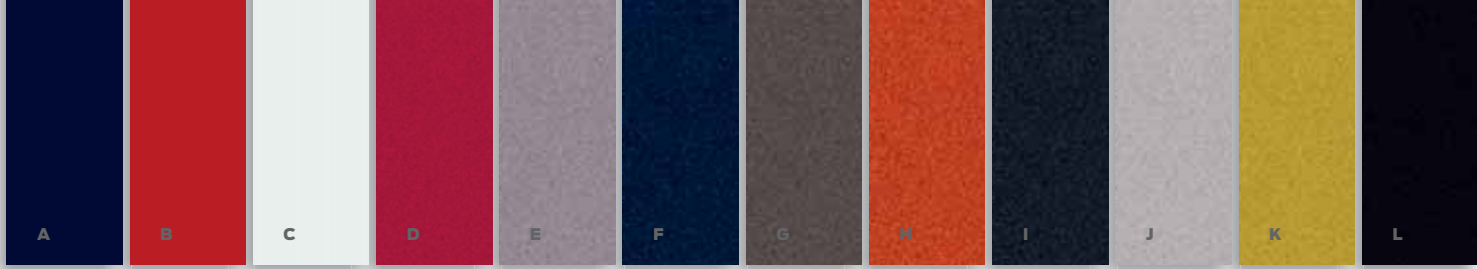
Engine/Transmission

- 1.6L Ti-VCT
- 2.0L Ti-VCT GDI I-4 engine
- 6-speed PowerShift automatic transmission with SelectShift manual control

Colours and trims		1	2
A	Blazer Blue	■	■
B	Colorado Red	■	—
C	Frozen White	■	■
D	Candy Red	■	■
E	Dark Micastone	■	■
F	Ink Blue	■	■
G	Lunar Sky	■	—
H	Mars Red	■	—
I	Midnight Sky	■	■
J	Moondust Silver	■	■
K	Mustard Olive	■	—
L	Panther Black	■	■

- 1 Rack in Charcoal Black seat insert with Gecko in Metal Grey seat bolster
2 Pur in Charcoal Black seat insert with Torino Leather in Inferno Red seat bolster





Titanium



16" 10x2-spoke alloy wheel

Bodystyles

Whether you choose the 4-door sedan, 5-door hatchback or wagon, the very latest innovative technology and contemporary styling make Titanium the ultimate new Ford Focus.

Additional to Sport

- 16" 10x2-spoke alloy wheels
- Automatic headlights and autowipers
- High-gloss black upper and lower grilles
- Rear lights with LED technology (5-door and estate only)
- Leather gearshift knob
- Chrome door release lever
- Aluminium-finish front scuff plates with 'Ford' logo
- FordPower Starter Button
- Cruise control with speed limiter
- Footwell courtesy lights
- Rear seat folding centre armrest
- Hill Start Assist

Bodystyles

- 4-door, 5-door, wagon

Engine/Transmission

- 1.6L Ti-VCT
- 2.0L Ti-VCT GDI I-4 engine
- 6-speed PowerShift automatic transmission with SelectShift manual control

Colours and trims		1	2	3
A	Blazer Blue	■	■	—
B	Colorado Red	■	■	■
C	Frozen White	■	■	■
D	Candy Red	■	■	■
E	Dark Micastone	■	■	■
F	Ink Blue	■	■	—
G	Lunar Sky	■	■	■
H	Mars Red	■	■	■
I	Midnight Sky	■	■	■
J	Moondust Silver	■	■	■
K	Mustard Olive	■	■	■
L	Panther Black	■	■	■
1	Pur in Charcoal Black seat insert with Lux in Charcoal Black seat bolster			
2	Pur in Charcoal Black seat insert with Torino leather in Charcoal Black seat bolster (Option)			
3	Windsor leather in Charcoal Black seat facing and seat sides			



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