



NEW 2008 FOCUS



SYNC
Powered by **Microsoft**

EXCLUSIVE

VOICE-ACTIVATED COMMUNICATIONS
& ENTERTAINMENT SYSTEM

(STANDARD ON SES,
AVAILABLE ON SE)

Quietest Focus Ever ▼

Focus seats you and 4 friends comfortably – and quietly. Optional leather-trimmed seating is highlighted with contrast stitching and gives you the option of heated front buckets. Exclaim your mood with available, color-configurable ambient lighting.



STYLISH and SMART. The perfect combination.

Focus amps up its award-winning reputation with an all-new design – as a 4-door sedan or first-ever 2-door coupe. The bright chrome grille, flared wheel arches and sweeping character lines create intense visual appeal. It's an attraction that extends to the cockpit's hi-tech, Ice Blue surrounds. Even the acclaimed Euro-inspired handling is fine tuned, boosting those road-hugging manners to the max. An energetic and eco-responsible 35-mpg¹ 2.0L Duratec powerplant unleashes 140 hp. and 136 lb.-ft. of torque. Fact is, Focus is your connection to all facets of fun.



¹2008 EPA-estimated hwy. fuel economy with 5-speed manual transmission.



FOCUS S 2-DOOR/4-DOOR *select standard content:* 2.0L Duratec 20 I-4 or 20E PZEV¹ engine • 5-speed manual transmission • 15" steel wheels with 6-spoke wheel covers • P195/60R15 all-season tires • Power front disc and rear drum brakes • Chrome 2-bar grille • Black manual sideview mirrors • Black exterior door handles • Air conditioning • AM/FM stereo/single-CD player with MP3 capability, speed-sensitive volume control, clock and 4 speakers • Auxiliary audio input jack • Black instrument cluster surround with Black-faced gauges • Front center armrest • Center console top plate • Tilt steering column • Variable-intermittent windshield wipers • Front-seat side airbags • Side-curtain airbags • Tire Pressure Monitoring System



FOCUS SE 2-DOOR/4-DOOR *includes S content, plus:* Chrome side vents on front fenders • 15" 8-spoke aluminum-alloy wheels • Power windows • Power door locks • Remote keyless-entry system with 2 key fobs • Power sideview mirrors • Front and rear floor mats • Black instrument cluster surround with White-faced gauges • Map lights • Message center



FOCUS SES 2-DOOR/4-DOOR *includes SE content, plus:* Rear stabilizer bar • Enhanced European-inspired suspension • 16" 6-spoke aluminum-alloy wheels • P205/50R16 tires • Fog lamps • Chrome exhaust tip • Body-color exterior door handles • Power, heated body-color sideview mirrors • Rear spoiler • Performance instrument cluster • Metallic instrument panel appliqué with bright cluster rings and register accents • Steering wheel-mounted cruise and audio controls • Auto-dimming rearview mirror • 4-way manually adjustable driver seat • Ford SYNC™ voice-activated, in-vehicle communications and entertainment system

¹Standard on S, SE and SES models in CA, CT, MA, ME, NY, PA, RI and VT; available on retail orders in AZ, DE, MD, NH, NV, OH, OR and WV.

STANDARD FEATURES

MECHANICAL

2.0L Duratec I-4 engine or 2.0L Duratec 20E PZEV I-4 engine
 5-speed manual transmission
 European-inspired suspension — Front: independent MacPherson strut, stabilizer bar; rear: independent Control Blade™
 Power front disc and rear drum brakes
 Tire sealant/inflation kit
 15" steel wheels with 6-spoke wheel covers
 P195/60R15 BSW tires

SECURITY/SAFETY

Personal Safety System® for driver and front passenger — Includes dual-stage front airbags; safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
 Battery saver
 Belt-Minder® safety belt reminder
 Child-safety rear door locks (sedan only)
 Front-seat side airbags¹
 LATCH — Lower anchors and tether anchors for child-safety seats
 Safety belts — 3-point for all 5 seating positions
 SecuriLock® passive anti-theft ignition system
 Side-curtain airbags¹
 Tire Pressure Monitoring System

SEATING

5-person seating
 60/40 split-fold rear seat
 Front bucket seats with adjustable head restraints

INTERIOR

Air conditioning
 AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers
 Auxiliary audio input jack
 Center floor console — Full-length with padded armrest
 Courtesy lights with theater-dimming feature
 Cupholders — 2 front; 1 rear
 Front doors with map pockets and integrated bottle holders
 Map pocket — Front-passenger seatback
 Power points — 12-volt (2)
 Tilt steering column
 Trip odometer
 Visor vanity mirrors — Driver and front-passenger

EXTERIOR

Black door handles
 Black manual sideview mirrors
 Headlamps — Aerodynamic halogen
 Rear-window defroster
 Solar-tinted glass
 Windshield wipers — 2-speed intermittent

¹Always wear your safety belt and secure children in the rear seat.

ENGINES

	2.0L DURATEC I-4	2.0L DURATEC 20E PZEV I-4
Horsepower (hp @ rpm)	140 @ 6000	132 @ 6000
Torque (lb.-ft. @ rpm)	136 @ 4250	133 @ 4250

2008 EPA-ESTIMATED FUEL ECONOMY

TRANSMISSION	2.0L DURATEC	2.0L DURATEC 20E PZEV
5-speed manual	24 mpg city/35 hwy.	24 mpg city/35 hwy.
4-speed automatic	24 mpg city/33 hwy.	24 mpg city/33 hwy.

FEATURES & OPTIONS

			S
			SE
			SES
MECHANICAL			
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4-speed automatic transmission
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4-wheel Anti-lock Brake System (ABS) with Traction Control
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	15" 8-spoke aluminum-alloy wheels
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	16" 6-spoke Euroflange aluminum-alloy wheels
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	16" 6-spoke aluminum-alloy wheels
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	P205/50R16 BSW tires
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Enhanced European-inspired suspension
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Rear stabilizer bar
SEATING			
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4-way manually adjustable driver seat
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Leather-trimmed front seats
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heated front seats (requires leather-trimmed seats)
INTERIOR			
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AM/FM stereo/6-disc in-dash CD changer with MP3 capability
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Audiophile® Sound System with AM/FM stereo/6-disc in-dash CD changer with MP3 capability, 4 coaxial speakers and 8" subwoofer
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ambient lighting
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cruise control
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Floor mats — Carpeted front and rear
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ford SYNC™ — Voice-activated, in-vehicle communications and entertainment system (requires Driver Group on SE)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Instrument cluster — Metallic instrument panel appliqué with bright cluster rings and register accents; metallic console top plate; and performance cluster
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Message center
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Power moonroof with sunshade and overhead map lights
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SIRIUS Satellite Radio
EXTERIOR			
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Anti-theft perimeter alarm
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Chrome side vents on front fenders
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Chrome exhaust tip
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Fog lamps
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Power sideview mirrors
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Power, heated sideview mirrors
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Power windows and door locks
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Rear spoiler
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Remote keyless-entry system with 2 key fobs
PACKAGES			
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Driver Group — Includes leather-wrapped steering wheel with cruise and audio controls, and auto-dimming rearview mirror (requires SYNC on SE)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SE Deluxe Package — Includes chrome-capped, heated sideview mirrors; chrome door handles; 16" 6-spoke Euroflange aluminum-alloy wheels; fog lamps; rear stabilizer bar; metallic instrument panel appliqué with bright cluster rings and chrome register accents; metallic console top plate; performance instrument cluster; 4-way adjustable driver seat; chrome exhaust tip; and enhanced European-inspired suspension

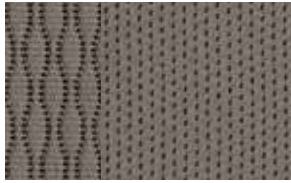
● Standard ● Available as Part of a Package ○ Optional — Not Available

Audiophile is a registered trademark of Audiophile, Inc.

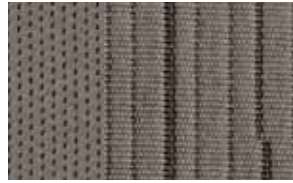
© 2007 SIRIUS Satellite Radio Inc. "SIRIUS," the SIRIUS dog logo and "The Best Radio on Radio" are registered trademarks of SIRIUS Satellite Radio Inc.

Comparisons based on 2007 and 2008 competitive models (Compact Car class), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following publication of the catalog, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

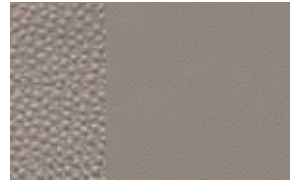
INTERIORS



Medium Stone Cloth
Standard on S and SES



Medium Stone Cloth
Standard on SE and SE Deluxe Package



Medium Stone Leather
Available on SES



Charcoal Black Cloth
Standard on SES



Charcoal Black Cloth
Standard on SE and SE Deluxe Package



Charcoal Black Leather
Available on SES

DIMENSIONS

EXTERIOR (in.)	2-DOOR	4-DOOR
Length	175.0	175.0
Wheelbase	102.9	102.9
Width	67.9	67.8
Height	58.6	58.6
INTERIOR (in.)		
Front		
Head room	39.2	39.2
Shoulder room	53.5	53.4
Hip room	50.4	50.4
Leg room	41.7	41.7
Rear		
Head room	38.3	38.3
Shoulder room	53.7	53.6
Hip room	48.3	50.9
Leg room	36.1	36.1
Capacities (cu. ft.)		
Passenger volume	93.3	93.4
Cargo volume	13.8	13.8
Total interior volume	107.1	107.2
Fuel capacity (gal.)	13.0	13.0
Seating	5	5

WHEELS

- A** 15" Steel with 6-Spoke Wheel Cover
Standard on S
- B** 15" 8-Spoke Aluminum-Alloy
Standard on SE
- C** 16" 6-Spoke Aluminum-Alloy
Standard on SES
- D** 16" 6-Spoke Euroflange Aluminum-Alloy
Available with SE Deluxe Package



MEDIUM STONE	
CHARCOAL BLACK	
S	
●	Oxford White
●	Silver Frost Metallic
●	Vermillion Red
●	Kiwi Green Metallic
●	Vista Blue Metallic
●	Light Ice Blue Metallic
●	Vapor Silver Metallic
●	Black
SE	
● ●	Oxford White
● ●	Silver Frost Metallic
● ●	Vermillion Red
● ●	Kiwi Green Metallic
● ●	Vista Blue Metallic
● ●	Light Ice Blue Metallic
● ●	Vapor Silver Metallic
● ●	Black
SES	
● ●	Silver Frost Metallic
● ●	Vermillion Red
● ●	Vista Blue Metallic
● ●	Black
SE DELUXE PACKAGE	
● ●	Oxford White
● ●	Silver Frost Metallic
● ●	Vermillion Red
● ●	Vista Blue Metallic
● ●	Light Ice Blue Metallic
● ●	Vapor Silver Metallic
● ●	Black

EXTERIORS



Oxford White



Silver Frost Metallic



Vermillion Red



Kiwi Green Metallic



Vista Blue Metallic



Light Ice Blue Metallic



Vapor Silver Metallic



Black

Ford uses clearcoat paint for beauty and protection. Colors shown are representative only. Not all colors are available on all models. See your dealer for actual paint/trim options. Vehicles shown may contain optional equipment.



New Vehicle Limited Warranty

We want your Ford Focus ownership experience to be the best it can be. So under this warranty, your new vehicle comes with 3-year/36,000-mile Bumper-to-Bumper Coverage, 5-year/60,000-mile Powertrain Warranty Coverage, 5-year/50,000-mile Safety Restraint Coverage, and 5-year/unlimited-mile Corrosion (Perforation) Coverage — all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

For more assurance: The 5-year/60,000-mile powertrain limited warranty is fully transferable, has no deductible, and provides you with an additional 2 years or 24,000 miles of coverage — on select components, including the engine and transmission — beyond the standard 3-year/36,000-mile Bumper-to-Bumper Coverage. Roadside Assistance is extended to 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle, or need towing. Your Ford Dealer can provide complete details on all of these advantages.



Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com.



Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.



For a purchase or lease, the Ford **Extended Service Plan (ESP)** gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for an ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln Mercury dealerships.



Genuine Ford Accessories are designed and engineered specifically for Ford vehicles. Visit our website at fordaccessoriesstore.com to use the Accessorizer, and to learn about complete accessory details and purchase instructions.

© 2007 Ford Motor Company
08FOCWEBSPEC