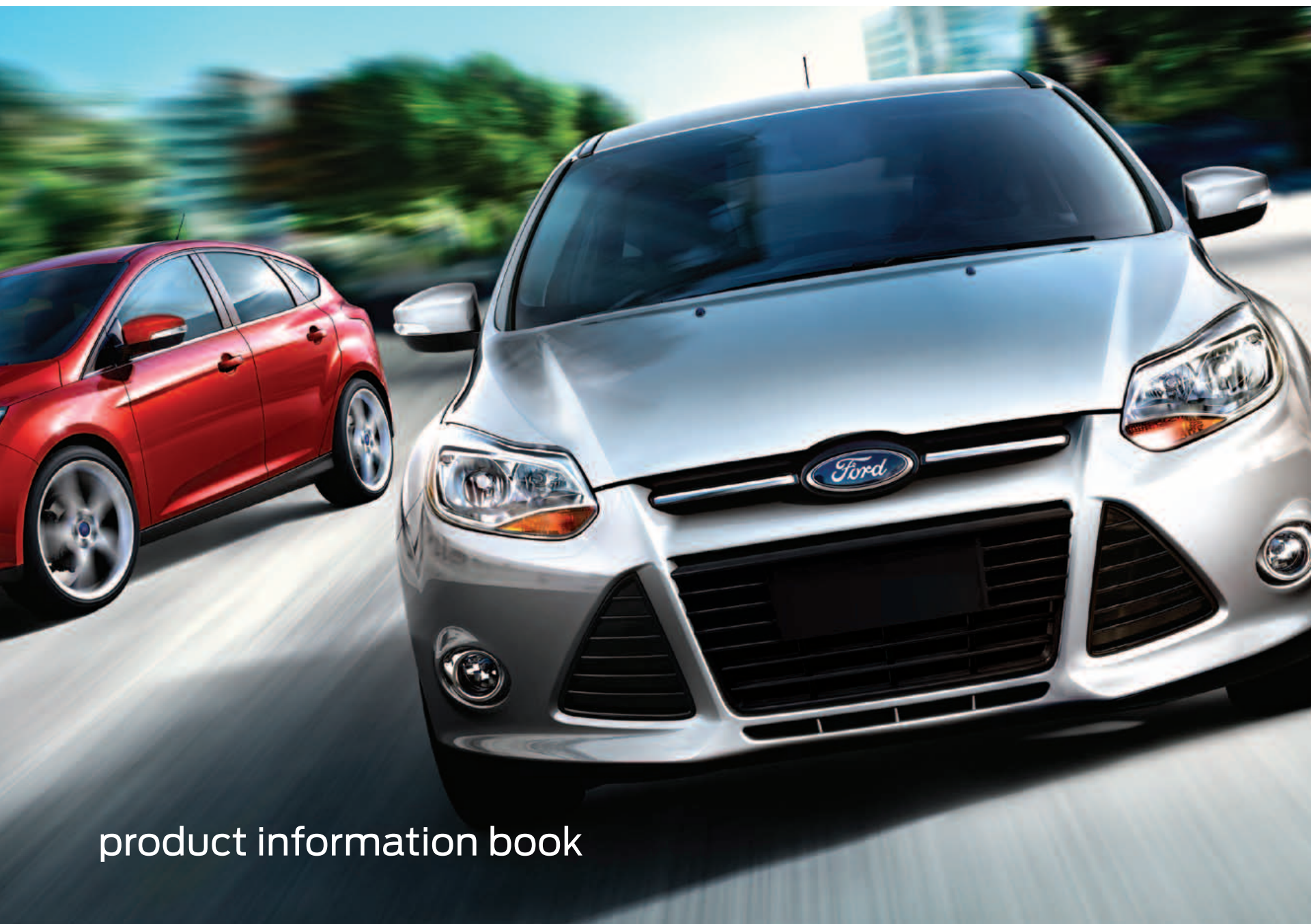




Start **more than** a car

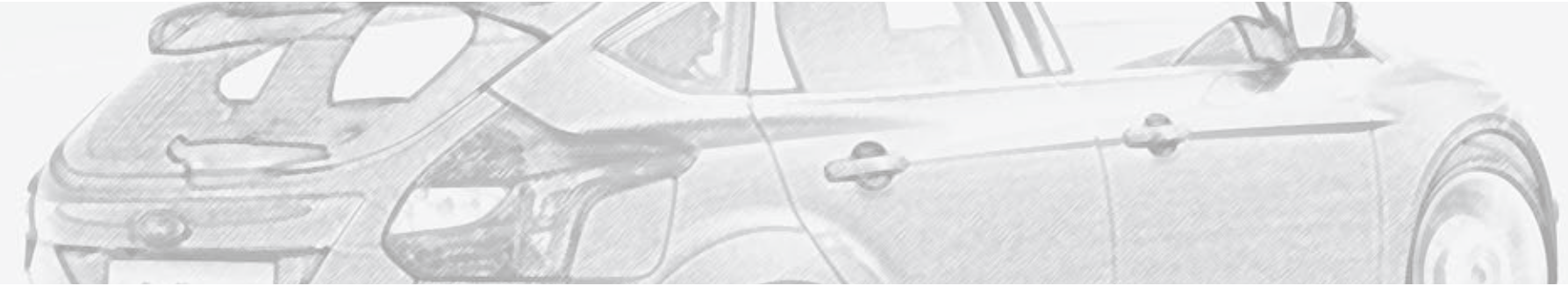
Introducing the all-new
2012 **FOCUS**



product information book

Focus. Created for Purposeful Motion

With its bold, contemporary design, the all-new 2012 Focus makes a great first impression. Add to that a wraparound cockpit, remarkable technology, innovative features and exhilarating performance, and you have a vehicle that puts the driver in complete control. The 2012 Focus is a car that begs to be driven.



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Focus Insights

Use this Product Information Book to help strengthen your product knowledge and serve as a reference for the 2012 Focus. Also available is the 2012 Focus Launch DVD, which covers Focus product highlights and captures valuable insights from Ford designers and engineers!



Taking on the C-Segment

This year, one out of every four vehicles sold globally falls within the C-segment. And within five years, the B- and C-segments combined could reach 25 percent of the U.S. market! The goal isn't to exist in this segment. The goal is to lead it — to be the best.

While cars in this segment have often been stereotyped as “basic transportation,” the 2012 Focus offers surprising tech-savvy features and technologies previously unavailable in the C-segment. The time is now. Take advantage of this golden opportunity and get ready to wow your customers.

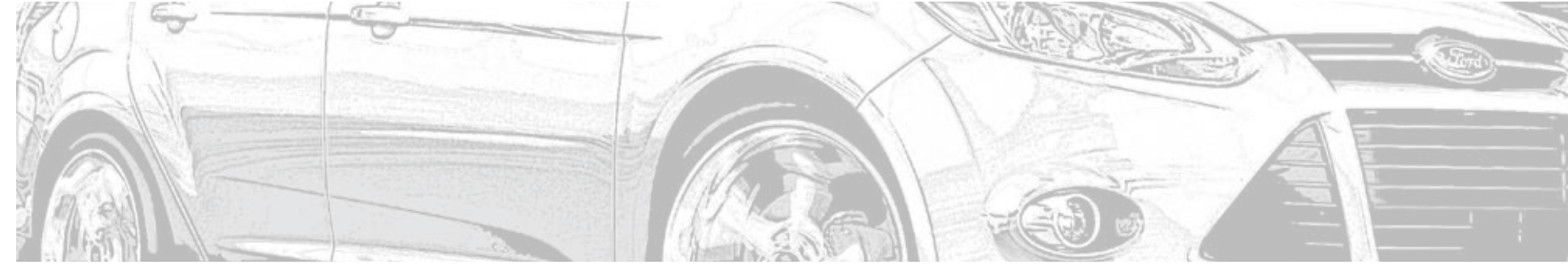
Quick Reference (QR) Tag

This Product Information Book includes a “Tag” that allows you to access four quick videos right on your mobile phone. Simply open your phone's browser and download the free app at gettag.mobi or search for Microsoft® Tag in your phone's app store. Then follow directions to scan or snap the Tag for access to the Focus videos on FordTube Mobile. *Standard data rates apply.*



Dynamic Design

As the latest global vehicle from Ford, the new 2012 Focus offers a contemporary look from the outside in. The toned, athletic stance promises an exhilarating driving experience and beckons the driver to see what's beyond the next curve.



Kinetic Design

Conveying a sense of motion even when standing still, the Focus “kinetic” design delivers an exciting first impression. Focus comes in two body styles — a four-door sedan and a five-door hatchback — and offers four trim levels. Based on personal preferences, customers can choose the S, SE, SEL or the new Titanium model.

A wider stance with an increased track gives this Focus a more-planted look than the previous model. The new Focus boasts new front fenders, a new front fascia, a new grille design, new headlamps and new taillamps. These design elements, along with 11 exterior colors, work in harmony to give Focus impressive good looks from front to back.



Upscale Interior Features

The Focus design progression continues inside with an all-new refined interior. The driving environment is enhanced with features and packages including:

- **Ambient interior lighting** — LED interior lighting adds personality to the environment with illumination for front door handles, front-door storage pockets, front footwells and front console cup holders
- **“Search Light” functionality** — Enables customers to easily locate misplaced items. Flip a switch on the instrument panel and all ambient-lighting points are illuminated in bright white light
- **Interior Style Packages** — Customers can further enhance and customize the interior design of their new Focus. Style Packages come in Arctic White or Tuscany Red and feature:
 - Two-tone leather-trimmed seats with matching door-trim inserts and floor console armrest
 - Coordinated steering wheel trim
 - Coordinated interior finish
 - Premium floor mats
 - Rear seat armrest
 - Rear 60/40 split-fold-flat seatbacks on SE sedan models
- **SE Sport Package** — Customers with a Focus SE can give their vehicle a sportier appearance with this special package. Design and performance features include:
 - 16-inch painted aluminum wheels
 - Piano Black lower grille
 - Rear spoiler (standard on 5-door)
 - Cloth sport seats
 - Metallic interior trim finish
 - Leather-wrapped steering wheel
 - Sport-tuned suspension
 - Rear disc brakes



Exterior Design Features

Key exterior design features include:

- New quad-beam halogen headlamps give Focus a high-tech look
- The slim, swept-back headlamp design and the large, three-opening trapezoidal lower grille help to visually define the front end
- Attractive round fog lamps are neatly integrated so as not to detract from the strong lines
- Along the side, the dramatic “Z” bodyside accent lines give the exterior design a sense of motion
- Eleven new 15-, 16-, 17- and 18-inch wheel designs help differentiate between models
- Pronounced wheel arches add to the impressive stance of the vehicle and help showcase the new wheel designs

- The rear fascia has light-catching lines to enhance the wide track and athletic appearance
- The taillamps are distinctive between models — on the sedan, the wraparound design offers a sporty appearance and on the hatchback, the sculpted design offers a more premium look
- The fuel door is seamlessly integrated into the rear quarter panel of 5-door models, cleanly nestled below the curve of the taillight, and has push-to-open functionality that allows for a smooth, integrated design
- The efficient design continues with the decklid lip spoiler on the sedan and the liftgate spoiler on the hatchback to round out the exterior enhancements

Watch a Quick Video! Get a closer look at what makes the Focus exterior design so dynamic. *Standard data rates apply.*



Take Action! Get ready to sell Focus by finding out what makes this all-new design so inspiring. Familiarize yourself with the two body styles, the four trim levels and the unique design packages. How are they different? What design characteristics will appeal to your customers?

Plug Yourself In

The Focus design evolution continues with an all-new intelligent interior design that incorporates world-class craftsmanship along with outstanding fit and finish. The interior environment fits the driver like a glove and feels like a cockpit.



Functional Focus

Seating. Focus has sport bucket front seats with 6-way manual adjustment for the driver and 4-way manual adjustment for the passenger. And the front seats have adjustable head restraints. The front seatbacks are sculpted for improved rear-passenger knee room and 60/40 split-fold-flat rear seatbacks provide maximum passenger and cargo-carrying flexibility.

One seatback can be folded flat to accommodate longer items while still providing a rear seating position for one passenger or both seatbacks can be folded for extra cargo space. For a flat load floor, customers can flip the seat bottoms forward and fold the seatbacks down.

Learn more! Get a better feel for Focus interior craftsmanship. *Standard data rates apply.*



Storage. Focus also offers thoughtful storage solutions throughout the vehicle. For example:

- Front door trim panels include a stowage pocket
- Glove box door includes a pen holder and business card holder
- Overhead console includes a handy spot for sunglasses
- Front sport bucket seatbacks include map pockets

The generous center console features a 12-volt auxiliary power point as well as two cup holders. Inside the console, you'll find an audio input jack and plenty of storage space for items such as an iPod®, cell phones, coins and more. On models equipped with MyFord Touch, the storage area houses a media hub that includes:

- An SD card reader
- Audio/video jacks
- Two USB ports



Driver-focused wraparound interior. This next-generation Focus features a low seating position, door panels that are seamlessly integrated with the instrument panel, and controls within easy reach — all of which work together so drivers feel “plugged in” and in complete control.

Quality materials. Drivers and passengers will appreciate “soft-touch” surfaces for improved appearance and feel throughout the interior. Details such as the available real aluminum trim; clean, polished French-stitched seams sewn into the available leather-trimmed seating; and the available Piano Black accents make quite a statement.

Technology close at hand. The new larger center stack is a focal point of the interior and houses the 8-inch LCD touch screen on vehicles equipped with the **industry-exclusive SYNC® with MyFord Touch™**. The design enhances the cockpit feel with climate and audio controls that are conveniently located. Focus has a tilt/telescoping ergonomic steering wheel with multifunction controls that enable the driver to interact with the on-board technology with the tap of a finger.

Added comfort. Available Dual-zone Electronic Automatic Temperature Control keeps both driver and passenger comfortable according to their individual tastes. And available heated front seat cushions — in either leather trim or cloth — offer five adjustable temperature settings.

The Focus interior environment contains the technology, convenience and connectivity customers will appreciate, while inspiring an addictive driving experience.



Plug Yourself In! Once new Focus models begin arriving in your showroom, get inside and experience one for yourself! Climb in, adjust the seat and mirrors, and check out the My Ford Touch driver-connect technology. Experience the impressive interior through the eyes of your potential buyers and get ready to sell!