

Techno-Talented

Today's tech-savvy car buyers continue to rank convenience amenities and technology high on their wish list and the 2012 Focus does not fall short. It's loaded with impressive Ford technology features that are sure to help Focus lead the C-segment.



In fact, buyers considering a Focus today may be part of a trend called "right-sizing." This means that customers who are more conscious of fuel prices, their personal impact on the environment and their individual vehicle needs may determine that a smaller vehicle is a more responsible choice for them. Although people downsize cars, they don't downsize their expectations. That's why the 2012 Focus may just be the perfect choice. Here's a look at some of the inspiring technology features available on Focus.

Intelligent Access with Push-Button Start

This available feature enables customers to enter and start the vehicle without ever taking the key out of their pocket. The system senses when the Intelligent Access key is in range of the front doors and allows access to the vehicle by touching the black button on the driver or front-passenger exterior door handle. When the system senses the Intelligent Access key, the vehicle can be started by depressing the brake pedal and pressing the engine start/stop button located on the instrument panel.



MyKey® Owner Controls Feature

Focus offers the **industry-exclusive** MyKey owner controls feature, which helps parents increase the safety of at-risk drivers such as teenagers. MyKey enables vehicle owners to restrict features such as maximum audio volume and vehicle top speed.

Active Park Assist

New to Focus for 2012, active park assist helps take the stress out of parallel parking. With the simple press of a button, the system can detect an available parallel parking space and automatically steer the vehicle into the space, without anyone touching the steering wheel, while the driver controls the gas and brake pedals and transmission.

SYNC® with MyFord™ and SYNC with MyFord Touch™

Available on the 2012 Focus, **industry-exclusive** MyFord and MyFord Touch redesign how drivers interact with their vehicle. Powered by SYNC, MyFord Touch replaces many of the traditional vehicle buttons, knobs and gauges with a clear, colorful 8-inch LCD screen. The screen displays information relevant to each individual driver using a simple voice command or tap of the touch screen. In fact, the system recognizes more than 10,000 voice commands. This technology was first introduced on the 2011 Edge and enables drivers to integrate vehicle functions such as navigation and climate control with entertainment and phone information right from their MP3 player and mobile phone. And passengers are sure to appreciate the Wi-Fi® capability. Turn the page for a closer look at MyFord Touch.



Rear View Camera

This available feature provides added driver convenience when backing up and is especially useful when parallel parking. The system automatically engages when the vehicle is placed in Reverse and includes a camera located above the license plate. Video is displayed on the 8-inch center stack touch screen with an image providing the vehicle centerline, rear bumper orientation and green, yellow and red trajectory lines to relate an object's proximity to the rear of the vehicle.



European model shown.

Forward and Reverse Sensing Systems

Two other Focus parking technology features include the Forward and Reverse Sensing Systems. These features help make parking easier by alerting the driver with an audible tone to certain objects either in front of the vehicle when approaching or behind the vehicle when backing up slowly. The audible tone increases in frequency as the vehicle gets closer to an object. Both systems are activated through ultrasonic sensors located in the front and rear bumpers.

Tech-savvy Focus!
Watch a quick video about impressive Focus technology. *Standard data rates apply.*



Focus has a lengthy list of innovative technology features, including:

- Sony® Premium audio system with HD Radio™ and iTunes®(1) tagging as part of MyFord Touch
- Sirius® satellite radio
- Easy Fuel® capless fuel filler
- Voice-activated Navigation System
- Active park assist
- Universal garage door opener
- Rain-sensing windshield wipers
- And more



Be sure to check out **eSourceBook** for more information and helpful videos.

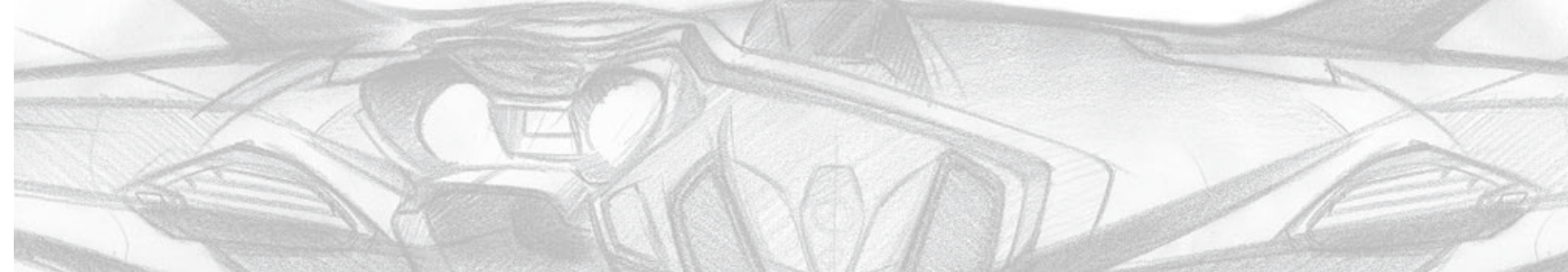
(1) iTunes is a registered trademark of Apple, Inc. All rights reserved.

Get On Board!

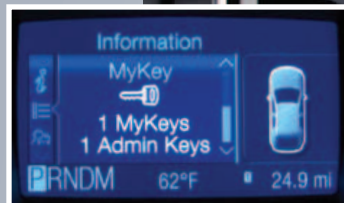
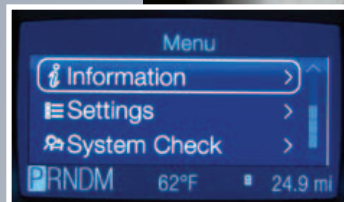
It's important to really understand the ins and outs of these great tech features so you can confidently answer questions and show your customers how they work. Of course, getting in a new Focus and experiencing "Techno-Talented" for yourself is highly recommended.

Techno-Talented: SYNC® with MyFord Touch™

SYNC with MyFord Touch enhances the traditional vehicle interior, adding voice control⁽¹⁾ and a full-color 8-inch LCD screen for a more visual and interactive presentation. MyFord Touch brings together modern consumer electronics screens and controls and rich graphic displays to make functions and settings more intuitive. Here's a closer look.



4.2" color LCD screen features vehicle information, including driver-assist settings, trip odometer, units of temperature and measurement, and "Eco Mode" — a unique fuel efficiency guide.



5-way control pad is familiar, instinctive and mapped to the instrument cluster LCD screen. This allows the driver to navigate through menus to select content.

The Favorites control pad allows customers easy access to their saved features without having to take their hands off the steering wheel. Star icons on the steering wheel correspond to the first (one star) and second (two star) favorite shortcuts on the 8" center stack screen.

"Push to Talk" button enables driver to answer incoming calls and is operated by pulling on the paddle switch.

Control pad enables driver to control audio and entertainment functions such as volume and moving through radio station presets, MP3 tracks and media settings.

Large multifunction 8" LCD touch screen in the center stack capable of displaying navigation (if equipped), climate control, phone and entertainment information.

The system includes Wi-Fi® capability that uses a USB modem or "air card" to turn MyFord Touch into a wireless router so occupants can browse the Internet inside the car.



Media Hub located inside center console.

SYNC with MyFord™ Key Features

MyFord is the building block of MyFord Touch. The base MyFord with SYNC includes:

- 4.2" LCD color screen in the instrument cluster with analog instrument cluster displays for fuel, speedometer and tachometer
- 4.2" LCD color screen in the center stack, which places key entertainment and phone information at eye level
- 5-way control pads that are mapped to the instrument cluster screen (left) and the center stack screen (right)
- And more

MyFord also allows programming of key vehicle features. For more information, visit eSourceBook.dealerconnection.com.

⁽¹⁾ Driving while distracted can result in loss of vehicle control. Only use mobile phones/SYNC/MyFordTouch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear.

Addictive Driving Experience

One of the big stories for the 2012 Focus is the addictive driving experience. Focus offers a combination of impressive power and exhilarating performance. Tuned for agility, precision and a connected-to-the-road feel, the Focus driving experience flatters the novice and rewards the enthusiast.

Anyone who's expecting basic transportation from this Focus is in for a big surprise. Ford Engineers have stepped it up this year with some very impressive performance and handling features.

Duratec® 2.0L I-4 Engine

The all-new 2.0L I-4 engine with standard direct injection delivers 160 horsepower and 146 lb.-ft. of torque. The engine makes use of an innovative technology called twin-independent variable cam timing, or Ti-VCT, which adjusts cam timing to provide optimum horsepower and fuel economy. It also offers:

- Aggressive Deceleration Fuel Shut-off (ADFSO)
- Smart regen charging alternator
- Dual overhead cam (DOHC) lightweight aluminum cylinder head with 4 valves per cylinder helps deliver a balance of horsepower and fuel efficiency
- Partial Zero Emissions Vehicle (PZEV) on models sold in California emissions states

Twin independent Variable Cam Timing (Ti-VCT)

This powertrain technology allows both the intake and exhaust camshafts to operate at different times in the combustion cycle, based on speed and load. Ti-VCT adjusts cam timing to provide an optimum balance between performance and fuel economy for remarkable power when accelerating as well as outstanding efficiency during situations such as idling or highway cruising.



Aggressive Deceleration Fuel Shut-off (ADFSO)

New to Focus for 2012, this innovative powertrain technology is automatic and requires no input from the driver. ADFSO helps maximize fuel efficiency by:

- Temporarily interrupting fuel delivery and consumption when the vehicle normally slows down while maintaining normal engine operation

- Using the transmission to keep the engine running at a low, more fuel-efficient operating level whenever possible
- Resuming normal fuel delivery when the vehicle reaches a low speed or when the driver accelerates

See for yourself! Learn more about high-tech performance and handling features. *Standard data rates apply.*



Transmissions

Part of what makes Focus so satisfying to drive is its lineup of responsive and precise transmissions. The Duratec I-4 is paired with:

- A standard 5-speed manual transmission
- An available 6-speed PowerShift™ automatic transmission

The 6-speed PowerShift delivers seamless gear changes and excellent responsiveness, and operates as two manual transmissions with a dual-clutch design managing the shifts between two gear sets. It offers the best of both worlds — the performance and efficiency of a manual transmission with the shift quality and ease of operation of an automatic. The 6-speed PowerShift comes with SelectShift capability on:

- SE with the Sport Package when equipped with an automatic transmission
- SEL models
- Titanium models

SelectShift Capability

For more performance-oriented driving, SelectShift allows the driver to change gears up or down, without using a clutch, by activating the thumb switch on the shifter handle. The driver manually upshifts the transmission by pushing the + portion of the switch and downshifts by pushing the — portion of the switch.



All-new Chassis and Suspension

For 2012, the Focus comes with an all-new chassis and suspension. Components include a front and rear stabilizer bar and a fully independent control blade rear suspension that work together to help reduce body roll. The available sport-tuned suspension is taut and inspires confidence behind the wheel.

Super Fuel Economy (SFE) Package

Focus SE sedan buyers can choose this package, which adds certain features to help maximize fuel efficiency. The SFE package requires the PowerShift 6-speed automatic transmission and includes:

- 16-inch steel wheels with unique “aero” wheel covers
- An active grille shutter, which is new to Focus for 2012⁽¹⁾
- Low-rolling-resistance tires
- Four-wheel disc brakes
- Rear spoiler
- SFE badge

Active Grille Shutter⁽¹⁾

As part of the SFE Package, this feature helps improve fuel efficiency by maximizing the aerodynamic efficiency of the grille opening and the engine cooling system. Located between the grill opening and the engine radiator, the Active Grille Shutter is electronically controlled by the engine control module. It automatically opens and closes to maintain the ideal engine operating temperature and maximize aerodynamic efficiency.

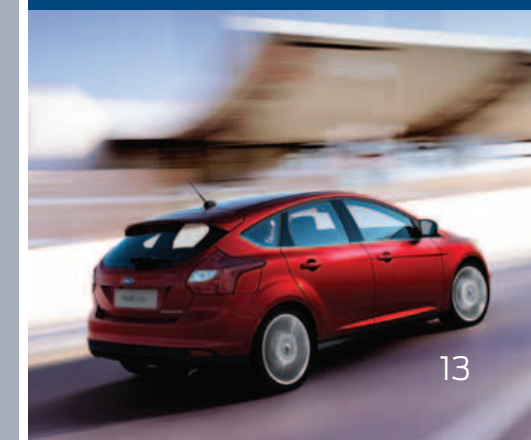
Torque Vectoring Control

Drivers will appreciate the new cornering assist system called Torque Vectoring Control. The outside front wheel has more available traction than the inside front wheel. In cornering situations, the system automatically delivers more torque to the front outside wheel. Balancing the torque delivery helps the vehicle track on the path intended by the driver.

⁽¹⁾ Feature availability varies by model, trim level and region sold.



Drive Time! Before test-driving a Focus equipped with the PowerShift 6-speed automatic transmission, be sure to let your customers know that they may feel the vehicle shift differently than with a traditional automatic transmission. You can assure them that this is a result of the dual-clutch design and is completely normal.



Safe and **Secure**

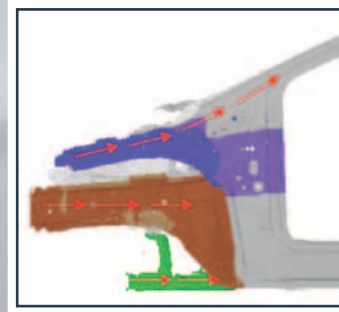
The 2012 Focus offers customers peace of mind with an array of accident avoidance and occupant protection features to help keep drivers and passengers safe. Ford continues to make enhancements to the overall safety story with innovative new technology and structural improvements.

Here's a quick overview of some key Focus safety and security features. For more detailed information, review the Safety section in the Source Book Appendices or on [eSourceBook](#).

Structural **Enhancements**

In addition to the innovative SPACE or Side Protection And Cabin Enhancement Architecture, the all-new Focus is built on a strong Trinity crash structure and is designed to help protect occupants in a collision.

- The structure features an ultra-high-strength boron steel front beam for frontal impact absorption
- “Shotgun” rails that are designed to transfer impact forces over the passenger compartment to the roof structure
- And a decoupling engine cradle to help prevent intrusion into the passenger compartment



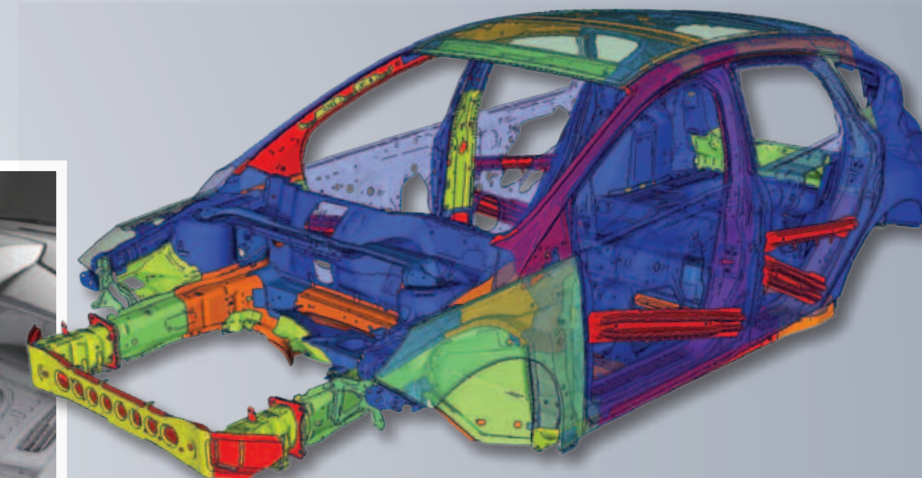
Tailor Rolled **Blanks**

New to Focus for 2012 and a Ford-first use of this technology, tailor rolled blanks are used to shape the B-pillar reinforcement. It's important to note that the B-pillar is a key structural element in the vehicle side. Tailor rolling provides eight different gauges of steel along the length of the B-pillar, allowing “customized” performance of the ultra-high-strength boron steel.



Next-Generation **Airbags**

The 2012 Focus pioneers the all-new Ford next-generation airbag technology, which uses a reconfigured curve-shaped tether system that pulls in the lower section to create a “pocket” to help lessen the impact of the front airbag on the driver's chest and ribs. Innovative seat-mounted side airbags help enhance chest protection for front seat occupants with shoulder vents that deliver varying levels of pressure based on the size of the occupant and how much of their shoulder blocks the vent. This is a great example of unseen technology built into the 2012 Focus.



Get Smart on Safety. While customers have come to expect a high level of standard safety and security features, it's important to note that Ford continues to push the envelope. Be sure to check out the details on the latest safety innovations available on Focus. While many of these features are unseen, customers will appreciate knowing they're there. Visit [eSourceBook](#) and other helpful resources to get smart on safety!

AdvanceTrac® **Electronic Stability Control**

Focus has standard AdvanceTrac® electronic stability control to help the driver maintain vehicle stability in adverse driving situations or when making evasive maneuvers on slippery pavement. The system monitors the vehicle's cornering behavior with steering angle, lateral acceleration and yaw rate sensors, and automatically makes braking and throttle adjustments to match the vehicle's direction to the driver's intention using the Anti-lock Braking System (ABS) and Traction Control components.



Traction **Control**

Included with AdvanceTrac, Focus also comes standard with Traction Control, which uses a combination of brake and/or engine control to maximize available traction on slippery or loose driving surfaces at any speed.

Anti-Lock **Braking System (ABS)**

Included with AdvanceTrac, ABS helps drivers maintain steering control in emergency or other hard-braking situations. The system electronically “pumps” the brakes several times per second when the computer-controlled sensors indicate wheel lockup during hard braking.



Tire Pressure **Monitoring System (TPMS)**

This accident avoidance feature is a sensor-based system that alerts the driver to significant underinflation in any of the tires, excluding the spare. Pressure sensors detect actual tire air pressure and illuminate a warning light in the instrument cluster.

