

2012 *Focus* Competitive Advantages vs. 2011 Honda Civic, 2011 Toyota Corolla, 2011 Chevrolet Cruze, 2011 Mazda3

How Focus Stacks Up. The 2012 Focus offers a wide range of competitive advantages. Take a closer look at key advantages and impressive features you can share with your Focus customers.

SYNC® with MyFord Touch™

A breakthrough technology that will change the way customers interact with their vehicle. SYNC with MyFord Touch was developed to provide customers with a safer, smarter way to manage a growing number of in-vehicle technologies. An 8" color LCD screen has four color-coded corners to manage audio, navigation, phone and climate controls, all with the touch of a finger or with voice commands.⁽¹⁾ *Not available on Civic, Corolla, Cruze or Mazda3.*

SYNC

This fully integrated, customizable voice-activated communications and entertainment system that includes Traffic, Directions and Information functionality for access to turn-by-turn directions, personalized traffic reports and business search (411) in addition to 911 Assist™, Vehicle Health Report (VHR) functionality, destination download through MapQuest⁽³⁾ and Google Maps⁽⁴⁾ and the standard SYNC features — all accessed by voice commands.⁽¹⁾ *Not available on Civic, Corolla, Cruze or Mazda3.*

Industry-exclusive MyKey® owner controls feature

Allows owners to program a "key limit" to certain vehicle functions to help promote safe driving habits. Functions include default restrictions (Persistent Belt-Minder® alert, earlier low fuel warning indicator and the disabling of certain features, if equipped) and programmable restrictions (limited vehicle top speed, speed alert chimes at 45, 55 or 65 mph and maximum audio system volume). *Not available on Civic, Corolla, Cruze or Mazda3.*

Intelligent Access with push-button start

Allows the driver to enter Focus with a single touch of the black button on either front door handle. Once inside, the driver does not need to take the key fob out of their pocket to start the vehicle. Simply step in, push the brake pedal and push the Start button. *Not available on Civic, Corolla or Cruze.*

Rain-sensing windshield wipers

Automatically activate when moisture on the windshield is detected at the appropriate speed to keep the windshield clear. *Not available on Civic, Corolla or Cruze.*

Industry-exclusive Easy Fuel® capless fuel filler

Makes filling up at the gas station easier since there is no fuel filler cap to remove and replace. Also helps reduce fuel tank evaporative emissions by eliminating the potential for customers to drive with a missing or improperly installed gas cap. *Not available on Civic, Corolla, Cruze or Mazda3.*

Active park assist

Makes parallel parking easier. The system uses forward sensors and the Reverse Sensing System to help drivers avoid obstacles directly in front of and behind the vehicle and will "scan" both sides of the road for parking spaces with sensors located in the front fascia. Then, while the driver controls the gas, brake and transmission, the system automatically steers the vehicle into the space. It is designed to park the vehicle in as little as 30 seconds, faster than the auto park system offered by Lexus. *Not available on Civic, Corolla, Cruze or Mazda3.*

6-speed PowerShift transmission with SelectShift capability

Delivers balance of performance and fuel economy, with gearing for launch and acceleration and a tall overdrive gear to reduce rpm at highway speeds. The manual mode allows for manual shifting without a clutch. *Not available on Civic, Corolla, Cruze or Mazda3.*

HD Radio™ with iTunes®⁽²⁾ tagging

Offers new, extra local FM channels, crystal-clear sound, more music, news and sports, all subscription free. Nearly 2000 AM and FM stations across the nation currently broadcast with HD Radio technology. *Not available on Civic, Corolla, Cruze or Mazda3.*

Rear View Camera

Includes a camera located above the license plate that projects an image of what is behind the vehicle on the 8" LCD screen in the center stack when the vehicle is placed in Reverse. Added convenience when backing up and especially useful when parallel parking or hitching a trailer. *Not available on Civic, Corolla, Cruze or Mazda3.*

Titanium Handling Package

Adds unique 18-inch aluminum wheels wrapped in low-profile summer-compound tires and includes optimized sport suspension components to provide optimum levels of confidence and grip. *A Handling Package is not available on Civic, Corolla, Cruze or Mazda3.*

Forward and Reverse Sensing Systems

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. *Not available on Civic, Corolla or Mazda3. Cruze has rear sensing only.*



2012 Focus Impressive Features

- SYNC with MyFord Touch
- SYNC
- Dual USB ports
- RCA video input jacks
- Active park assist
- MyKey® owner controls feature
- Easy Fuel capless fuel filler
- HD Radio with iTunes Tagging
- Forward and Reverse Sensing Systems
- Integrated blind spot mirrors
- Direct-injection engine
- Wi-Fi® capability

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

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

(3) Mapquest is a trademark of AOL Inc.

(4) Google Maps is a trademark of Google, Inc.

2012 FOCUS model lineup

S



Performance/Handling

- Brakes – front disc/rear drum
- Drivetrain – front-wheel drive
- Engine – 2.0L DOHC I-4 with Ti-VCT and gasoline direct injection
- Spare tire – mini with steel wheel
- Steering – Electric Power-Assisted (EPAS) rack-and-pinion with Drift Control
- Suspension, independent – European-inspired
 - Front MacPherson strut with stabilizer bar
 - Rear Control Blade with stabilizer bar
- Tires – P195/65HR15 BSW
- Torque Vectoring Control
- Transmission – 5-speed manual

Comfort/Convenience

- Air conditioning – manual single-zone
- Air filtration system – cabin particulate
- Audio – Single-CD player with MP3 capability
 - 4 speakers
 - 80 watts
 - Auxiliary audio input jack
 - Speed-sensitive volume control
- Center console – floor console with storage
- Coat hooks – rear
- Cup holders – 2 front
- Defroster – rear window
- Door locks – central power
- Easy Fuel® capless fuel filler

Comfort/Convenience Cont'd

- Footrest – driver's left
- Heat ducts – rear seat
- Horn – single note
- Instrumentation – speedometer, tachometer and fuel gauge
- Intelligent 3-blink turn signal
- Lighting – front, rear and cargo area
- Mirrors – power, manual-folding with integrated blind spot mirror
- Power point – 12-volt, front
- Remote Keyless Entry

Comfort/Convenience Cont'd

- Seats
 - Front, cloth bucket seats with adjustable head restraints
 - Rear, cloth fold-flat with removable head restraints
 - Driver 6-way manual adjust
 - Front passenger 4-way manual adjust
- Steering wheel – tilt/telescoping
- Storage – front door bins
- Sun visors – driver and front passenger
- Warning buzzers
- Windows – power front with driver one-touch down
- Windshield wipers – intermittent front

Design/Styling

- Antenna – mast
- Bumpers – painted body-color
- Door handles – black
- Glass – solar tinted
- Grille – black with chrome trim
- Headlamps – quad-beam halogen
- Mirror caps, exterior – black
- Moldings, rocker – black
- Wheels – 15-inch steel with silver painted covers

Quality/Reliability/Durability

- Battery saver
- Intelligent Oil Life Monitor™

Safety/Security

- AdvanceTrac® electronic stability control
 - Anti-lock Braking System (ABS)
 - Traction control
- Airbags
 - Dual stage front
 - Side curtains
 - Front-seat side-impact
- Center High-Mount Stop Lamp (CHMSL)
- Child safety locks – rear door
- LATCH (Lower Anchors and Tethers for Children) System
- Safety belts
 - 3-point for all passengers
 - Height-adjustable front
 - Belt-Minder® system
 - Pretensioners

Safety/Security Cont'd

- SecuriLock® passive anti-theft system
- SOS Post-Crash Alert System™
- Tire Pressure Monitoring System (TPMS) – excludes spare tire

S Rapid Spec Option Group

Option group 100A

- Includes S standard equipment

S Options

- PowerShift 6-speed automatic transmission (44W)

SE

Includes all S content plus:



Performance/Handling

- Tires – P215/55R16

Comfort/Convenience

- Armrest – floor console
- Automatic headlamps
- Floor mats – carpeted, color-keyed front and rear
- Illuminated entry
- Instrument cluster
 - Driver's Message Center
- MyKey® owner controls feature
- Package tray – removable (5-door)

Comfort/Convenience Cont'd

- Seats – rear 60/40 split-fold-flat seatbacks (5-door)
- Steering wheel – redundant audio controls
- Storage – map pockets (front passenger seatback)
- Windows – power rear
- Windshield wiper – rear (5-door)

Design/Styling

- Door handles, exterior – body-color
- Fog lamps – round with chrome bezel
- Lower grille – Black
- Mirror caps, exterior – body-color
- Spoiler – rear liftgate (5-door only)
- Wheels – 16" steel with silver painted covers

SEL

Includes all SE content plus:



Performance/Handling

- Brakes – rear disc
- Transmission – PowerShift 6-speed automatic with SelectShift capability

Design/Styling

- Ambient interior lighting
- Beltline molding – chrome
- Lower grille – Piano Black
- Metallic interior trim finish – door pulls and register surround
- Wheels – 16-inch painted aluminum

Comfort/Convenience

- Audio – premium single-CD player with MP3 capability and 6 speakers
- Climate control – Dual-zone Automatic Temperature Control
- Console – overhead sunglasses storage
- Cruise control
- Gearshift knob – leather-wrapped
- Lighting – reading lights (1st row)
- Mirrors – exterior with side marker lamps and security approach lamps
- MyFord™ driver-connect technology

Comfort/Convenience Cont'd

- Power point – rear, auxiliary 12-volt
- Seats – 60/40 split-fold-flat rear
- Steering wheel – leather-wrapped
- Storage – rear seatback map pockets
- Sun visors – dual illuminated vanity mirrors
- SYNC®
- Universal garage door opener
- Windows – power with one-touch up/down for all windows
- Windshield wiper – rear (5-door)

Safety/Security

- Alarm – perimeter anti-theft

SE Rapid Spec Option Groups

Option group 200A

- Includes SE standard equipment

Option group 201A

- Convenience Package
 - Cruise control
 - Map lights
 - Perimeter alarm

Option group 202A

- MyFord and SYNC Package
 - MyFord™ driver-connect technology
 - SYNC®
 - Rear auxiliary 12-volt power point
 - Single-CD player with MP3 capability and 6 speakers

Option group 203A –

Includes 201A, 202A and Sirius® satellite radio

SE Options

- 2.0L I-4 PZEV Engine (981)
- PowerShift 6-speed automatic transmission (44W)
- Power moonroof (43M)
- 16" machined aluminum wheel with painted pockets (64Z; 201A, 203A)⁽²⁾
- 17" machined and painted aluminum wheel (647; 201A, 203A)⁽²⁾
- Blue Candy Metallic with tinted clearcoat (Z9)
- Red Candy Metallic with tinted clearcoat (U6)
- Yellow Blaze Metallic Tri-coat (NQ)

(1) Package is color-coordinated to specific exterior paint colors.

(2) Requires SE Sport Package.

Winter Package (47W)

- All-weather floor mats
- Heated front seat cushions
- Heated exterior mirrors with side marker lights

Super Fuel Economy Package (46F)

- 16" steel wheels with unique aero wheel covers
- P215/55HR16 low rolling resistance tires
- Rear disc brakes
- Rear spoiler
- SFE badge

Interior Style Package – Tuscany Red (97S)⁽¹⁾

- Black/Red two-tone partial leather-trimmed seats with matching door trim inserts and floor console armrest
- Coordinated Red steering wheel trim
- Premium floor mats
- Rear seat armrest

Interior Style Package Cont'd

- Coordinated Red interior finish
- Rear 60/40 split-fold-flat seatbacks (sedan)
- Stainless steel door sill plates

SE Sport Package (67S)

- 16" painted aluminum wheels
- Piano Black lower grille
- Rear disc brakes
- Rear spoiler (standard on 5-door)
- Cloth sport seats
- Sport-tuned suspension
- Metallic interior trim finish
- Leather-wrapped shift knob and steering wheel
- If equipped with PowerShift automatic, 67S provides SelectShift capability

Interior Protection Package (47P)

- All-weather floor mats
- Reversible premium carpeted trunk/cargo area mat with water-resistant underside

SEL Rapid Spec Option Groups

Option group 300A

- Includes SEL standard equipment

Option group 301A

- MyFord Touch and Sony Package
 - Sony® premium 10-speaker sound system with subwoofer
 - HD Radio™
 - MyFord Touch™
 - Sirius® satellite radio

Option group 302A

- SEL Premium Package
 - 6-way power driver seat with manual lumbar
 - 17" painted aluminum wheels
 - Electrochromic auto-dimming inside rearview mirror
 - Leather-trimmed seats
 - Rain-sensing windshield wipers
 - Rear armrest with storage
 - Reverse Sensing System

Option group 303A

- Includes 301A and 302A

NOTE: See the latest Focus Dealer Ordering Guide for feature availability.

Titanium

Includes all SE content plus:



Performance/Handling

- Brakes – rear disc
- Suspension – sport-tuned
- Transmission – PowerShift 6-speed automatic with SelectShift capability
- Tires – P215/50R17

Design/Styling

- Wheels – 17" Sport painted aluminum
- Beltline molding – chrome
- Fog lamps – round with Gloss Black and chrome trim bezel
- Grille – Piano Black
- Headlamps – Black accent detail trim
- Metallic interior trim finish
- Spoiler – rear

Comfort/Convenience

- Ambient interior lighting
- Climate control – Dual-zone Automatic Temperature Control
- Console – overhead sunglasses storage
- Cruise control
- Gearshift knob – leather-wrapped
- HD Radio™
- Intelligent Access with push-button start
- Lighting – reading lights (1st row)
- Mirrors – exterior with side marker lamps and security approach lamps
- Power point – rear, auxiliary 12-volt
- Seats
 - Sport cloth
 - 60/40 split-fold-flat rear

Comfort/Convenience Cont'd

- Shifter handle – leather-wrapped (5-door)
- Sirius® satellite radio
- Sony® 10-speaker sound system with subwoofer
- Steering wheel – leather-wrapped
- Sun visors – dual illuminated vanity mirrors
- SYNC® with MyFord Touch™
- Universal garage door opener
- Windows – power with one-touch up/down for all windows
- Windshield wiper – rear (5-door)

Safety/Security

- Alarm – perimeter anti-theft

Titanium Options

- 2.0L I-4 PZEV engine (981)
- Interior Style Package – Tuscany Red (97S)⁽¹⁾/Artic White (97L)⁽¹⁾
 - Two-tone leather-trimmed seats with matching door trim inserts and floor console armrest
 - Coordinated steering wheel trim
 - Premium floor mats
 - Rear seat armrest
 - Stainless steel door sill plates
- Power moonroof (43M)
- Voice-activated Navigation System (586)

- 17" polished aluminum wheel (64F)
- 17" machined and painted aluminum wheel (647)
- Blue Candy Metallic with tinted clearcoat (Z9)
- Red Candy Metallic with tinted clearcoat (U6)
- White Platinum Metallic Tri-coat (UG)
- Yellow Blaze Metallic Tri-coat (NQ)
- Parking Technology Package (46P)
 - Active park assist
 - Forward Sensing System
 - Rear View Camera

- Titanium Handling Package (64X)
 - 18" aluminum wheels
 - P215/50R17 low profile summer compound performance tires
 - Optimized sport suspension
 - Full-size spare tire

- Titanium Winter Package (47W)
 - All-weather floor mats
 - Heated front seat cushions
 - Heated exterior mirrors

Titanium Rapid Spec Option Groups

Option group 400A

- Includes Titanium standard equipment

Option group 401A

- Titanium Premium Package
 - Electrochromic auto-dimming interior rearview mirror

Premium Package Cont'd

- Reverse Sensing System
- Rain-sensing windshield wipers
- Leather-trimmed seats
- 6-way power driver seat with manual lumbar
- Rear armrest with storage

Interior color and trim choices

Focus S

Color choice:
Charcoal Black

Material: Cloth



Focus SE

Color choices: Charcoal Black/Medium Light Stone

Material: Cloth



Focus SEL

Color choices:
Charcoal Black/
Medium Light Stone

Material: Cloth/
Leather-trimmed



Focus Titanium

Color choice:
Charcoal Black

Material: Sport Cloth/
Leather-trimmed



2012 FOCUS colors and wheels



Kona Blue Metallic (L6)



White Platinum Metallic Tri-coat⁽¹⁾⁽²⁾⁽³⁾ (UG)



Ingot Silver Metallic (UX)



Blue Candy Metallic with tinted clearcoat⁽¹⁾⁽²⁾ (Z9)



Yellow Blaze Metallic Tri-coat⁽¹⁾⁽²⁾⁽⁴⁾ (NQ)



Frosted Glass Metallic (Z9)⁽²⁾



Race Red (PQ)⁽²⁾⁽⁵⁾



Tuxedo Black Metallic (UH)



Oxford White (YZ)⁽⁵⁾



Sterling Gray Metallic (UJ)



Red Candy Metallic with tinted clearcoat⁽¹⁾⁽²⁾ (U6)



15-inch steel wheel with silver painted cover
Standard on S



16-inch steel wheel with silver painted cover
Standard on SE



16-inch steel wheel with unique aero cover
Included in SFE Package on SE



16-inch painted aluminum wheel
Included in SE Sport Package 67S



16-inch painted aluminum wheel
Standard on SEL



17-inch painted aluminum wheel
Included in SEL Premium Package



17-inch Sport painted aluminum wheel
Standard on Titanium



18-inch aluminum wheel
Included in Titanium Handling Package



16-inch machined face aluminum wheel with painted pockets
Available on SE (requires SE Sport Appearance Package)



17-inch polished aluminum wheel
Available on SEL/Titanium



17-inch machined face aluminum wheel with painted pockets
Available on SE (requires SE Sport Appearance Package) and Titanium

- (1) Additional cost.
- (2) Not available on S.
- (3) Not available on SE.
- (4) Not available on SEL.
- (5) Not available on Titanium.

NOTE: See the latest Focus Dealer Ordering Guide for feature availability.

Specifications and Dimensions

Model	4-door	5-door
Wheelbase	104.3	104.3
Length	178.5	171.6
Height	57.8	57.8
Width (with/ without mirrors)	80.5/71.8	80.5/71.8
Track (Front/Rear)	61.2/60.4	61.2/60.4
Base Curb Weight (approx. lbs.)		
S	2857	-----
SE	2918	2889
SEL	2922	2891
Titanium	3015	2986

Seating

Seating Capacity	5	5
Head Room (Front/Rear)	38.3/38.0	38.3/37.9
Shoulder Room (Front/Rear)	55.6/53.7	55.6/53.7
Hip Room (Front/Rear)	53.9/52.7	53.9/52.7
Leg Room (Front/Rear)	41.9/33.2	41.9/33.2

Passenger/Luggage/Fuel Capacity

Passenger Volume (cu. ft.)	90.7	90.7
Luggage Capacity (cu. ft.)	13.2	23.8
Fuel Tank Capacity (gal.)	12.4	12.4

Engine

Engine Layout	Front engine, Front drive
Engine Type	2.0L DOHC Ti-VCT I-4
Displacement (liters/cubic inches)	2.0/122
Horsepower @ rpm	160 @ 6500
Torque @ rpm	146 @ 4450
Compression Ratio	12.0:1
Bore and Stroke (in.)	3.44 x 3.27
Fuel System	Electronic returnless sequential
Fuel Requirement	87 octane (minimum)
Exhaust System	Single, stainless steel with catalytic converter

Transmissions

Type	5-speed manual (MTX-75) 6-speed automatic (DP56) 6-speed SelectShift automatic (DP56)
------	---

Final Drive Ratio

3.82:1 — (manual transmission)
3.85:1 (1st, 2nd, 5th and 6th gears) — automatic transmission
4.278:1 (3rd, 4th and Reverse) — automatic transmission

Gear Ratios

5-speed manual	1st- 3.67:1	2nd- 2.14:1	3rd- 1.45:1	4th- 1.02:1	5th- 0.81:1	Rev- 3.72:1	
6-speed automatic	1st- 3.92:1	2nd- 2.43:1	3rd- 1.44:1	4th- 1.02:1	5th- 0.87:1	6th- 0.70:1	Rev- 3.51:1
6-speed SelectShift Automatic	1st- 3.92:1	2nd- 2.43:1	3rd- 1.44:1	4th- 1.02:1	5th- 0.87:1	6th- 0.70:1	Rev- 3.51:1

Front Suspension

Type	Independent MacPherson struts with Reverse-L on lower control arms
Springs	Coil
Shock Absorbers	Integral strut, gas-charged hydraulic
Stabilizer Bar Diameter	23.6mm

Rear Suspension

Type	Independent SLA system with one upper and two lower arms
Springs	Coil
Shock Absorbers	Gas-charged hydraulic
Stabilizer Bar Diameter	19.0mm

Steering

Type	Rack-and-pinion with electric variable assist (EPAS)
Overall Ratio	14.7:1
Turning Diameter	36.0 (15-, 16-, 17-inch wheels)
Curb-to-Curb (ft.)	40.0 (18-inch wheels)

Brakes

Standard	Front disc/rear drum with anti-lock braking system (ABS)
Optional	Four-wheel disc with anti-lock braking system (ABS) - Standard on SEL, Titanium; included in SE Sport Package

Trailer Towing

Towing Class	Light-duty Class I
Gross Trailer Weight (lbs.)	1000
Maximum Tongue Weight	100
Hitch design	Load-carrying

Flat/Neutral Towing

All Focus models are flat/neutral tow capable. See SourceBook or eSourceBook for additional information.



Retailer Education & Training

© Copyright December 2010 by Ford Motor Company.
Information contained herein is intended for use by Ford dealership personnel only and cannot be used in advertising without permission from the Office of the General Counsel of Ford Motor Company. Specifications and descriptions contained within are based upon the most current information available at the time of release.
See the latest Focus Dealer Ordering Guide for feature availability.