

2018

FOCUS



Go Further

SPORTY. FUN. FRIGHTENING.

FOCUSED ON PERFORMANCE.

FOCUS

Smart, efficient and tuned to ensure every moment behind the wheel leaves you with a smile on your face. That's the 2018 Ford Focus. With a sleek, aerodynamic body, outstretched hood, and your choice of 5 wheels¹ – including 17" machined aluminum with Black-painted pockets¹ – Focus lives up to its sporty appearance. The upscale Titanium, with leather-trimmed seats and a whole lot more, takes that appeal to the next level.



ST

The moment you slip behind its leather-wrapped steering wheel and into its RECARO[®] leather-trimmed seats,¹ Focus ST elevates your driving intensity. Hit the push-button start and listen to the throaty tones of its 252-hp,² high-output 2.0L EcoBoost[®] engine rev as you shift through all 6 gears. A blacked-out grille, unique ST badging, and 18" machined aluminum wheels with Black-painted pockets¹ solidify its bad-boy presence on the road.



RS

A serious road warrior, the new limited-edition 2018 Focus RS is the pinnacle of Ford hot-hatch performance. Roof, sideview mirrors and high-mount spoiler – all in Black – let you know its sinister intent. 350 horsepower,² 350 lb.-ft. of torque,² and a Quaife[®] limited-slip front differential confirm it. Only 1,500 will be available in North America. That number is sure to drop fast.





ULTIMATE REFINEMENT

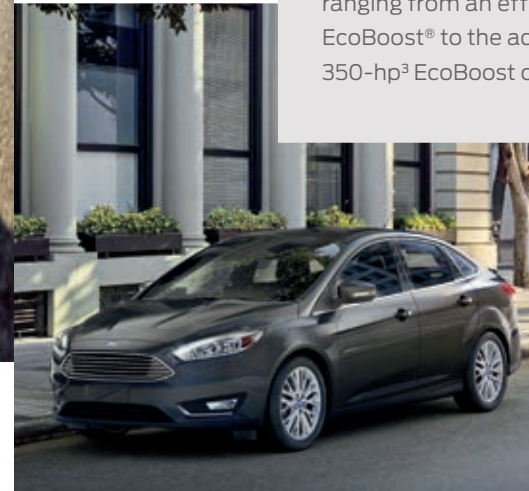
Focus Titanium, with 17" polished aluminum wheels, heated sideview mirrors, a rear spoiler and chrome exterior accents. Inside, a leather-wrapped gear shift knob joins a leather-wrapped, heated steering wheel and leather-trimmed, heated front seats to bring it all together.

EUROPEAN-INSPIRED HANDLING

Tuned for agility and precision, Focus delivers nimble handling, impressive ride comfort and spirited performance. Torque Vectoring Control² helps Focus gracefully negotiate twists and turns. And power comes from one of 4 available engines, ranging from an efficient 123-hp 1.0L EcoBoost[®] to the adrenaline-pumping 350-hp³ EcoBoost on Focus RS.

DESIGNED TO BE FUN TO DRIVE.

At first glance, Focus SEL exhibits the signature sleek style that has made Focus one of America's most fun-to-drive cars. Take a closer look and you'll notice its sporty 17" machined aluminum wheels with Black-painted pockets, integrated fog lamps, and wraparound headlamps with black bezel accents. Step inside and look up. A power moonroof offers an open-air driving experience. And with SYNC[®] 3 voice-activated technology,¹ you'll never be more than a few words away from connecting to the world outside of your car.



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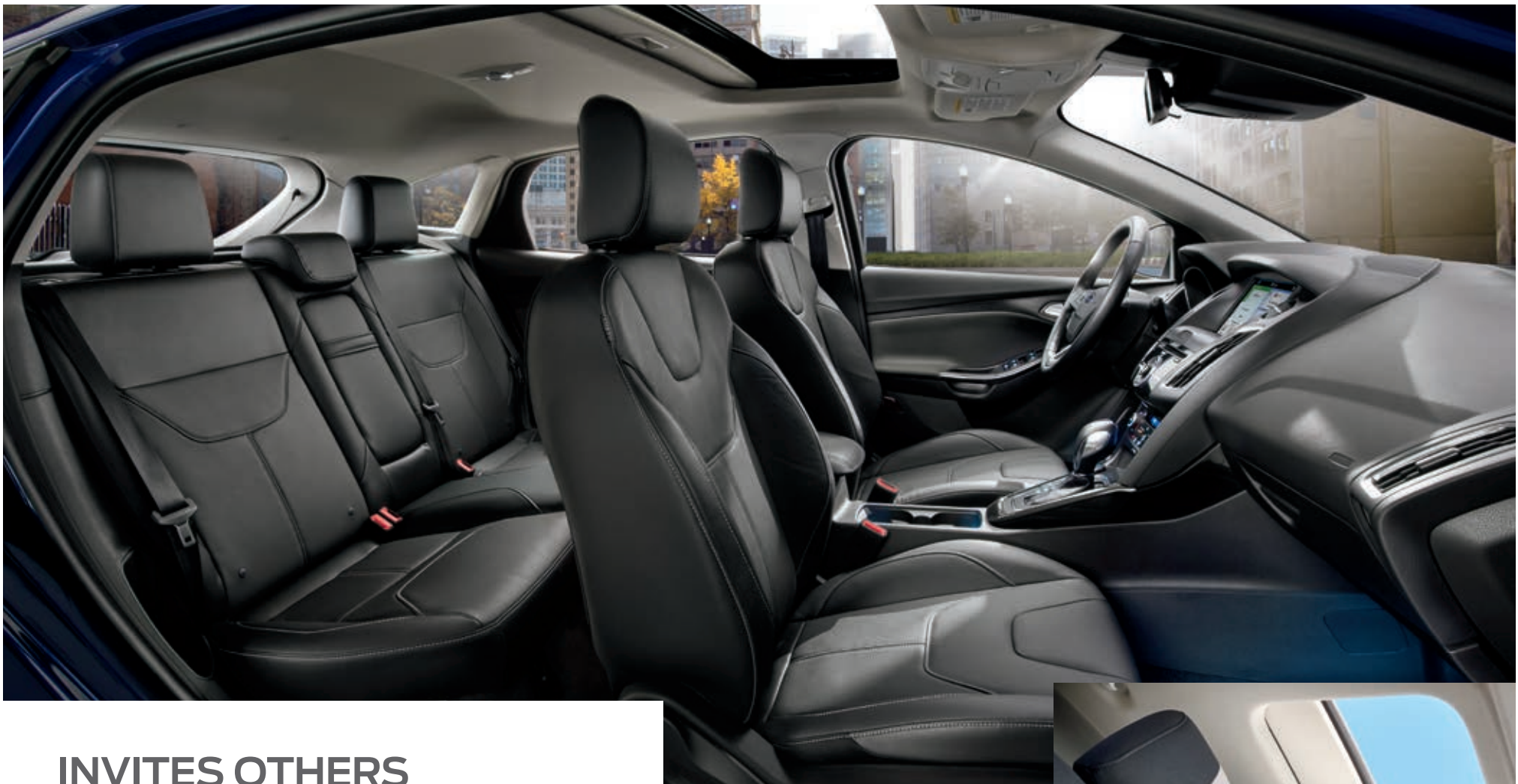
SEL Hatchback. Hot Pepper Red Metallic Tinted Clearcoat. Available equipment. ¹Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. ²Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions. ³Horsepower rating achieved with 93-octane fuel.



STYLED TO ENGAGE YOUR DRIVING SENSES.

It only takes a simple press of the push-button start¹ to be on your way to an engaging driving experience. A clean, modern look defines the smart, easy-to-use interior. You'll notice the metallic-finish detailing,¹ the handsome seat trims and switches, the convenient center stack, and the center console with adjustable cupholders. A colorful, brightly lit instrument panel projects clear driver information, while ambient lighting¹ lets you add a personalized touch that can be modified to match your current driving mood.





INVITES OTHERS TO ENJOY THE RIDE.

The refined interior of Focus Titanium generates some serious heat. Start with its leather-wrapped, heated steering wheel and leather-trimmed, heated front seats. Both are perfect for those chilly early mornings. The driver's seat features 8-way power to get you within ideal reach of the leather-wrapped gear shifter.

To share some of the fun with your lucky passengers, open the power moonroof for an open-air driving experience. Then tune in to the 10-speaker Audio System from Sony.[®] Focus has plenty of good times to share.





SYNC APPLINK®⁴

Voice control for your favorite compatible mobile apps
Spotify® ♦ Pandora® ♦ and more



FORDPASS™ SMARTPHONE APP³

Your personal journey assistant
Find fuel and compare prices
Find, reserve and pay for parking in select locations
Get help from our trained team of Ford Guides – available 24/7



APPLE CARPLAY™ COMPATIBILITY⁵

Use Siri to interact with your iPhone
Access your favorite songs and playlists in Apple Music®
Utilize Apple Maps for voice-guided navigation and estimated travel time



VOICE-ACTIVATED NAVIGATION²

Turn-by-turn directions
Vivid 3-D maps
Pinch-to-zoom touchscreen capability



SIRIUSXM® TRAFFIC & TRAVEL LINK®^{2,6}

Complimentary for 5 years
Real-time traffic updates
Fuel station locations and prices
Current and forecasted weather
Movie locations and showtimes
Sports scores



ANDROID AUTO™ COMPATIBILITY⁵

Talk to Google™ to interact with your Android™ smartphone
Access your favorite music through your apps
Utilize Waze™ or Google Maps™ for voice-guided navigation and estimated travel time

SYNC 3

STAY CONNECTED ON THE MOVE.

Imagine controlling calls, music and more with just a touch and your voice. SYNC®^{3,2} lets you keep your hands on the wheel while it quickly responds to your spoken requests. Or use the responsive touchscreen in the center of your instrument panel to access its many helpful features. Bring the power of Siri® into Focus with Siri Eyes Free and your paired iPhone®. The system also features 2 smart-charging USB ports to help keep your devices powered up and ready to go.

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¹Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. ²Available feature. ³Available via download and compatible with select smartphone platforms. Learn more at fordpass.com. Message and data rates may apply. ⁴Commands may vary by phone and Applink software. ⁵Requires phone with active data service and compatible software. SYNC does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality. ⁶Certain restrictions, 3rd-party terms, or message and data rates may apply. See footnote 3 in "Build Your Focus" section of Specifications and your Ford Dealer for details.





OPENS UP **CARGO CONVENIENCE.**

Whether you're hitting the beach, on a shopping spree or tackling a home improvement project, you'll appreciate the ease of loading and unloading items thanks to an available hatchback design and large cargo capacity.

A removable interior cargo cover conceals items stored behind the 60/40 split-fold rear seatbacks from prying eyes. To increase cargo room from 23.3 cu. ft.¹ to a spacious 43.9 cu. ft.² simply remove the cover and fold both rear seats down.





ASSISTS

WHEN YOU NEED IT.



WHEN PARALLEL PARKING

Active park assist¹ not only assists you in finding a parallel parking spot, it steers you into it while you control the accelerator, brake and gear shift knob, as needed.



CHANGING LANES

BLIS[®] (Blind Spot Information System) with cross-traffic alert^{1,2} warns you if it detects a vehicle in either of your blind spots while driving forward, or approaching from the sides while in Reverse.



BETWEEN THE LINES

Drifting out of your lane? The Lane-Keeping System¹ can help. By applying steering wheel torque, and even alerting you with gentle steering wheel vibration, it helps direct you to return to your lane.³



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Titanium Hatchback. Blue. Available equipment. ¹Available feature. Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. ²BLIS replaces standard integrated blind spot mirrors. ³Lane-Keeping System does not control steering.

PERFORMS AT MAXIMUM EFFICIENCY.



Experience the ingenuity of the fuel-efficient, compact and powerful 1.0L EcoBoost® engine! This lightweight, die-cast aluminum award-winner combines sophisticated EcoBoost turbocharging, direct fuel injection and twin independent variable camshaft timing (Ti-VCT) technologies to generate a broad, flat torque curve. Teamed with either a 6-speed manual or 6-speed automatic transmission with SelectShift® capability, this mighty lightweight delivers 123 horses of maximum driving fun. And provides you with an impressive combination of driveability and fuel efficiency (an EPA-estimated 40 hwy mpg with the manual transmission).²

It's a combination that is reaping rewards, as the 1.0L EcoBoost has been named International Engine of the Year "Best Engine Under 1.0-liter" for 6 years in a row.³



EPA-EST. **40** HWY MPG²
30 CITY MPG²

1.0L ECOBOOST



There's nothing like the feel of 252 hp¹ as you press the Focus ST accelerator pedal. A 6-speed manual transmission ups the intensity of the high-output 2.0L EcoBoost® engine as you shift through all the gears. To further heighten your experience, engineers channeled the lower-engine frequencies of the signature EcoBoost sound into the equally exhilarating cabin.

An "overboost" feature even extends peak torque for up to 15 seconds at a time – so you get to absorb every ounce of its exhilarating performance a little longer.



PUSH-BUTTON START YOUR ENGINE.

Enter and start Focus ST without using your key thanks to Intelligent Access with push-button start. Grip the leather-wrapped, race-inspired, flat-bottom steering wheel with ST badge. Monitor the 3 mini cluster gauges atop the instrument panel, including turbo boost, as you accelerate ST out of the corners. RECARO® partial¹ or full leather-trimmed¹ front seats, with supportive side bolsters, help keep you firmly planted along the way. You'll appreciate them, as Focus ST can be pushed to the limits – and back – in no time at all.

252-HORSEPOWER 2.0-LITER ECOBOOST

252 hp @ 5,500 rpm²
270 lb.-ft. of torque @ 2,500 rpm²
6-speed manual transmission



RS

Punch the accelerator. Feel the engine surge as the rpm climb and your adrenaline rushes to catch up. Breakthrough engineering is the benchmark of the limited-edition 2018 Focus RS – which delivers stunning performance on the road and at the track.

RS designers did their part by making the roof, sideview mirrors and high-mount spoiler all Black. Its powerful front-end appearance features a bold upper trapezoidal grille above a deep chin splitter, to incorporate the largest possible apertures for engine cooling. Plus, large air-gulping functional gills in the front fascia channel air to help cool the brakes. Be inspired.





DISPLAYS

QUITE A MEAN STREAK.

The all-aluminum 350-horsepower¹ 2.3L EcoBoost[®] engine in the limited-edition Focus RS has been specially designed to propel it to a pin-you-to-your-seat 0-62 mph in 4.7 seconds with a top speed of 165 mph.² By controlling the torque delivered to each front wheel, a new Quaife[®] limited-slip front differential will allow enthusiasts to more fully utilize the engine's horsepower.

Plus, RS is equipped with Selectable Drive Modes, including an industry-first Drift Mode that allows controlled oversteer drifts – and launch control. And Ford Performance all-wheel drive with Dynamic Torque Vectoring³ delivers impressive cornering, speed, and unbridled driving exhilaration.



350-HORSEPOWER 2.3-LITER ECOBOOST

350 hp @ 6,000 rpm¹

350 lb.-ft. of torque @ 3,200 rpm¹

6-speed manual transmission



INSPIRES DRIVING CONFIDENCE.

SAFETY CAGE CONSTRUCTION

High-strength steel makes up over half of the 2018 Focus body structure. While SPACE (Side Protection And Cabin Enhancement) Architecture and the Trinity front-crash structure help divert crash forces away from occupants.

7 STANDARD AIRBAGS

Focus offers driver and front-passenger front airbags, a driver's knee airbag, front-seat side airbags, and side-curtain airbags that deploy to cover both rows of the vehicle in certain side-impact collisions.

ADVANCETRAC

To avoid skidding and fishtailing in inclement weather, AdvanceTrac® electronic stability control¹ automatically helps keep all 4 wheels firmly planted.

STANDARD FEATURES

Mechanical

4-wheel independent suspension
 Anti-Lock Brake System (ABS)
 Electric power-assisted steering
 Torque Vectoring Control

Driver-Assist Technology

Autolamp automatic on/off headlamps
 Hill start assist

Seating

4-way manual front-passenger seat
 60/40 split fold-down rear seat
 Removable rear head restraints

Interior

3-point steering wheel
 4 front cupholders (2 on RS)
 12V front powerpoint
 Cabin air filtration system
 Front and rear dome lights
 Front carpeted floor mats
 Front-door storage bins
 Manual-tilt/-telescoping steering column
 Power door locks
 Tachometer

Exterior

Easy Fuel[®] capless fuel filler
 Rear-window defroster
 Variable-intermittent windshield wipers with washers

Safety & Security

Personal Safety System[™] for driver and front passenger includes dual-stage front airbags,¹ safety belt pretensioners, safety belt energy management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
 Driver's knee, front-seat side, and side-curtain airbags¹
 AdvanceTrac[®] electronic stability control
 Belt-Minder[®] front safety belt reminder
 Child-safety rear door locks
 Emergency in-trunk release handle (sedan only)
 Height-adjustable shoulder safety belts for front row
 LATCH – Lower Anchors and Tether Anchors for Children (rear seating positions; tether anchors on hatchback only)
 MyKey[®] technology to help parents encourage responsible driving
 Rear view camera
 SecuriLock[®] Passive Anti-Theft System
 SOS Post-Crash Alert System[™]
 Tire Pressure Monitoring System (excludes spare)

DIMENSIONS

Exterior	Sedan/Hatchback
Wheelbase	104.3"
Length	178.7"/171.7" (172.8" RS)
Height	57.8" (57.9" ST, 58.0" RS)
Width – Including mirrors	80.5"
Width – Mirrors folded	74.1"
Interior – Front	
Head room	38.3"
Leg room (max.)	43.1"
Hip room	53.9"
Shoulder room	55.6"
Interior – Rear	
Head room	38.0"
Leg room	33.2"
Hip room	52.8"
Shoulder room	52.6"
Capacities (cu. ft.)	
Passenger volume	90.0
Luggage capacity (sedan)	13.2
Cargo volume behind front seats (hatchback)	43.9 (43.8 RS)
Cargo volume behind rear seats (hatchback)	23.3 (19.9 RS)
Fuel tank (gal.)	12.4 (13.9 RS)

POWERTRAINS/EPA-ESTIMATED RATINGS²

2.0L Ti-VCT GDI I-4

160 hp @ 6,500 rpm 146 lb.-ft. of torque @ 4,450 rpm
 5-speed manual
 25 city/34 hwy/28 combined mpg
Standard: S
 PowerShift 6-speed automatic
 26 city/38 hwy/31 combined mpg
Standard: SE Hatchback **Optional:** S/SE Sedan
 PowerShift 6-speed automatic with SelectShift[®]
 24 city/34 hwy/28 combined mpg
Standard: SEL/Titanium

1.0L EcoBoost[®] I-3

Auto Start-Stop Technology
 123 hp @ 6,000 rpm 125 lb.-ft. of torque @ 3,500 rpm
 6-speed manual
 30 city/40 hwy/34 combined mpg
Standard: SE Sedan
 6-speed automatic with SelectShift
 27 city/38 hwy/31 combined mpg
Optional: SE Sedan

2.0L EcoBoost I-4 (high-output)

252 hp @ 5,500 rpm³ 270 lb.-ft. of torque @ 2,500 rpm³
 6-speed manual
 22 city/30 hwy/25 combined mpg
Standard: ST

2.3L EcoBoost I-4

Auto Start-Stop Technology
 350 hp @ 6,000 rpm³ 350 lb.-ft. of torque @ 3,200 rpm³
 6-speed manual
 19 city/25 hwy/22 combined mpg
Standard: RS



S : STANDARD 0 : OPTIONAL I : INCLUDED

1	15" Steel with Silver-Painted Covers	S	S
2	16" Sparkle Silver-Painted Aluminum	S	SE
3	16" Machined Aluminum with Dark-Painted Pockets	I	SE Appearance Package
4	17" Machined Aluminum with Black-Painted Pockets	S	SEL
		0	Requires SE Appearance Package
5	17" Polished Aluminum	S	Titanium
6	18" Premium Rado Gray-Painted Aluminum	S	ST
7	18" Machined Aluminum with Black-Painted Pockets and Red-Painted Brake Calipers	0	ST
8	19" x 8" Premium Painted Forged-Aluminum	S	RS
9	18" x 7.5" Unique RS Sparkle Silver-Painted Aluminum	I	RS Winter Tire & Wheel Package

EXTERIORS/INTERIORS

Exterior	S	SE	SEL	TITANIUM	ST	RS
White Platinum Metallic Tri-coat ¹				3 4		
Oxford White	1	1 2	1		3 5 6	
Ingot Silver ²	1	1 2	1	3 4		
White Gold ²		1 2	1	3 4		
Triple Yellow Tri-coat ¹					3 5 6	
Race Red						7
Hot Pepper Red Metallic Tinted Clearcoat ¹		1 2	1	3 4	3 5 6	
Nitrous Blue Metallic Quad-coat ¹						7
Lightning Blue ²		1 2	1	3 4		
Blue ²			1	3 4	3 5 6	
Outrageous Green Metallic Tinted Clearcoat ¹		1 2	1	3 4		
Magnetic ²	1	1 2	1	3 4	3 5 6	
Shadow Black	1	1 2	1	3 4	3 5 6	7

3: ST3 Package on ST 6: ST2 Package



White Platinum Metallic Tri-coat



Oxford White



Ingot Silver



White Gold



Triple Yellow Tri-coat



Race Red



Hot Pepper Red Metallic Tinted Clearcoat



Nitrous Blue Metallic Quad-coat



Lightning Blue



Blue



Outrageous Green Metallic Tinted Clearcoat



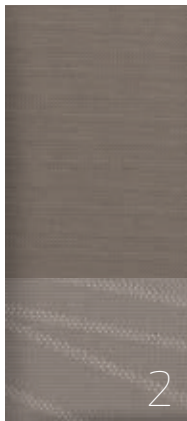
Magnetic



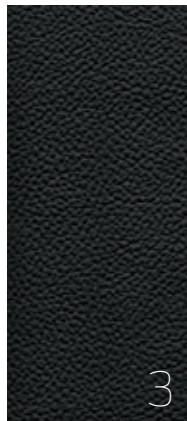
Shadow Black



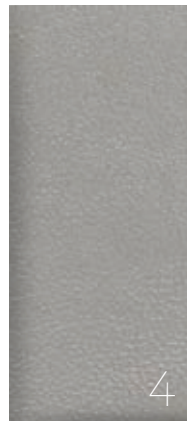
1 Charcoal Black Cloth



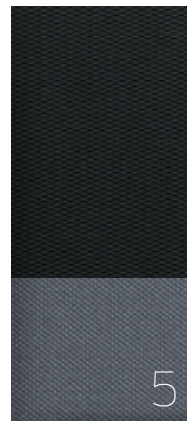
2 Medium Light Stone Cloth



3 Charcoal Black Leather



4 Medium Soft Ceramic Leather



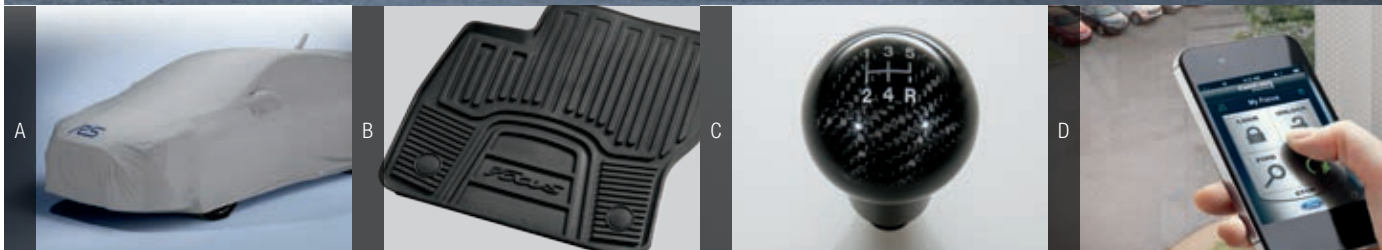
5 Charcoal Black Cloth with Anthracite



6 Charcoal Black Leather with Smoke Storm Cloth Inserts



7 Charcoal Black Leather with Miko® Dinamica Inserts



FORD ACCESSORIES

SE Hatchback with SE Appearance Package in Oxford White accessorized with silver bodyside graphics, rear spoiler winglets, side window deflectors by Lund^{®1}, keyless entry keypad, molded splash guards, and roof-mounted crossbars by THULE^{®1,2}

accessories.ford.com

Exterior

- Full vehicle covers¹
- Graphic kits
- Graphics¹
- Hood protector¹
- Racks and carriers^{1,2}
- Rear bumper protector
- Rear spoilers
- RS full vehicle cover¹ (A)
- Side window deflectors¹
- Splash guards
- ST full vehicle cover
- ST over-the-top stripes

Interior

- All-weather floor mats (B)
- Ash cup/coin holders

- Carbon-fiber door spear
- Carbon-fiber gear shift knobs³ (C)
- Cargo organizers and protectors
- Carpeted floor mats
- Door sill plates
- First aid and roadside assistance kits¹
- Gear shift knobs³
- Interior light kit⁴
- RS carbon-fiber gear shift knob
- Sport pedals^{3,4}
- ST carbon-fiber emergency hand brake
- ST carbon-fiber gear shift knob
- ST carbon-fiber trim panel
- boost gauge
- ST door sill plates
- Tablet cradle¹

Electronics

- Bullfrog[®] portable Bluetooth[®] speakers¹
- Keyless entry keypad
- Rear seat entertainment¹
- Remote Access⁴ (D)
- Remote start systems⁴
- Reverse bumper-mounted warning sensors¹
- Vehicle Security System

Wheels

- RS wheel center caps
- RS Winter Tire & Wheel Package
- Wheel lock kit

New Vehicle Limited Warranty. We want your Ford Focus ownership experience to be the best it can be. 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/60,000-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.

Roadside Assistance. Covers your vehicle for 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.

Ford Credit. 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.

Ford Protect Extended Service Plans. Whether you purchase or lease your Ford vehicle, insist on genuine Ford Protect extended service plans. Ford Protect has a variety of plans to give you peace-of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Ford and honored at all Ford dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Ford Protect extended service plans.

Insurance Services. 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.

Ford Original Accessories. They're warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. FLA are designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

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Comparisons based on competitive models (class is Small Sedans and Hatches based on Ford segmentation), publicly available information and Ford certification data at time of release. Vehicles may be shown with optional equipment. Features may be offered only in combination with other options or subject to additional ordering requirements/limitations. Dimensions shown may vary due to optional features and/or production variability. Information is provided on an "as is" basis and could include technical, typographical or other errors. Ford makes no warranties, representations, or guarantees of any kind, express or implied, including but not limited to, accuracy, currency, or completeness, the operation of the information, materials, content, availability, and products. Ford reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Ford Dealer is the best source of the most up-to-date information on Ford vehicles.

¹Ford Licensed Accessory. ²Consult your owner's manual for details on roof-rack load limits. ³Manual transmission only. ⁴Not available on Focus ST or Focus RS.