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**WHAT'S NEW**

**This page is about:**


- Model/Series Changes
- Package Changes
- Interior Changes
- Option/Availability Changes
- Exterior Changes
- Key Competitors

# 2009 Focus

## What's New

### Overview

#### Key Messages

<p><b>FOCUS</b></p> 	<ul style="list-style-type: none"> <li>Focus SEL has been added to the model lineup</li> <li>SIRIUS® Satellite Radio is standard equipment on the SE, SES, and SEL models</li> <li>AdvanceTrac® is available on all models</li> <li>Focus Coupe takes on the road with its redesigned fascias, emphasizing its muscle — Ford's newest sport model</li> </ul>
---	--

### Focus Positioning – One Car, Two Buyers

Focus is the value-oriented, fun-to-drive small car making a big impression. 2009 brings the introduction of the redesigned Focus Coupe!

- Focus Coupe** has been redesigned for those desiring a sporty, stylish and exciting drive; with its high-mount spoiler, sport-tuned exhaust, and dark chrome accents throughout the exterior, Focus Coupe provides value, without any sacrifice to style
- Focus Sedan** entices those looking for practicality; with its estimated 35 mpg highway (manual transmission) fuel economy and its extensive choice of trim levels (S, SE, SES and SEL), Focus Sedan takes into consideration those “smart shoppers” looking for savings without sacrificing value

#### Model/Series Changes

- Focus SEL has been added to the Sedan model lineup as its luxury model to better accommodate customer needs
- Focus Coupe has been differentiated from the Sedan with its new front and rear fascias exemplifying athleticism, along with practicality and affordability
- The package and series strategy have been simplified with significant Sedan and Coupe differentiations. Refer to Model Lineup (pgs. 4,5,6) for additional details

#### Option/Availability Changes

- SIRIUS® Satellite Radio is standard on SE, SES and SEL models, optional on S models
- Ambient interior lighting is standard on SES and SEL models, optional on SE models
- Ford SYNC® is standard on SES and SEL models, optional on SE models
- Leather-trimmed seating (heated front row) is standard on SEL models, optional on SES models
- AdvanceTrac is optional on all models
- SOS Post Crash Alert System is standard on all models and activates the horn and emergency flashers in the event the airbags are deployed or the safety belt pretensioners are activated<sup>(1)</sup>
- Premium AM/FM stereo/6-disc in-dash CD/MP3 capability is optional on SE, SES and SEL models

	Sedan	Coupe
S	Standard model	Not available
SE	Mid-series model	Mid-series Sport Model
SES	High-series model	High-series Sport Model
SEL	Luxury-series model	Not available

#### Package Changes

The Deluxe Package is no longer offered, its previously offered features have been integrated throughout the various Focus models. Refer to Model Lineup (pgs. 4, 5, 6) or Optional Equipment (pg. 7) for additional details.

#### Interior Changes

- Rear-seat head restraints

#### Exterior Changes

- Coupe is equipped with new, redesigned front and rear fascias to provide a greater differentiation between the Coupe and Sedan body styles
- High-mount spoiler, standard on SES Coupe
- New 17-inch Premium painted (dark stainless) aluminum wheel, standard on SES Coupe and optional on SES Sedan
- Colors added:
  - Amber Gold Clearcoat Metallic (GQ)
  - Brilliant Silver Clearcoat Metallic (UI)
  - Sangria Red Clearcoat Metallic (JV)
  - Sterling Grey Clearcoat Metallic (UJ)

#### Key Competitors

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li><b>Toyota Corolla</b> is positioned as high quality and fuel efficient</li> <li><b>Honda Civic</b> offers 6 models including a hybrid and natural gas model</li> <li><b>Chevrolet Cobalt</b> targets the performance-oriented small car buyer</li> </ul> | <ul style="list-style-type: none"> <li><b>Hyundai Elantra</b> features a 10-year/100,000-mile powertrain warranty</li> <li><b>Saturn ASTRA</b> — all-new 3-door and 5-door hatchbacks replace the ION</li> </ul> |
|---|--|

(1) SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag.  
NOTE: See the latest Dealer Ordering Guide for feature availability.

# 2009 Focus

## What's Important

WHAT'S IMPORTANT

This page is about:

Product Highlights

Focus

### Product Highlights

#### KEY FOCUS FEATURES

**Duratec engine lineup is powerful, efficient and environmentally friendly**  
(pgs. 8, 9, 17)

**Ford SYNC®**  
(pg. 11)

**SIRIUS®  
Satellite Radio**  
(pgs. 11, 19)



**Chassis and European-inspired suspension deliver excellent driving dynamics**  
(pgs. 8, 10)

**AdvanceTrac®**  
(pgs. 12, 13)

**Strong and quiet**  
(pg. 17)

#### Performance/Handling

- Duratec engine lineup is powerful, efficient and environmentally friendly
  - Duratec 20 - 2.0L DOHC I-4 engine
  - Duratec 20E - 2.0L DOHC I-4 engine (PZEV)
- Chassis and European-inspired suspension deliver excellent driving dynamics
- Independent MacPherson strut front suspension and Control Blade multi-link independent rear suspension
- Brake system includes aluminum front calipers and large front rotors
- Coupe sport-tuned exhaust
- Coupe performance axle ratio

#### Comfort/Convenience

- Generous passenger volume, head room and leg room
- All audio systems feature CD/MP3 capability and auxiliary audio input jack
- Ford SYNC®
- SIRIUS® Satellite Radio
- 60/40 split-fold-flat rear seatbacks
- Front bucket seats feature improved lateral and lumbar support
- Remote Keyless Entry System

#### Safety/Security

- Personal Safety System®
- AdvanceTrac® available on all models
- Front-seat side airbags
- First- and second-row side curtain airbags
- Anti-lock Braking System (ABS)
- All-Speed Traction Control
- SOS Post Crash Alert System
- Tire Pressure Monitoring System (TPMS)

#### Design/Styling

- New redesigned Coupe exemplifies sport and affordability
  - New front and rear fascias
  - New dark chrome headlamp and taillamp treatments
  - High-mounted spoiler
- Sedan model introduces the SEL
- Model lineup with Coupe and Sedan offered in various trim levels
- Ambient interior lighting
- Signature 2-bar grille
- Rear spoiler
- New 17-inch Premium painted dark stainless aluminum wheel

#### Quality/Reliability/Durability

- Environmentally friendly
- Strong and quiet
- 90,000-mile scheduled spark plug maintenance interval<sup>(1)</sup>
- Extended life air filter (PZEV)
- 24-Hour Roadside Assistance

(1) Under normal driving conditions with regular fluid and filter changes. See vehicle Owner's Guide.

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

## MODEL LINEUP

This page is about:

S Sedan

# 2009 Focus

## Model Lineup

### Model Lineup Pages

The Model Lineup pages are based on the Dealer Ordering Guide and are designed to show key features/equipment on 2009 Focus. As you move through the model lineup, each model adds to or upgrades the equipment of the preceding model, except where additions/exemptions are noted. The Focus is available in two models, comprising six series:

#### Sedan

- S
- SE
- SES
- SEL

#### Coupe

- SE
- SES

### S Sedan — Standard model



#### Performance/Handling

- Brakes — front disc/rear drum, power-assisted
- Steering — power rack and pinion
- Engine — Duratec 20 - 2.0L I-4 or Duratec 20E — 2.0L I-4 (PZEV)
- Suspension — European-inspired
  - Front independent MacPherson strut suspension with stabilizer bar
  - Rear Control Blade independent
- Tires — P195/60R15 87T BSW
- Transmission — 5-speed manual

#### Comfort/Convenience

- Accessory delay
- Audio — AM/FM stereo/clock/single CD/MP3 capability with 4 speakers
- Auxiliary audio input jack
- Climate control — manual air conditioning
- Console, floor
  - Armrest with small storage bin
  - Cup holders (3; 2 front, 1 rear)
- Dome lamp
- Cup holders/bottle holders (3)

- Floor mats — carpeted, color-keyed
- Glove box
- Horn — single-tone
- Locks — manual
- Map pocket — passenger front seatback
- Mirror, interior — day/night
- Power points — 12V (2)
- Rear defroster
- Seats — cloth
  - 5-passenger seating with adjustable head restraints
  - Driver — 4-way manual adjust
  - Passenger — 2-way manual adjust
  - Rear seat — 60/40 split fold-flat
- Spare tire — mini
- Steering wheel — vinyl, tilt
- Storage bin, center stack
- Sunvisors (2) with vanity mirrors
- Top-of-dash display
- Windows — manual
- Windshield wipers — 2-speed fixed intermittent

#### Safety/Security

- Battery Saver
- Belt-Minder® System
- Child safety locks — rear door
- Emergency trunk release — glow-in-the-dark
- Front-seat side airbags
- Illuminated entry
- LATCH (Lower Anchors and Tethers for CHildren) System
- Personal Safety System®
- SecuriLock® passive anti-theft system
- SOS Post Crash Alert System
- Tire Pressure Monitoring System (TPMS)

#### Design/Styling

- Bumpers — body color
- Door handles, exterior — black
- Glass — solar-tinted
- Grille — 2-bar, chrome
- Headlamps — halogen
- Instrument cluster — black appliqué with black-faced gauges, Ice Blue backlighting
- Mirrors, exterior — manual, black
- Wheels — 15" steel

**NOTE:** The above information is an excerpt to be used with pages 2, 4, 5 and 6 of the 5/29/08 Focus Dealer Ordering Guide. For the latest Dealer Ordering Guide go to [fmcdealer.com](http://fmcdealer.com)

# 2009 Focus

## Model Lineup

### MODEL LINEUP

#### This page is about:

- SE Sedan —
- SES Sedan —
- SEL Sedan —

#### SE Sedan — Includes all S content, plus:



##### Comfort/Convenience

- Floor mats — front and rear
- Map lamps (2)
- Message center
- Power Group
  - Locks — power
  - Remote Keyless Entry with integrated keyhead transmitters (2)
  - Windows — power
- SIRIUS® Satellite Radio

##### Design/Styling

- Instrument cluster — black appliqué with white-faced gauges
- Mirrors, exterior — power (Power Group), black
- SE badge
- Wheels — 15" aluminum alloy

#### SES Sedan — Includes all SE content, plus:



##### Performance/Handling

- Suspension — Enhanced European-inspired
  - Front independent MacPherson strut suspension with stabilizer bar
  - Rear Control Blade independent suspension with stabilizer bar
- Tires — P205/50R16 87H BSW

##### Comfort/Convenience

- Door handles, interior — chrome
- Driver's Group
  - Mirror, interior — electrochromic auto-dimming with integrated microphone
  - Steering wheel — leather-wrapped, tilt/telescopic with audio/cruise controls
- Ford SYNC®
- Registers — chrome

##### Design/Styling

- Ambient interior lighting
- Door handles, exterior — body color
- Exhaust — chrome tip
- Fog lamps
- Instrument cluster — performance with chrome accents
- Instrument panel appliqué — metallic
- Mirrors, exterior — power, heated, body color
- Rear decklid spoiler
- SES badge
- Wheels — 16" aluminum alloy

#### SEL Sedan — Includes all SES content, plus:



##### Comfort/Convenience

- Seats — leather-trimmed, heated

##### Design/Styling

- Door handles, exterior — chrome
- Mirrors, exterior — power, heated, chrome
- SEL badge
- Wheels — 16" Euroflange aluminum alloy

**NOTE:** The above information is an excerpt to be used with pages 2, 4, 5 and 6 of the 5/29/08 Focus Dealer Ordering Guide. For the latest Dealer Ordering Guide go to [fmcdealer.com](http://fmcdealer.com)

## MODEL LINEUP

## This page is about:

- SE Coupe
- SES Coupe

# 2009 Focus

## Model Lineup

### SE Coupe — Standard model



#### Performance/Handling

- Brakes — front disc/rear drum, power-assisted
- Steering — power rack and pinion
- Engine — Duratec 20 - 2.0L I-4 or Duratec 20E - 2.0L I-4 (PZEV)
- Suspension — European-inspired
  - Front independent MacPherson strut suspension with stabilizer bar
  - Rear Control Blade independent
- Tires — P205/50R16 87H BSW
- Transmission — 5-speed manual

#### Comfort/Convenience

- Accessory delay
- Audio — AM/FM stereo/clock/single CD/MP3 capability with 4 speakers
- Auxiliary audio input jack
- Climate control — manual air conditioning
- Console, floor
  - Armrest with small storage bin
  - Cup holders (3; 2 front, 1 rear)
- Dome lamp
- Cup holders/bottle holders (3)
- Floor mats — carpeted, color-keyed
- Glove box
- Horn — single-tone
- Map lamps (2)
- Map pocket — passenger front seatback
- Message center
- Mirror, interior — day/night

- Power Group
  - Locks — power
  - Remote Keyless Entry with integrated keyhead transmitters (2)
  - Windows — power
- Power points — 12V (2)
- Rear defroster
- Seats — cloth
  - 5-passenger seating with adjustable head restraints
  - Driver — 4-way manual adjust
  - Passenger — 2-way manual adjust
  - Rear seat — 60/40 split fold-flat
- SIRIUS® Satellite Radio
- Steering wheel — vinyl, tilt
- Storage bin, center stack
- Sunvisors (2) with vanity mirrors
- Top-of-dash display
- Tire inflation kit
- Windshield wipers — 2-speed fixed intermittent

#### Safety/Security

- Battery Saver
- BeltMinder® System
- Child safety locks — rear door
- Emergency trunk release — glow-in-the-dark
- Illuminated entry
- LATCH (Lower Anchors and Tethers for CHildren) System
- Personal Safety System®
- SecuriLock® passive anti-theft system
- Front-seat side airbags
- Tire Pressure Monitoring System (TPMS)

#### Design/Styling

- Bumpers — body color
- Door handles, exterior — body color
- Exhaust — chrome tip
- Fascia — front and rear redesign
- Fog lamps
- Glass — solar-tinted
- Grille — 2-bar, dark chrome
- Headlamps — halogen, dark chrome
- Instrument cluster — black appliqué with white-faced gauges
- Instrument panel appliqué — metallic
- Mirrors, exterior — power, heated, body color
- Rear decklid spoiler
- SE badge
- Taillamps — dark chrome
- Wheels — 16" aluminum alloy

### SES Coupe — Includes all SE content, plus:



#### Performance/Handling

- Suspension — Enhanced European-inspired
  - Front independent MacPherson strut suspension with stabilizer bar
  - Rear Control Blade independent suspension with stabilizer bar
- Tires — P215/45R17 87H BSW

#### Comfort/Convenience

- Door handles, interior — chrome
- Driver's Group
  - Mirror, interior — electrochromic auto-dimming with integrated microphone
  - Steering wheel — leather-wrapped, tilt/telescopic with audio/cruise controls
- Ford SYNC®
- Registers — chrome

#### Design/Styling

- Ambient interior lighting
- High-mount spoiler
- Instrument cluster — performance with chrome accents
- SES badge
- Wheels — 17" Premium painted dark stainless aluminum

**NOTE:** The above information is an excerpt to be used with pages 3, 4, 5 and 6 of the 5/29/08 Focus Dealer Ordering Guide. For the latest Dealer Ordering Guide go to [fmcdealer.com](http://fmcdealer.com)

# 2009 Focus

## Model Lineup

**MODEL LINEUP**

**This page is about:**

Optional Equipment

Focus

### Ordering Made Easy

Ford has developed Fast Turn Orders (FTOs) based upon extensive analysis of dealer sales performance and the fastest turning vehicle configurations. Suggested FTOs are available within the Focus Ordering Guide.

## Optional Equipment

	Sedan				Coupe	
	S	SE	SES	SEL	SE	SES
<b>Performance/Handling</b>						
4-speed Automatic Transmission	O	O	O	O	O	O
P215/45R17 87H BSW Tires <sup>(1)</sup>	—	—	O	—	—	S
<b>Comfort/Convenience</b>						
Cruise Control	—	O	S	S	O	S
Driver's Group <sup>(2)</sup>	—	O	S	S	O	S
Ford SYNC <sup>(3)</sup>	—	O	S	S	O	S
Leather-trimmed Seating (heated front row)	—	—	O	S	—	O
Moon & Tune Value Package — includes power moonroof with shade and Premium 6-disc in-dash CD/MP3 capability with 8 speakers	—	—	O	O	—	O
SIRIUS <sup>®</sup> Satellite Radio	O	S	S	S	S	S
<b>Safety/Security</b>						
AdvanceTrac <sup>®</sup> — includes Anti-lock Braking System (ABS) and All-Speed Traction Control	O	O	O	O	O	O
<b>Design/Styling</b>						
17" Premium Painted (Dark Stainless) Aluminum Wheels	—	—	O	—	—	S
Ambient Interior Lighting	—	O	S	S	O	S

S = Standard      O = Optional      — = Not Available

(1) Requires 17" Premium Painted (Dark Stainless) Aluminum Wheels.

(2) Requires SYNC.

(3) Requires Driver's Group.

**NOTE:** The above information is an excerpt to be used with pages 8 and 9 of the 5/29/08 Focus Dealer Ordering Guide.

For the latest Dealer Ordering Guide go to [fmcdealer.com](http://fmcdealer.com)

## PERFORMANCE/HANDLING

## This page is about:

- Powertrain
- Suspension and Steering
- Fuel Economy
- What Is a PZEV?

# 2009 Focus

## Performance/Handling

### Overview

#### Key Messages

##### Focus



- Focus continues to offer a powerful, efficient and environmentally friendly powertrain lineup
- European inspired-independent suspension systems provide a smooth ride and handling
- Every Focus is equipped with a 5-speed manual transmission, a 4-speed automatic transmission is optional

#### Key Features

##### Powertrain

**Cast aluminum cylinder head and engine block** reduces overall vehicle weight and provides optimized combustion performance.

**Duratec 20 - 2.0L I-4 engine** features a 16-valve double overhead cam (DOHC) design that delivers 140 horsepower and features a cast aluminum block and cylinder head. This engine can be teamed with a 5-speed manual or a 4-speed automatic transmission.

**Duratec 20E - 2.0L I-4 engine** also features a 16-valve DOHC design that delivers 132 horsepower and a lightweight aluminum block and cylinder heads. This engine, teamed with either the 5-speed manual transmission or the 4-speed automatic transmission, meets the Partial Zero Emissions Vehicle (PZEV) standard. The PZEV rating applies to California Emissions States.

##### Suspension and Steering

**A stiff chassis** with rigid mounting points absorbs road harshness and delivers precise response to steering inputs, for exceptional ride and handling characteristics.

**European-inspired Independent MacPherson strut front suspension** uses friction-reducing geometry for precise tuning of the shock absorber valves, for remarkable ride and handling.

**Control Blade multi-link independent rear suspension** delivers an excellent balance of ride and handling and is built on an isolated subframe to reduce interior vibration and harshness.

**Rack-and-pinion steering** delivers linear steering effort and a responsive steering feel.

Focus Fuel Economy	City EPA	Highway EPA
Duratec 20/20E - 2.0L I-4, 5-speed manual	24	35
Duratec 20/20E - 2.0L I-4, 4-speed automatic	24	33

#### A CLOSER LOOK: What Is a PZEV?

A Partial Zero Emissions Vehicle (PZEV) is certified to emit no more than 6.5 pounds of hydrocarbon pollutants over 120,000 miles of driving. By comparison, a vehicle certified to the California Low Emissions Vehicle (LEV II) or Federal Tier 2 Bin 5 emissions standard emits about 29 pounds over 120,000 miles.

Under today's criteria, vehicles that achieve a PZEV rating earn 9.5 on the Environmental Protection Agency's Green Vehicle Guides. Only a zero emissions vehicle (battery electric or fuel cell) receives a better score.<sup>(1)</sup>

(1) PZEV and LEV-II calculations include both tailpipe and evaporative emissions.  
 (2) See page 9 for more emissions-related warranty information.

To achieve a PZEV rating a vehicle must meet certain criteria, including:

- Meet the super ultra-low emissions vehicle (SULEV) standard for tailpipe pollution
- Demonstrate zero fuel-based evaporative emissions
- The manufacturer's warranty must ensure that emissions-related components are covered for 15 years/150,000 miles<sup>(2)</sup>

# 2009 Focus

## Performance/Handling

### PERFORMANCE/HANDLING

#### This page is about:

- Duratec Technology
- Duratec 20 - 2.0L DOHC I-4 Engine
- Duratec 20E - 2.0L DOHC I-4 Engine/PZEV
- 5-speed Manual Transmission
- 4-speed Automatic Transmission

## Duratec Technology

**Cast aluminum engine block** and cylinder head reduces overall vehicle weight.

**DOHC 16-valve cylinder head** delivers excellent combustion performance for a balance of horsepower and fuel efficiency.

**Timing chain**, instead of a belt, helps improve durability.

**Low noise, vibration and harshness (NVH)** characteristics make for a smooth ride and quiet interior.

**Hardened camshaft lobes** help eliminate valve adjustments during a useful life of 10 years or 150,000 miles under normal driving conditions.

## Duratec Engines

### Duratec 20 - 2.0L DOHC I-4 Engine

- 140 horsepower @ 6000 rpm and 136 lb.-ft. torque @ 4250 rpm
- Standard in every state except CA, CT, MA, ME, NJ, NY, OR, PA, RI, VT, WA
- Certified as Federal Tier 2 Bin 4; qualifies as Ultra Low Emissions Vehicle (ULEV II)

### Duratec 20E - 2.0L DOHC I-4 Engine Partial Zero Emissions Vehicle (PZEV)

- 132 horsepower @ 6000 rpm
- 133 lb.-ft. of torque @ 4250 rpm
- Standard in all models delivered to CA, CT, MA, ME, NJ, NY, OR, PA, RI, VT, WA
- Available as a limited option for orders submitted by dealers in the cross border states of AZ, DE, ID, MD, NH, NV, OH, WV
- Meets zero fuel-based emissions standards by demonstrating zero fuel-based evaporative emissions
- Ford covers the emissions performance of its California-emissions-certified PZEVs registered in CA, CT, MA, ME, NJ, NY, RI and VT with a 15-year or 150,000-mile (whichever occurs first) limited warranty on emissions components (OR, PA and WA do not require the extended PZEV warranty)
- Scores a 9.5 (10 is the highest score) on the EPA's Green Vehicle Guide (<http://www.epa.gov/greenvehicles/Index.do>). Only a Zero Emissions Vehicle (battery electric or fuel cell) receives a higher score

## Transmissions

### 5-Speed Manual

- Fully synchronized synchromesh for all gear ratios, for smooth shifting
- Low friction needle-roller bearings and synthetic oil help improve fuel economy
- Low-effort shifter and clutch are easy to operate and lend a smooth ride
- There are two 5-speed manual transmissions with different gear ratios. See page 22 for more information

### 4-Speed Automatic

- Electronic Synchronous Shift Control works with the Power PC to calculate the best possible shifting strategy
- Overdrive fourth gear reduces engine rpm at highway speed. This improves fuel economy and makes for a smooth, quiet ride
- Extremely compact and lightweight

## PERFORMANCE/HANDLING

## This page is about:

- Independent MacPherson Strut Front Suspension
- Control Blade Multi-link Independent Rear Suspension
- Rack-and-pinion Steering
- Brakes

# 2009 Focus

## Performance/Handling

### Driving Dynamics

#### Independent MacPherson Strut Front Suspension

- European-inspired MacPherson strut design with a rearward-facing L-arm gives the maximum amount of room in front of the suspension to help improve crash performance
- Friction-reducing geometry helps engineers precisely tune the strut valving for remarkable ride and handling
- Suspension bushings are tuned independently for responsive steering and a smooth ride
- Use of hydrobushings in critical locations helps isolate the body from the suspension
- A large bushing at the top of the MacPherson strut mount helps resist vertical movements that occur on uneven road surfaces. It also resists side deflection to keep a crisp steering feel
- Coil-over-shock design puts the shock right in the center of the coil spring. The reduced offset limits twisting or lateral forces that could bind the shock and cause a harsher ride
- A hydrobushing at the rear of the lower control arm uses oil-filled internal chambers to dampen road forces before they reach the passenger compartment

#### Control Blade Multi-link Independent Rear Suspension

- Each wheel reacts independently to bumps and rough pavement, providing a smooth ride without sacrificing handling
- Independent design helps reduce impact of road imperfections into the passenger cabin, helps reduce interior vibration and harshness and gives Focus a smooth ride
- Compact design minimizes intrusion into the trunk

#### Rack-and-pinion Steering

- Rack-and-pinion steering maintains linear steering effort as the driver turns the wheel. The result is responsive steering that naturally follows a straight line as the wheel is turned
- Tight 34.2-foot (curb-to-curb) turning diameter
- Quick steering ratio of 15.8:1 means drivers don't have to turn the wheel very far to go around a tight corner

Suspension	Front Struts/ Rear Shocks	Front Stabilizer Bar	Rear Stabilizer Bar	Wheel and Tire
<b>European-inspired Suspension</b> — Standard suspension with front stabilizer bar to help reduce body roll. Provides a smooth, comfortable ride with good control and steering precision. <b>Availability:</b> S Sedan and SE Coupe and Sedan	Optimized to provide handling precision and ride comfort	21mm	None	15-inch only
<b>Enhanced European-inspired Suspension</b> — Upgraded suspension with revised shock absorbers for less rebound. Larger front and added rear stabilizer bars reduce body roll even more than in the standard suspension. Combines more aggressive cornering ability with a smooth, comfortable ride. <b>Availability:</b> SES Coupe and Sedan and SEL Sedan	Optimized for rear stabilizer bar to provide flat cornering	22mm	18mm	16-inch or 17-inch

ENGINEERING INSIGHT: Brakes	Vehicle	Front Brake Rotor Diameter (inches)
<ul style="list-style-type: none"> <li>• Focus has large front brake rotors. This improves stopping power, helps dissipate heat and increases durability</li> <li>• Large brake linings are designed to be quiet, long-lasting and make less brake dust</li> <li>• Less brake dust helps keep wheels clean</li> <li>• ABS and AdvanceTrac® are available on all models</li> </ul>	<b>2009 Focus</b>	<b>10.8</b>
	2009 Chevrolet Cobalt	10.7
	2009 Toyota Corolla	10.8
	2008 Honda Civic	10.3
	2008 Kia Spectra	10.8
	2008 Hyundai Elantra	10.8
	2008 Volkswagen Jetta	11.3

# 2009 Focus

## Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

- Seating
- Exterior Features/Packages
- Interior Features/Packages
- Ford SYNC®

Focus

## Overview

### Key Messages

#### Focus



- Ford SYNC<sup>®(1)</sup> connects audio and phone technology to the vehicle sound system
- SIRIUS<sup>®</sup> Satellite Radio
- New SEL Sedan offers luxury and affordability
- CD/MP3 capability on every Focus

### Key Features

#### Seating Features

**Adjustable driver's seat** offers both 4-way and height settings.

**Front bucket seats** feature materials and padding for increasing lateral and lumbar support.

**Tip/Slide front row seats** eases access to the rear on Coupe models.

**Rear 60/40 fold-flat seats** provide maximum passenger and/or cargo carrying flexibility.

**Leather-trimmed seating** with a heated front row ensures abundant comfort and luxury.

#### Exterior Features/Packages

**Power Group** includes power locks, power windows and a Remote Keyless Entry System achieving comfort and convenience with the touch of a button

#### Trunk space, and more space...

- Interior trunk space of 13.8 cubic feet with minimal wheel well/ intrusion due to the compact rear suspension design
- Large opening for easy loading and unloading of larger objects
- Decklid assist struts that reduce cargo area interference
- Increased trunk capacity when utilizing the fold-flat rear seat(s)

#### Interior Features/Packages

**SIRIUS<sup>®</sup> Satellite Radio** provides over 130 channels, digital sound quality and coast-to-coast coverage.

**Driver's Group** brings additional comfort and convenience to the driving experience, featuring a leather-wrapped steering wheel with mounted audio/cruise controls and an electrochromic auto-dimming rearview mirror.

**Moon & Tune Value Package** coordinates the power moonroof with the Premium Sound System into a package deal.

#### Storage, and more storage...

- Door panel sleeves with bottle holders
- Instrument panel center stack storage bin
- Front-row armrest with integrated storage compartment
- Map pocket behind passenger seatback
- Glove box

#### Ford SYNC<sup>®</sup>

Ford and Microsoft<sup>®</sup> have teamed up to develop SYNC. This Ford-exclusive technology is changing the way customers use their digital media and Bluetooth<sup>®(2)</sup> wireless technology enabled mobile phones. SYNC allows drivers to stay connected to the information, entertainment and people they care about while on the road. SYNC features:

- Voice-activated hands-free calling
- Uninterrupted connections that allow going directly from a Bluetooth<sup>®</sup> enabled cell phone to the vehicle's hands-free phone during the call
- Audible text messages
- Advanced calling features like caller ID, call waiting, conference calling and more
- Voice-activated music
- Instant voice recognition
- Ring tone support
- Automatic phone book transfer<sup>(3)</sup>
- Multilingual intelligence

For more information, go to [SyncMyRide.com](http://SyncMyRide.com).

(1) Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so.

(2) The Bluetooth word mark and logos are trademarks of the Bluetooth, SIG, Inc.

(3) Requires a Bluetooth wireless technology enabled mobile phone with this capability.

## SAFETY/SECURITY

## This page is about:

- Accident Avoidance
- Occupant Protection
- Child Safety
- Personal Security
- Ford Commitment to Safety

# 2009 Focus

## Safety/Security

### Overview

#### Key Messages

##### Focus



- Personal Safety System<sup>®</sup> provides outstanding passenger protection in certain frontal crashes
- Standard front-seat side airbags and side curtain airbags protect passengers in certain side impacts
- AdvanceTrac<sup>®</sup> is available on all models
- All-Speed Traction Control helps provide maximum traction on slippery surfaces

#### Key Features

##### Accident Avoidance

**All-Speed Traction Control** helps provide control by limiting wheel spin to maximize available traction.

**AdvanceTrac<sup>®</sup>** helps the driver maintain vehicle stability in adverse driving situations or when making evasive maneuvers on slippery pavement.

**Four-wheel Anti-lock Braking System (ABS)** prevents wheel lock during excessive braking to help maintain steering control.

**Brake Assist** provides maximum assist when the brakes are applied suddenly but without enough force to provide full deceleration.

**Electronic Brake Force Distribution (EBD)** automatically balances the front-to-rear brake force distribution to reduce the tendency for rear-wheel lock-up and optimize braking performance according to vehicle load of passengers and/or cargo.

**Tire Pressure Monitoring System (TPMS)** alerts driver if tire pressure is significantly low.

##### Occupant Protection

**Personal Safety System<sup>®</sup>** deploys front airbags based on crash severity, safety belt usage, driver's-seat position and front-passenger weight classification.

**Front-seat side airbags** help protect front-seat occupants in certain side collisions.

**First- and second-row side curtain airbags** offer head protection in side impacts for front and rear outboard-seated passengers.

**"Safety cell" construction** utilizes extensive use of high-strength steel to provide a rigid structural cage around the occupants.

**Side-door intrusion beams** help prevent intrusion into the passenger compartment in a side-impact collision.

**3-point safety belts** for all seating positions.

**Belt-Minder<sup>®</sup> System** chimes and flashes the safety belt warning light for up to 5 minutes or until the driver and/or passenger fasten their safety belts.

##### Child Safety

**LATCH (Lower Anchors and Tethers for Children) System** helps provide secure and proper installation of LATCH-compatible child safety seats.

**Rear-door child safety locks** prevent rear-seat occupants from opening the doors from the inside.

**Emergency trunk release** allows a person accidentally locked in the trunk to escape.

##### Personal Security

**SOS Post Crash Alert System** activates the hazard flashers and sounds the horn after a crash where the airbags deploy.<sup>(1)</sup> Sounding the horn and flashing the hazards makes the vehicle easier to locate if the accident happened off-road. System operates until deactivated or battery power is depleted.

**SecuriLock<sup>®</sup> Passive Anti-theft System** requires an electronically coded key (with billions of possible codes) to start the vehicle.

**24-Hour Roadside Assistance** provides roadside service for items such as running out of gas, a flat tire, jump starts, etc. for 5 years or 60,000 miles, whichever comes first.

(1) SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag.

#### The Ford Commitment to Safety

New vehicle buyers expect a high level of built-in safety. Fulfill these expectations by demonstrating the comprehensive system of safety features engineered into every Ford vehicle.

- Demonstrate vehicle safety as a complete, integrated system, not as a list of individual features. Almost every design aspect — even down to such small details as the layout of the air conditioning controls — figures into the total safety picture
- Unlike any other vehicle feature or concept, every customer is concerned about safety to some degree
- Safety features "sell" — a convincing presentation combining safety and other motivators can win over prospects who are considering other brands
- Some safety features are more obvious than others. It's important to point out that there's much more to safety than airbags and safety belts
- See the Safety section of the Appendices book for more information

# 2009 Focus

## Safety/Security

### SAFETY/SECURITY

#### This page is about:

- AdvanceTrac®
- All-Speed Traction Control
- Four-wheel Anti-lock Braking System (ABS)
- Brake Assist
- Tire Pressure Monitoring System (TPMS)

## Accident Avoidance

### AdvanceTrac®

- An electronic stability control system that helps the driver maintain vehicle stability in adverse driving situations or when making evasive maneuvers on slippery pavement
- Monitors vehicle's cornering behavior
- Sensors monitor steering angle, lateral acceleration and yaw rate
- Automatically makes braking and throttle adjustments to match vehicle's direction to the driver's intention
- Controls wheels individually to counteract excessive vehicle rotation
- Reduces engine power and selectively brakes individual wheels to help keep the vehicle on course
- Intervenes progressively so that the driver is hardly aware that AdvanceTrac has been activated
- Includes and utilizes Anti-lock Braking System (ABS) and traction control components
- AdvanceTrac may be turned off with a button on the console, but defaults to "on" whenever the vehicle is started
- Customers may wish to deactivate AdvanceTrac in situations where wheel spin is desired, such as when "rocking" a vehicle stuck in snow
- Includes Brake Assist

### All-Speed Traction Control

- Included with AdvanceTrac and uses a combination of brake and/or engine control to maximize available traction on slippery or loose driving surfaces at any speed

### Four-wheel Anti-lock Braking System (ABS)

- Included with AdvanceTrac and helps drivers to maintain steering control in emergency or other hard-braking situations
- Electronically "pumps" the brakes several times per second when the computer-controlled sensors indicate wheel lockup during hard braking



### Brake Assist

- Recognizes when the brake pedal is applied suddenly but without enough force to provide full deceleration
- With Brake Assist, the system applies the appropriate pressure to maximize vehicle deceleration and help reduce stopping distances
- Without the Brake Assist feature, the result could be a longer stopping distance than desired
- Once the driver releases the brake pedal, the vehicle returns to normal braking mode

### Tire Pressure Monitoring System (TPMS)

- Uses a tire pressure sensor mounted to each wheel
- Sensors use radio frequency transmitters to send tire pressure information to the vehicle's onboard computer
- The computer illuminates a warning light and sounds an audible tone when tire pressure is significantly low
- System is completely hidden from sight
- Replacing the tire is easily done without removing the sensor
- Provides actual tire pressure readings
- Senses temperature-based pressure loss where all four wheels are affected
- Resetting the system is easy. Once tire pressure has been restored to its recommended level, TPMS-equipped vehicles simply need to be driven over 20 mph for at least 2 minutes to be reset
- Properly inflated tires help optimize fuel economy and add to a smooth ride
- Recommended tire pressure label is on the driver's door B-pillar

### ENGINEERING INSIGHT: TPMS Warning Light

ENGINEERING INSIGHT: TPMS Warning Light	
<p><b>Low Tire Warning Light</b></p> <p><b>Solid Warning Light</b></p> 	<p><b>Customer Action Required</b></p> <p>Check tire pressure to ensure proper inflation. Ford recommends a digital or dial-type tire pressure gauge for increased accuracy.</p> <ul style="list-style-type: none"> <li>• After inflating cold tires to manufacturer's recommended pressure as shown on the tire label, the vehicle must be driven for at least 2 minutes at over 20 mph to turn the light off and reset the system</li> <li>• If the light remains on even after these steps have been taken, have the system inspected by the dealership Service Department</li> </ul> <p><b>NOTE:</b> If the outside overnight temperature is significantly lower than the daytime temperature, tire pressure will decrease 1 psi for every 10 degrees F drop in temperature. This may cause the TPMS warning to illuminate. If all tires appear to be inflated, customers should manually check the pressure and inflate all the tires to the recommended cold pressure.</p>
<p><b>Flashing Warning Light</b></p> 	<ul style="list-style-type: none"> <li>• Driving on the spare tire may activate the TPMS warning light, causing it to flash for 75 seconds followed by a solid light. Repair the damaged road wheel and remount it on the vehicle. Reset the TPMS by driving at over 20 mph for at least 2 minutes</li> <li>• If the tires are inflated to the manufacturer's recommended pressure and the spare tire is not in use, have the system inspected by the Service Department</li> <li>• See the vehicle Owner's Guide for more information</li> </ul>

## SAFETY/SECURITY

**This page is about:**

- Personal Safety System®
- “Safety Cell” Construction
- Front-seat Side Airbags
- First- and Second-row Side Curtain Airbags
- Roll-fold Technology

# 2009 Focus

## Safety/Security

### Occupant Protection

#### Personal Safety System®

The Ford Personal Safety System tailors airbag usage to the severity of the crash, driver and passenger safety belt use, driver’s-seat position and passenger classification. System components include:

- Dual-stage driver and front passenger airbags
- Electronic front crash severity sensor
- Driver’s-seat position sensor
- Front outboard safety belt usage sensor
- Restraint Control Module
- Front outboard safety belt energy management retractors
- Front outboard safety belt pretensioners
- Front Passenger Sensing System (FPSS)

See the Safety Section in the Appendices book for more information on the Personal Safety System.

#### Structural Safety

- **“Safety cell” construction** and structural rigidity provide crash management in the event of some accidents
- **Front and rear crumple zones** progressively deform to help absorb impact energy and reduce the amount of crash forces reaching the passenger compartment
- **Side door intrusion beams** help prevent intrusion into the passenger compartment in a side-impact collision

#### Rear-seat Head Restraints

- Help provide an extra level of protection for rear-seat occupants, especially in rear impacts

#### Front-seat Side Airbags

- Side airbags help protect front-seat occupants in certain side collisions
- Airbags deploy from the front seats to protect occupants’ chest
- Placed in the front seatbacks, so they are always in the correct deployment position no matter where the seat is positioned

#### First- and Second-row Side Curtain Airbags

- System offers head protection in side impacts for front and rear outboard-seated passengers. In the event of a side impact, the side curtain airbags protect the heads of all outboard-seated passengers
- Side curtain airbags are located in the roof side rail behind the headliner and are triggered independently of the driver and front passenger airbags
- Side curtain airbags will not interfere with a properly installed child safety seat or booster seat
- Combined with the front-seat side airbags, the side curtain airbags help provide protection for both head and chest in certain side-impact collisions
- Air curtains feature “roll fold” technology
  - Deploys the airbags from the headliners alongside the interior panels and windows
  - If an occupant’s head is against a window, the airbag is designed to slide between the glass and the occupant as it fills

#### PRESENTATION TIP: Roll-fold Technology

One of the keys to outstanding safety protection with Focus is the side curtain airbags. These airbags are concealed in the headliner and employ roll-fold technology to help ensure proper deployment during certain side-impact collisions and rollovers. You can demonstrate how this safety feature functions using a simple “blow-out” or “roll horn” party favor since it uses the same basic principles as the roll-fold technology.

Give it a try:

- Insert the roll horn into your mouth and inflate it
- Air pressure enters the horn and flows out to unfold and inflate (or pressurize) the rolled end of the horn
- Consider tilting your head down while inflating the horn to demonstrate the downward deployment of the airbag along the side of the window
- Explain to the customer before or after you inflate the horn — sensors inflate the side curtain airbags in a fraction of a second — what they’re seeing happens faster than the eye can see
- While the unfolding and inflating process is nearly impossible to see with the naked eye, the rolled party favor works much the same way

# 2009 Focus

## Safety/Security

### SAFETY/SECURITY

#### This page is about:

- Crash Test Ratings
- LATCH (Lower Anchors and Tethers for Children) System
- SecuriLock® Passive Anti-theft System
- 24-Hour Roadside Assistance

## Crash Test Ratings

### NHTSA

Focus Coupe received the highest possible ratings in frontal crash testing performed by the National Highway Traffic Safety Administration (NHTSA).

- In the full frontal test, vehicles are crashed into a fixed barrier at 35 mph, which is like a head-on collision between two similar vehicles, each moving at 35 mph
- Side-impact crash test represents an intersection-type collision with a 3015-lb. barrier moving at 38.5 mph into a standing vehicle
- Full frontal crash ratings should only be compared between vehicles within the same weight class (plus or minus 250 lbs.)
- For a complete list of NHTSA results, visit [safercar.gov](http://safercar.gov)

	Frontal-impact Rating		Side-impact Rating	
	Driver	Passenger	Front Seat	Rear Seat
Focus Sedan	★★★★	★★★★	★★★★★	★★★★
Focus Coupe	★★★★★	★★★★★	★★★	★★★

### What Do the Stars Mean?

#### Frontal-impact Testing

★★★★★ 5 stars = 10 percent or less chance of serious injury

#### Side-impact Testing

★★★★★ 5 stars = 5 percent or less chance of serious injury

★★★★ 4 stars = 6 to 10 percent chance of serious injury




### IIHS

2008 Focus received the highest possible ratings in frontal offset and rear-impact testing from the Insurance Institute of Highway Safety (IIHS). 2009 Focus is anticipated to receive the same ratings and has not yet been side-impact tested.

**Frontal Offset Test** — vehicle impacts a fixed barrier at 40 mph. Only half of the vehicle's front surface makes contact with the barrier.

**Side-impact Test** — a 3300-lb. barrier moving at 31 mph strikes the side of a stationary vehicle.

**Rear-impact Test** — the vehicle's front seat is mounted on a platform which is accelerated forward. This simulates the stationary vehicle being hit from behind and tests for whiplash injury.

Focus Results	
IIHS Test	Test Evaluation Result
Frontal Offset	 Good
Side Impact	 Not tested
Rear Impact	 Good
Stability Control	Available

## Child Safety

### LATCH (Lower Anchors and Tethers for Children) System

- Consists of a top tether anchor point and two rigid bars located where the seat cushion meets the seatback
- All rear seats offer LATCH provisions
- LATCH-compatible child safety seat attaches to the lower anchor points by means of flexible tethers or rigid latch bars
- LATCH assists in providing a secure attachment and uniform installation method to help reduce the likelihood of an improper child safety seat installation

### SecuriLock® Passive Anti-theft System

- Uses an electronically coded ignition key (with billions of possible codes)
- Designed to help prevent the engine from being started unless a coded key programmed to the vehicle is used

### 24-Hour Roadside Assistance

- Toll-free number (1-800-241-FORD) is operational 24 hours, 7 days a week
- Customers can request services to change a flat tire, jump-start a battery, deliver fuel or tow the vehicle
- Available for 5 years or 60,000 miles, whichever comes first

## DESIGN/STYLING

## This page is about:

- Ambient Interior Lighting
- SEL Distinctions
- Exterior Accents
- Coupe Distinctions
- Wheels
- Exterior/Interior Colors

# 2009 Focus

## Design/Styling

### Overview

#### Key Messages

##### Focus



- Ambient interior lighting adds a new glow to the vehicle interior
- Two new exterior colors further enhance the Focus color palette
- Focus Sedan continues to appeal to the practical, family-oriented customer
- Focus Coupe demands the attention of sport enthusiasts

#### Key Features

##### Interior Accents

###### Ambient interior lighting

- Light-Emitting Diodes (LED) illuminate the front and rear footwells and cup holders, adding a soft colorful glow to the vehicle interior
- Colors can be changed with the mood, offering seven different color choices (red, green, blue, yellow, aqua, purple, and white)
- Complements the Ice Blue Backlighting of the instrument cluster and control knobs

###### SEL Distinctions

- Leather-trimmed seating with heated front row
- Chrome door handles
- Chrome heated mirrors
- 16-inch Euroflange wheels
- Chrome fender vent appliqué

##### The Revised Coupe

**New front and rear fascias** create definition to the Focus body.

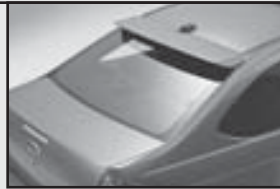
**Dark chrome treatments** house the headlamps and taillamps, creating a smooth flow of its distinctive features.

**Dark chrome 2-bar grille** flows with the headlamp and front fascia front-end muscle.

**Sport-tuned exhaust** adds the sport into the already fun-to-drive experience.

**High-mounted (roof) spoiler** adds the finishing touch of sport.

**17-inch Premium painted dark stainless aluminum wheels** complete the style and definition.



##### Exterior Accents

**Signature 2-bar grille** introduces the bold Focus style to the road ahead.

**Projector beam fog lamps** and **stylish quad-beam halogen headlamps** deliver a sweeping aerodynamic look.

**Rear decklid spoiler** adds to the sporty look of Focus.

##### New Coupe Distinctions

- New front and rear fascia
- Dark chrome 2-bar grille
- Dark chrome headlamp and taillamp treatments
- 17-inch Premium painted dark stainless aluminum wheels
- High-mount spoiler

##### Wheels

- 15-inch 6-spoke steel wheel
- 15-inch 8-spoke aluminum alloy wheel
- 16-inch 6-spoke aluminum alloy wheel
- 16-inch 6-spoke Euroflange alloy wheel
- 17-inch Premium painted dark stainless aluminum wheel

##### Exterior Colors

- Amber Gold Clearcoat Metallic (GQ)
- Brilliant Silver Clearcoat Metallic (UI)
- Ebony Clearcoat (UA)
- Light Ice Blue Clearcoat Metallic (LS)
- Sangria Red Clearcoat Metallic (JV)
- Sterling Grey Clearcoat Metallic (UJ)
- Vista Blue Clearcoat Metallic (G9)
- White Suede Clearcoat (WS)

##### Interior Colors

- Medium Light Stone
- Charcoal Black

# 2009 Focus

## Quality/Reliability/Durability

**QUALITY/RELIABILITY/DURABILITY**

**This page is about:**

- NVH Enhancements
- New Vehicle Limited Warranty
- Quality and Customer Satisfaction
- Durability
- Environmental
- 24-Hour Roadside Assistance

Focus

## Overview

### Key Messages

#### Focus



- Aerodynamic and chassis structure improvements and additional interior sound-deadening greatly improve interior quietness
- Environmentally friendly Duratec engines meet more stringent Federal and California emissions standards
- Spark plugs and chain-driven overhead camshaft help contribute to easy maintenance, with a 90,000-mile spark plug maintenance interval under normal driving conditions
- Powertrain warranty protection for 5 years/60,000 miles

### Key Features

## Quality

### NVH Enhancements

- Extra stiffness added to the dash panel in the area of the cowl top to help reduce stress and associated noise
- Climate control system performs more efficiently and operates more quietly
- Overall airflow over the exterior was improved, reducing the coefficient of drag from 0.33 to 0.32. This helps reduce the amount of wind noise heard inside the cabin and helps improve real-world fuel economy
- Acoustic windshield, thick side-door glass and closed-cell foam for the dash panel seal all help to reduce wind noise
- Sound-absorption material in the door trim panels, C-pillar trim and the flat shelf behind the rear seat helps reduce cabin noise

### New Vehicle Limited Warranty

- 3-year/36,000-mile Bumper-to-Bumper; no deductible
- 5-year/unlimited-mileage Corrosion Perforation
- 5-year/60,000-mile Powertrain Limited Warranty:
  - Powertrain Limited Warranty for Ford vehicles is 5 years or 60,000 miles, whichever comes first
  - That's an additional 2 years/24,000 miles of coverage for components such as the engine, transmission and front- and rear-wheel-drive parts beyond the vehicle's 3-year/36,000-mile Bumper-to-Bumper Limited Warranty
  - Refer to the vehicle Warranty Guide for a complete list of all of the parts covered

### Quality and Customer Satisfaction<sup>(1)</sup>

- From a total vehicle perspective, Focus customer concerns have decreased 13 percent from the 2007 model year to the 2008 model year
- Customer satisfaction surveys indicate that 2008 Focus overall vehicle quality is on par with Toyota Corolla
- Focus also scored high marks in the Surprise and Delight category with the following features ranking among the top 10:
  - Fun to drive
  - Fuel economy
  - Audio system
  - Overall handling
  - Exterior styling
  - Trunk/cargo capacity

## Durability

- Long-life Duratec engine components, such as the chain-driven dual camshafts, offer outstanding durability with no required valve adjustments for 150,000 miles
- Body-color 5-mph bumpers are rated at twice the federal requirement and help resist sheet metal damage from minor front and rear impacts
- 6-month/7,500-mile oil change interval
- Spark plugs are rated for 90,000 miles under normal driving conditions
- Extended-life air filter is designed to last 15 years or 150,000 miles, whichever comes first, under normal driving conditions (PZEV)

## Environmental

- Optimized gear ratios and carefully calibrated powertrains help deliver impressive real-world fuel economy
- Duratec 20 - 2.0L DOHC I-4 engine is certified to meet Federal Tier 2 Bin 4 emissions standards or qualifies for California Ultra Low Emission Vehicle (ULEV II) emissions standard
- Duratec 20E - 2.0L DOHC I-4 engine meets the requirements for a Partial Zero Emissions Vehicle (PZEV) in the California Emissions States (CA, CT, MA, ME, NJ, NY, OR, PA, RI, VT, WA)

## 24-Hour Roadside Assistance

- Toll-free number (1-800-241-FORD) operational 24 hours a day, every day
- Customers can request services to change flat tire, jump-start battery, unlock vehicle, deliver fuel or tow vehicle
- Available for 5 years or 60,000 miles, whichever comes first

(1) April 2008 Global Quality Research System (GQRS) data, 3 months in service (Sept. '07 – Nov. '07 Registrations), Ford Global Market Research.

## AUDIO

## This page is about:

- AM/FM Stereo/Single-disc CD/MP3 Capability
- AM/FM Stereo/6-disc In-dash CD/MP3 Capability

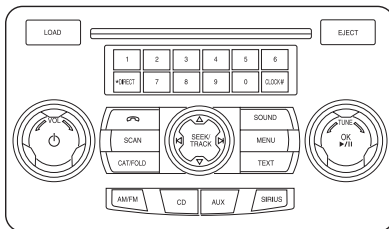
## 2009 Focus

## Audio

## All Focus Audio Systems Include

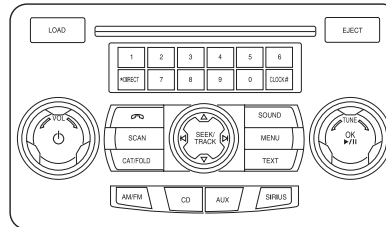
- Station Memory Presets — 12 FM, 6 AM
- Autotune (AST) automatically locates 6 strongest AM or FM station signals
- Auxiliary audio input jack
- MP3 capability
- Digital clock

## AM/FM Stereo/Single-disc CD/MP3 Capability



- 144 watts of power
- 4 speakers
- **Speed Compensated Volume (SCV)** compensates for changing ambient noise levels by adjusting the volume of the radio according to the vehicle's speed signal. Allows 7 volume adjustment levels. Adjustable through the menu
- **Compression** allows the audio dynamic range to be compressed so quieter music is boosted and louder music is lowered to compensate for ambient noise level when enabled during CD mode
- **Repeat** will play the selected track continuously until Repeat is deactivated when enabled during CD mode
- **Shuffle** plays CD/MP3 tracks in random order
- **Folder** button allows access to the MP3 folder

## AM/FM Stereo/6-disc In-dash CD/MP3 Capability



Includes or replaces features of AM/FM stereo/single-disc CD/MP3 capability plus:

- 6-CD mechanism
- Disc selection with preset buttons 1–6
- Discs are loaded into first available location but can be ejected in any order
- **RDS (Radio Data System) function** allows the following:
  - Only for FM radio stations supporting RDS capability
  - Radio station call letters appear on radio display
  - Type of music format appears on radio display
  - Search for type of music format
  - Traffic information broadcasts
- **Folder/track mode** allows the audio system to play and seek through disc tracks with or without folder option (available with MP3 discs only)
- Displays track time, track being played and total number of tracks
- Text display (ID3 tag, directory and track display)
- Redundant audio controls located on steering column

## For More Audio Information

- Audio availability: See the latest Dealer Ordering Guide
- Operating information: See the vehicle Owner's Guide

# 2009 Focus

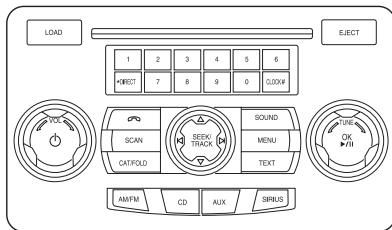
## Audio

### AUDIO

#### This page is about:

- Premium Sound System
- SIRIUS® Satellite Radio
- Auxiliary Audio Input Jack

### Premium System AM/FM Stereo with 6-disc In-dash CD/MP3 Capability with 4 Coaxial Speakers and 8-inch Subwoofer



*Includes or replaces features of AM/FM stereo/6-disc in-dash CD/MP3 capability plus:*

- 180 watts of system power
- 500 watts of peak power
- External amp provides maximum power of 110 watts
- 4 door speakers
  - Coaxial design
  - Polypropylene cone woofers
  - Butyl rubber surround
  - Rare neodymium magnet
  - Soft cloth dome tweeters (for smooth high-frequency response)
- Subwoofer
  - 8-inch with separate 110-watt amplifier
  - Heavy-duty dual voice coil speaker
  - 2.4-pound magnet (for tight, crisp bass and high-power performance)
  - Blow-molded enclosure uses little trunk space

### SIRIUS® Satellite Radio

- Includes 6 months of SIRIUS® service subject to location and availability
- Order Code 97S must be specified. This will equip the vehicle with necessary vehicle-to-radio interface and antenna
- Unit is preactivated from the factory
- SIRIUS Satellite Radio can be accessed using existing radio head controls:
  - **Aux button** — press and release to enter satellite radio mode
  - **Seek/Scan** — use these buttons to change channels
- Key benefits of SIRIUS Satellite Radio include:
  - Over 130 channels of the best music, talk, news, sports and information (65 music channels)
  - 100 percent commercial-free music
  - Seamless coverage anywhere in the contiguous U.S.
- More information is available online at [www.sirius.com](http://www.sirius.com) or toll-free at (888) 539-SIRIUS (7474)

### Auxiliary Audio Input Jack



- Standard with all audio systems
- Located at the base of the instrument panel center stack
- Allows the use of most portable MP3 players
- Vehicle audio system will not control the functions of the MP3 player

### For More Audio Information

- Audio availability: See the latest Dealer Ordering Guide
- Operating information: See the vehicle Owner's Guide

**WHEELS/INTERIOR TRIM**






# 2009 Focus

## Wheels/Interior Trim

**This page is about:**

- Wheels
- Interior Trim

### Wheels

Wheel		Coupe	Sedan
15" Steel 6-Spoke Wheel Cover		—	Standard on S
15" 8-Spoke Aluminum Alloy		—	Standard on SE
16" 6-Spoke Aluminum Alloy		Standard on SE	Standard on SES
16" 6-Spoke Euroflange Aluminum		—	Standard on SEL
17" Premium Painted (Dark Stainless Aluminum)		Standard on SES	Optional on SES Sedan

— = Not available

**NOTE:** See the latest Dealer Ordering Guide for wheel availability.

### Interior Trim

Coupe and Sedan	Interior Color	
	Medium Stone	Charcoal Black
<b>S (Sedan only)</b> — Cloth Sport Bucket Seats	GS	—
<b>SE</b> — Cloth Sport Bucket Seats	FS	FW
<b>SES</b> — Cloth Sport Bucket Seats	GS	GW
<b>SES/SEL</b> — Leather Seating Surfaces	HS	HW

**NOTE:** See the 2009 Color and Upholstery Book or the Specifications section of **eSourceBook** ([esourcebook.dealerconnection.com](http://esourcebook.dealerconnection.com)) for illustrations of the available seating choices.

# 2009 Focus

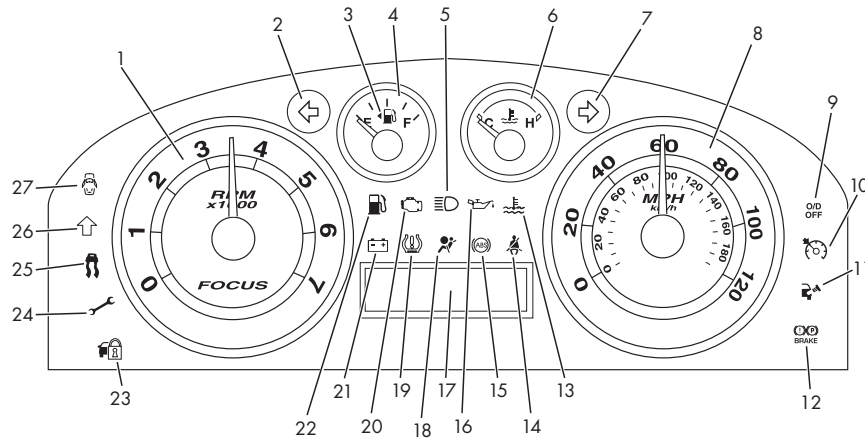
## Instrument Clusters

### INSTRUMENT CLUSTERS

This page is about:

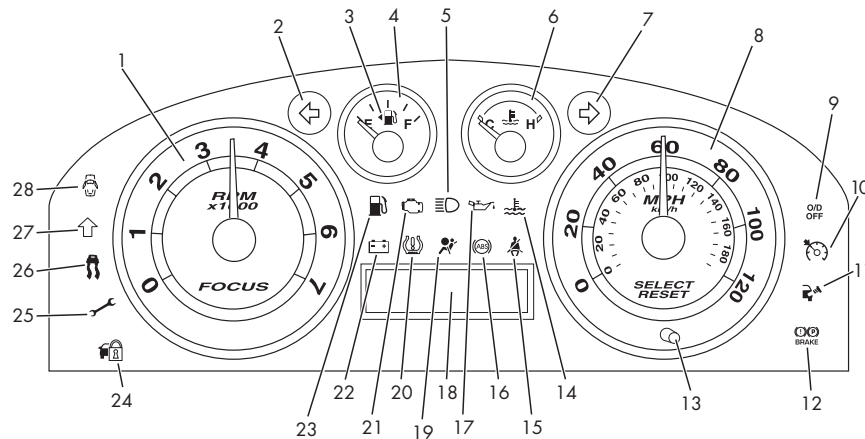
- Instrument Cluster
- Instrument Cluster with Message Center

### Instrument Cluster



- |  |   |  |
|--|---|--|
| 1. Tachometer                                      | 12. Brake system warning light/parking brake indicator                        | 19. Low tire pressure warning light  |
| 2. Left turn signal indicator                      | 13. Engine coolant temperature warning light                                  | 20. Check engine warning light   |
| 3. Fuel filler door location indicator             | 14. Fasten safety belt warning light  | 21. Charging system warning light  |
| 4. Fuel gauge                                      | 15. Anti-lock Braking System readiness indicator/warning light <sup>(2)</sup> | 22. Low fuel warning light   |
| 5. High-beam indicator                             | 16. Low engine oil pressure warning light                                     | 23. Anti-theft system active indicator   |
| 6. Engine coolant temperature gauge                | 17. Odometer/Trip odometer display  | 24. Throttle control/transmission fault warning light                                |
| 7. Right turn signal indicator                     | 18. Airbag readiness indicator/warning light                                  | 25. AdvanceTrac <sup>®</sup> /traction control active indicator light <sup>(2)</sup> |
| 8. Speedometer                                     |   | 26. Upshift indicator light <sup>(3)</sup>   |
| 9. Overdrive off indicator <sup>(1)</sup>          |   | 27. Door ajar warning light  |
| 10. Cruise control active indicator <sup>(2)</sup> |   |  |
| 11. Loose fuel cap warning light                   |   |  |

### Instrument Cluster with Message Center



- |  |   |  |
|--|---|--|
| 1. Tachometer                                      | 12. Brake system warning light/parking brake indicator                        | 20. Low tire pressure warning light  |
| 2. Left turn signal indicator                      | 13. Message center select/reset button  | 21. Check engine warning light   |
| 3. Fuel filler door location indicator             | 14. Engine coolant temperature warning light                                  | 22. Charging system warning light  |
| 4. Fuel gauge                                      | 15. Fasten safety belt warning light  | 23. Low fuel warning light   |
| 5. High-beam indicator                             | 16. Anti-lock Braking System readiness indicator/warning light <sup>(2)</sup> | 24. Anti-theft system active indicator   |
| 6. Engine coolant temperature gauge                | 17. Low engine oil pressure warning light                                     | 25. Throttle control/transmission fault warning light                                |
| 7. Right turn signal indicator                     | 18. Message center display  | 26. AdvanceTrac <sup>®</sup> /traction control active indicator light <sup>(2)</sup> |
| 8. Speedometer                                     | 19. Airbag readiness indicator/warning light                                  | 27. Upshift indicator light <sup>(3)</sup>   |
| 9. Overdrive off indicator <sup>(1)</sup>          |   | 28. Door ajar warning light  |
| 10. Cruise control active indicator <sup>(2)</sup> |   |  |
| 11. Loose fuel cap warning light                   |   |  |

(1) Automatic transmission only. (2) If equipped. (3) Manual transmission only.

## KEY PRODUCT SPECIFICATIONS

# 2009 Focus

## Key Product Specifications<sup>(1)</sup>

Model	Coupe	Sedan
Wheelbase	102.9	102.9
Length	175.0	175.0
Height	58.7	58.7
Width	67.9	67.8
Track	58.6/58.1	58.6/58.1
(Front/Rear)		
Curb Weight (approx. lbs.)	2588 (manual) 2617 (automatic)	2623 (manual) 2642 (automatic)

Front/Rear Seating	Coupe	Sedan
Seating Capacity	5	5
Head Room (Front/Rear)	39.2/38.3	39.2/38.3
Shoulder Room (Front/Rear)	53.5/53.7	53.4/53.6
Hip Room (Front/Rear)	50.4/48.3	50.4/50.9
Leg Room (Front/Rear)	41.7/36.1	41.7/36.1

Passenger/Luggage/Fuel Capacity	Coupe	Sedan
Passenger Volume (cu. ft.)	93.3	93.4
Luggage Capacity (cu. ft.) (rear seat up)	13.8	13.8
Liftover Height	29.6	29.5
Fuel Tank Capacity (gal.)	13.0	13.0
Total Interior Volume (cu. ft.)	107.1	107.2

Engine	Specifications
Engine Layout	Front engine, front-wheel drive
Engine Type	Duratec 20 - 2.0L DOHC I-4
Displacement (liters, cu. in.)	2.0, 121
Horsepower @ rpm (20/20E)	140 @ 6000/132 @ 6000
Torque (lb.-ft. @ rpm)	136 @ 4250/133 @ 4250
Compression Ratio	10.0:1
Bore and Stroke	3.44 x 3.27
Fuel System	Sequential Multi-port Electronic Fuel Injection
Fuel Requirement	87 octane (minimum)
Exhaust System	Single, with catalytic converter and flex coupling
Fuel Economy (city/hwy. mpg)	Duratec 20 Manual — 24/35 Duratec 20 Automatic — 24/33 Duratec 20E Manual — 24/35 Duratec 20E Automatic — 24/33

Transmission	Specifications
Type	5-speed manual Electronically controlled 4-speed automatic
Final Drive Ratio	3.56:1 (2.0L DOHC I-4 w/5-spd. man. transmission w/15-inch wheels) 3.82:1 (2.0L DOHC I-4 w/5-spd. man. transmission w/16-inch wheels) 3.34:1 (2.0L DOHC I-4 w/4-spd. auto. transmission)

Gear Ratios	1st	2nd	3rd	4th	5th	Rev.
Gears						
5-Speed Man. (15" wheels)	3.67	2.14	1.45	1.03	0.77	3.72
5-Speed Man. (16" wheels)	3.42	2.14	1.45	1.03	0.77	3.73
4-Speed Automatic	2.82	1.50	1.00	0.73	—	2.65

Chassis Construction	Specifications
Type	Unitized body with solid-mounted front subframe

Front Suspension	Specifications
Type	Independent MacPherson struts with angled coil spring/damper units and Reverse-L on lower control arms in optimized double horizontal bushings mounted on separate front subframe
Springs	Helical coil
Shock Absorbers	Integral strut, gas-charged hydraulic
Stabilizer Bar	21mm on S and SE (15-inch wheels)
Diameter	22mm on SE Deluxe or SES (16-inch wheels)

Rear Suspension	Specifications
Type	Independent SLA system with one upper and two lower arms plus additional twist-plate longitudinal link, separate vertical damper units. Preassembled as self-supporting unit mounted on crossmember
Springs	Helical coil
Shock Absorbers	Gas-charged hydraulic
Stabilizer Bar	18mm on SE Deluxe and SES models

Steering	Specifications
Type	Power-assisted, rack-and-pinion
Overall Ratio	15.8:1
Turning Diameter, Curb-to-Curb (ft.)	34.2

Brakes	Specifications
Standard	Dual circuit, diagonally split, hydraulically operated front disc and rear drum
Available	Anti-lock Braking System (ABS)

Aerodynamics	Specifications
Coefficient of Drag (C <sub>d</sub> )	0.32

Trailer Towing <sup>(2)</sup>	Specifications
Towing Class	Light-duty Class I
Gross Trailer Weight (lbs.)	1000 max.
Max. Tongue Load (lbs.)	100 max.
Hitch Design	Load-carrying type

Neutral Towing	Specifications
Emergency Towing	It is recommended that Focus be towed with a front-wheel lift or with flatbed equipment.
Recreational Towing	Focus equipped with a manual transmission may be flat towed behind another vehicle, such as an RV. There are no speed or distance restrictions for flat towing the vehicle with a manual transmission. Be sure to remind your customers that the vehicle must be placed in Neutral before flat towing. Front-wheel dollies or a flatbed trailer may also be used for recreational towing.

(1) Dimensions are in inches unless otherwise specified.

(2) Towing information: 2009 RV &amp; Trailer Towing Guide shipped with 2009 Source Books, or the vehicle Owner's Guide.