

THE NEW
2008 FOCUS



Built for life in Canada

All-new look. All-new attitude. Focus.

Ford Focus heightens its award-winning reputation with an all-new design – inside and out – as a 4-door sedan or first-ever 2-door coupe. The bright chrome grille, flared wheel arches and sweeping character lines create intense visual appeal from any angle. It's an attraction that extends to the cockpit's hi-tech surrounds, featuring the first application of unique Ford SYNC™ connectivity. Even Focus' acclaimed Euro-inspired handling is fine tuned, boosting its fun-loving, road-hugging manners to the max.

Exuberant atmosphere

Inside every Focus, excitement is front and centre: The quick-read instrument panel and associated controls come alive in Ice Blue illumination. Quite striking.



SYNC

Powered by **Microsoft**

Exclusive Ford SYNC

Standard on Focus SES and available on SE (late availability), this groundbreaking voice-activated, hands-free communications and entertainment system integrates your Bluetooth®-enabled mobile phone and nearly any portable digital media player. Visit ford.ca for full connectivity details.

Driving while distracted can result in a loss of vehicle control. Only use mobile phones (even with voice commands) and other devices not essential to driving when it is safe to do so.

Microsoft is a registered trademark of Microsoft Corporation.

The Bluetooth word mark is a registered trademark owned by the Bluetooth SIG, Inc.



Exemplary details

A highly detailed chrome appliqué on each front fender of SES models boldly reflects your individuality. Sleek surfaces on Focus were actively designed with sharp, well-defined forms – along the hood, down each side and through the bumpers – to create the impression of forward motion even when Focus is standing still. For more allure, go for the loaded Sport Appearance Package that's optional on SES in select colours.

Focus SE 2-door coupe in Vermillion Red and Focus SES 4-door sedan in Vista Blue Metallic.

The epitome of fun.

Since its debut, Focus has been widely hailed for its impressive response and impeccable road manners that put it in a league by itself. Now it's leaner, with sharper steering and handling. The European-inspired suspensions – both standard and enhanced – were optimized. Re-tuned springs and shocks, new jounce bumpers and a bigger front stabilizer bar combine for a dynamic driving treat.



Focus SES 2-door coupe in Vermillion Red.



A POWERFUL NATURE

Get your kicks and kick the smog habit while you're at it. At the heart of Focus is an aluminum-block Duratec engine devised from day one to be energetic, efficient, ear-pleasing and exceptionally eco-responsible – the high-torque 140-hp 2.0L powerplant is ultra-clean running.

+ 5.7L/100 km hwy. & 8.5L/100 km city*

*Estimated fuel consumption ratings based on Transport Canada approved test methods. Vehicle equipped with 5-speed manual transmission.

A controlling desire

Team the engine with a short-throw 5-speed manual, or opt for a smooth-shifting automatic transmission for responsive, yet responsible, revs. You'll also be taking charge of the multilink rear suspension's Control Blade™ handling advantage – it dramatically boosts passive rear-wheel steer, which is particularly helpful in passing zones or during lane changes on highways.





Live life in full colour.

Speedometer, tachometer, plus all other gauges and controls come alive in a mesmerizing Ice Blue. In keeping with all the cutting-edge originality, an audio display is eyebrowed on top of the centre stack that's encased in Obsidian Metallic. On the SES, secondary audio buttons share space with the new Ford SYNC™ functions on the steering wheel, opposite the convenient speed control buttons.

Focus SES with optional Charcoal Black heated leather-trimmed seating and available equipment. (U.S. model shown.)



COLOUR-CONFIGURABLE LIGHTING

Liven up your ride with the available Ambient Lighting Package. Scroll through 7 hues for a rainbow of choices – blue, red, yellow, green, aqua, purple or white – that add an LED glow to all 4 footwells and the front cupholders on Focus SES.



CONNECT ON-THE-GO

With available Ford SYNC, most digital media players can be plugged into the USB port for voice activation. On every Focus, an audio input jack (shown here, below the SYNC badge) links your player with the scientifically optimized, speed-sensitive sound system.

SIRIUS
SATELLITE RADIO

COMMERCIAL-FREE MUSIC

SIRIUS Satellite Radio,* standard on every Focus, gives you digital-quality channels – including sports, news, entertainment and 100% commercial-free music – all across Canada.

*Includes complimentary 6-month prepaid subscription and online access. See your Ford of Canada Dealer or contact SIRIUS at 1-888-539-7474 for more information.



Quietest Focus ever

Focus seats you and 4 of your best friends or family members comfortably. And quietly. Fact is, the new exterior design is appealing and wind-stealing. An all-new climate control system, acoustic windshield and thicker side glass add to the sound of silence.

Focus SES 4-door sedan with optional Charcoal Black heated leather-trimmed seating and available equipment. (U.S. model shown.)



OPEN IT UP

The available power moonroof delivers a healthy dose of fresh air and a full sky's worth of sunshine or starlight. You control the view upward, along with the built-in sliding sunshade and overhead map lights that are part of this breathtaking feature.



SPREAD IT OUT

Presenting an interior perfectly equipped to keep up with your multitasked lifestyle. The split-folding rear seats, low-liftover trunk, front-passenger seatback pocket, centre-console covered storage, centre-stack cubby, glove compartment, door bins and all those cupholders are there for one reason, and one reason only: to accommodate.

Fully engaging.

Taking cues from fashion and home design, the inviting interior includes new patterns, textures and materials that please the senses and add to the sense of openness. Seat shapes offer improved contours, with greater lateral and lumbar support. On SES, the front buckets are heated, and leather-trimmed seating with contrast stitching is optional for added luxury.



Inflation has its benefits.

Focus' commitment to your well-being now extends further with 6 standard airbags.* It's a holistic approach that integrates the strong, solid body structure with state-of-the-art restraint equipment: 2 dual-stage front airbags, 2 front-seat side airbags, and 2 front-to-back side-curtain airbags are at the ready. As is the Tire Pressure Monitoring System that issues alerts for underinflation.

*Always wear your safety belt and secure children in the rear seat.



Deploys faster than you blink

Side-curtain airbags descend from the headliner in certain side-impact events to lend additional protection for front and rear-outboard passengers. That's on top of the all-around protection provided by the rigid safety cell, energy-absorbing crumple zones and Personal Safety System.[®]

Stops you straight and true

Standard on SES, the power Anti-lock Brake System (ABS) helps promote stay-in-control steering. ABS comes with Electronic Brakeforce Distribution for optimum stopping force, plus Traction Control for surer footing. Focus S and SE offer ABS optionally.

Focus SES in full airbag-deployment mode.

THE CHOICE IS YOURS

S (2-door coupe/4-door sedan)* *select standard content:* 2.0L Duratec 20 I-4 engine • 5-speed manual transmission • 15" steel wheels with 6-spoke wheel covers • P195/60R15 all-season tires • Power-assisted front disc and rear drum brakes • 2-bar chrome grille • Black manual sideview mirrors • Black exterior door handles • Variable-intermittent windshield wipers • Air conditioning • AM/FM stereo/single-CD player with MP3 capability, speed-sensitive volume control, clock and 4 speakers • Auxiliary audio input jack • SIRIUS Satellite Radio • Black instrument cluster surround with Black-faced gauges • Front centre floor console with armrest and storage • Front-seat side airbags • Side-curtain airbags • Tilt steering wheel • Tire Pressure Monitoring System

SE (2-door coupe/4-door sedan) *includes S content, plus:* Chrome-accented door handles • Power windows and door locks • Chrome-accented power, heated sideview mirrors • Remote keyless-entry system with 2 key fobs

SES (2-door coupe/4-door sedan) *includes SE content, plus:* Rear stabilizer bar • 4-wheel Anti-lock Brake System (ABS) with Traction Control • 16" Euroflange aluminum-alloy wheels • P205/50R16 all-season tires • Fog lamps • Chrome appliqué on front fenders • Heated front seats • Message centre • Map lights • Leather-wrapped steering wheel with secondary audio controls • Speed control • Auto-dimming rearview mirror • Ford SYNC™ voice-activated, in-vehicle communications and entertainment system

*Late availability.



Focus S 2-door coupe in Vermillion Red, Focus SE 4-door sedan in Vapor Silver Metallic and Focus SES 4-door sedan in Vista Blue Metallic.

SPECIFICATIONS

STANDARD FEATURES

MECHANICAL

2.0L Duratec 20 I-4 engine
5-speed manual transmission
European-inspired suspension – Front: independent MacPherson strut, stabilizer bar; rear: independent Control Blade™
Power-assisted front disc and rear drum brakes
Spare tire (sedan only)
Tire sealant/inflation kit (coupe only)

SECURITY/SAFETY

Personal Safety System® for driver and front passenger with dual-stage front airbags*; safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
Battery saver
Belt-Minder® safety belt reminder
Child-safety rear door locks (sedan only)
Front-seat side airbags*
LATCH – Lower anchors and tether anchors for child-safety seats
Safety belts – 3-point for all 5 seating positions
SecuriLock® passive anti-theft engine immobilizer system
Side-curtain airbags*
Side-intrusion door beams
Tire Pressure Monitoring System

SEATING

5-person seating
60/40 split-folding rear seat
Front Sport bucket seats with adjustable head restraints

WHEELS

- A** 15" Steel with 6-Spoke Wheel Cover
Standard on S and SE
- B** 16" Euroflange Aluminum-Alloy
Standard on SES
- C** 16" Sport Alloy
Optional with Sport Appearance Package



INTERIOR

AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers
Auxiliary audio input jack
SIRIUS Satellite Radio
Courtesy lights with theatre-dimming feature
Cupholders (2 front, 1 rear)
Front centre floor console – Full-length with armrest and storage
Front doors with map pockets and integrated bottle holders
Map pocket – Front-passenger seatback
Power points – 2
Tilt steering column
Trip odometer
Visor vanity mirrors – Driver and front-passenger

EXTERIOR

Black door handles
Black sideview mirrors
Headlamps – Aerodynamic halogen
Rear-window defroster
Solar-tinted glass
Windshield wipers – Variable-intermittent

*Always wear your safety belt and secure children in the rear seat.

FEATURES & OPTIONS

S (2-DOOR COUPE/4-DOOR SEDAN)**

SE (2-DOOR COUPE/4-DOOR SEDAN)

SES (2-DOOR COUPE/4-DOOR SEDAN)

MECHANICAL

○	○	○	4-speed automatic transmission
○	○	●	4-wheel Anti-lock Brake System (ABS) with Traction Control
●	●	—	15" steel wheels with 6-spoke wheel covers
—	—	●	16" Euroflange aluminum-alloy wheels
—	—	●	16" Sport alloy wheels
●	—	—	P195/60R15 all-season tires
—	—	●	P205/50R16 all-season tires
○	○	○	Engine block heater
—	—	●	Rear stabilizer bar

SEATING

—	○	●	Heated front seats
—	—	●	Leather-trimmed front seats

INTERIOR

—	○	○	Premium AM/FM stereo/6-disc in-dash CD changer with MP3 capability
—	—	○	Audiophile® Sound System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability, 4 coaxial speakers and subwoofer
—	○	●	Ford SYNC™ – Voice-activated, in-vehicle communications and entertainment system
—	●	●	Leather-wrapped steering wheel
—	—	●	Message centre
—	●	●	Steering wheel-mounted speed and audio controls

EXTERIOR

—	—	○	Anti-theft perimeter alarm
—	●	●	Chrome-accented power, heated sideview mirrors
—	—	●	Chrome appliqué on front fenders
—	—	●	Fog lamps
—	—	○	Power moonroof with sunshade and overhead map lights
—	●	●	Power windows and door locks
—	—	●	Rear spoiler (2-door coupe)
—	—	●	Rear spoiler (4-door sedan)
—	●	●	Remote keyless-entry system with 2 key fobs

PACKAGES

—	—	○	Ambient Lighting Package (included with the Sport Appearance Package)
—	○	●	Convenience Package – Includes speed control and leather-wrapped steering wheel with secondary audio controls
—	—	○	Luxury Package – Includes leather-trimmed seats and power moonroof
—	—	○	Sport Appearance Package – Includes body-colour sideview mirrors and door handles; 16" Sport alloy wheels; metallic instrument panel appliqué; satin-aluminum cluster rings, chrome register accents, and performance cluster; Ambient Lighting Package; bright exhaust tip; rear spoiler; and cloth Sport bucket seats; available in Vista Blue Metallic, Silver Frost Metallic, Vermillion Red or Pitch Black exterior colours only

● Standard ○ Optional ● Available as Part of a Package — Not Available

**Late availability.

Audiophile is a registered trademark of Audiophile, Inc.

© 2007 SIRIUS Satellite Radio Inc. "SIRIUS," the SIRIUS dog logo, channel names and logos are trademarks of SIRIUS Satellite Radio Inc.

SPECIFICATIONS

INTERIOR COLOURS



Medium Stone Cloth
Standard on S, SE and
Sport Appearance Package



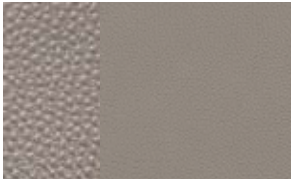
Charcoal Black Cloth
Standard on
Sport Appearance Package



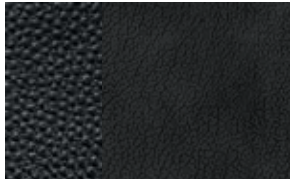
Medium Stone Cloth
Standard on SES



Charcoal Black Cloth
Standard on SES



Medium Stone Leather
Available on SES and
Sport Appearance Package



Charcoal Black Leather
Available on SES and
Sport Appearance Package

MEDIUM STONE	
CHARCOAL BLACK	
S AND SE 2-DOOR COUPE	
●	Vermillion Red
●	Vista Blue Metallic
●	Silver Frost Metallic
●	Pitch Black
SES 2-DOOR COUPE	
● ●	Vermillion Red
● ●	Vista Blue Metallic
● ●	Silver Frost Metallic
● ●	Pitch Black
S AND SE 4-DOOR SEDAN	
●	Vermillion Red
●	Vista Blue Metallic
●	Light Ice Blue Metallic
●	Kiwi Green Metallic
●	Silver Frost Metallic
●	Vapor Silver Metallic
●	Pitch Black
●	Cloud 9 White
SES 4-DOOR SEDAN	
● ●	Vermillion Red
● ●	Vista Blue Metallic
● ●	Light Ice Blue Metallic
● ●	Kiwi Green Metallic
● ●	Silver Frost Metallic
● ●	Vapor Silver Metallic
● ●	Pitch Black
● ●	Cloud 9 White
SPORT APPEARANCE PACKAGE	
● ●	Vermillion Red
● ●	Vista Blue Metallic
● ●	Silver Frost Metallic
● ●	Pitch Black

Ford uses clearcoat paint for beauty and protection. Colours shown are representative only. Not all colours are available on all models. See your Ford of Canada Dealer for actual paint/trim options.

EXTERIOR COLOURS



Vermillion Red



Vista Blue Metallic



Light Ice Blue Metallic



Kiwi Green Metallic



Silver Frost Metallic



Vapor Silver Metallic



Pitch Black



Cloud 9 White

THE NEW 2008 FORD FOCUS

- 2 body styles with all-new exterior and interior design
 - Responsive and fuel-efficient powerplant
 - European-inspired suspensions = "Fun to Drive"
 - Ice Blue illumination for gauges and controls
 - SIRIUS Satellite Radio, plus an audio input jack
- 6 standard airbags, including a pair of side-curtain airbags
 - Colourful Ambient Lighting Package available
- Exclusive Ford SYNC™ voice-activated communications system (standard on SES)
 - Loaded Sport Appearance Package available
- Leather-trimmed heated seating with contrast stitching available

For more information on
Ford of Canada and Ford products,
please visit our website:



Our commitment to you... Peace-of-Mind Protection

- **Basic Coverage:**
3 years/60,000 km
- **Powertrain Warranty:**
5 years/100,000 km
- **Corrosion Warranty:**
5 years/unlimited distance
- **Roadside Assistance:**
5 years/100,000 km*

Certain conditions apply. For more information on these warranties and coverages, ask your local Ford of Canada Dealer or visit ford.ca.
*No additional cost.

For prompt, courteous answers to your questions:

Ford Customer Relationship Centre
1-800-565-3673
Ford Credit Customer Service Centre
1-877-636-7346

Please Note: The electronic version of the
Ford of Canada vehicle brochure is a condensed
version of the original printed version.

Competitive comparisons are based on 2007 and 2008 competitive models, publicly available information and Ford data at the time of printing. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following publication of this catalogue, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford of Canada Dealer is your best source for up-to-date information. Ford Motor Company of Canada, Limited, reserves the right to change product specifications at any time without incurring obligations. Colours may not be exactly as illustrated due to restrictions of the printing process. Please see your sales consultant for specific colour and model availability.