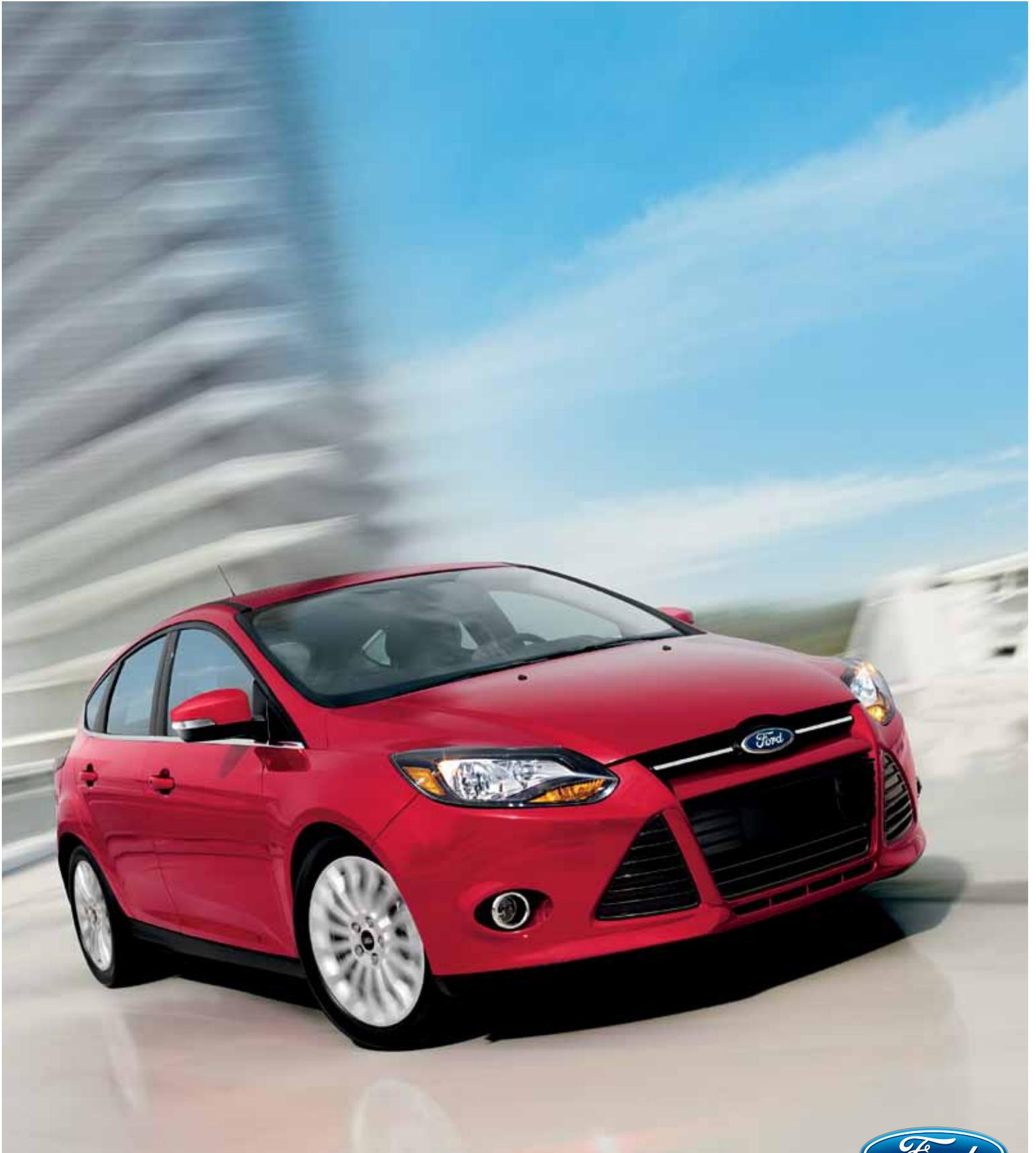


THE ALL-NEW 2012 **FOCUS**



Drive one.

Start more than a car

Driving the all-new 2012 Focus goes beyond fun and enjoyable. In it, you'll discover something more visceral. A dynamic design. An addictive driving experience. And technology and interior ergonomics that wrap around and plug you into something that is definitely more than just a car.

It's more than good-looking for the sake of being good-looking. This kinetic design actually serves a purpose. An aerodynamic one. By crafting the Focus sedan to have a body surface eight percent more aerodynamic than the previous model, we improved its wind resistance and therefore made it more efficient. Irresistible to your eyes. Less resistant to the wind.



IIHS Top Safety Pick.

Travel with confidence knowing the 2012 Focus has attained the highest possible rating from the Insurance Institute for Highway Safety (IIHS). Our engineers are constantly developing and advancing safety technologies to help give you peace of mind on the road.



Not every addiction is bad for you

Quitting this kind of feeling is the hard part. You'll crave it. And why not? Plug yourself into this interior designed around you. It starts with a low seating position and easy-to-use controls for available Ford SYNC® with MyFord Touch®. Add quality materials such as available leather-trimmed seating and this will become a habit-forming experience.



Focus Titanium in Charcoal Black.



Focus Titanium 5-door in Red Candy Metallic Tinted Clearcoat with optional 18" aluminum wheels.

Start an adventure

Get ready for the most addictive driving experience you could wish for. Focus, with its Torque Vectoring Control and available sport suspension, will give you great handling on all roads, especially in the corners. It's a simple equation of agility and precision that equals adventure.



Drive one.

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Kinetic emotion.

Remember the first time you drove? You thought there was nothing better. Guess what? You were wrong. Focus, with its responsive powertrain, available sport suspension and kinetic design, takes that feeling to new heights. And with a fuel consumption rating of only 4.8L/100 km on Focus SE with the SFE Package,¹ it's a feeling you'll get to experience over and over again.



4.8L/100 km HWY | 59 MPG¹
7.2L/100 km CITY | 39 MPG¹

Focus Titanium 5-door in Red Candy Metallic Tinted Clearcoat.

Make an entrance. Leave an impression.

The 2.0L Ti-VCT GDI I-4 engine brings you direct injection and our twin independent variable camshaft timing that self-adjusts for efficient performance throughout the entire rpm range. So you'll get improved low-end torque and peak power when you redline all of its 160 hp.

The roads should be so lucky.

The sophisticated new electric power-assisted steering (EPAS) achieves a balance that's not possible with conventional power steering systems. At parking-lot speeds, full power is delivered for feather-light manoeuvring. Once you're moving, it constantly adjusts for optimum feel and control.



Corners the market on cornering.

To enhance road handling while accelerating through a corner, Torque Vectoring Control adjusts the speed of each front wheel to improve cornering agility and strongly reduce understeer.



More reasons to get in gear.

With the available PowerShift 6-speed transmission in Focus, you get the performance of a manual. From an automatic. It delivers seamless gear changes for amazing responsiveness. Most of all, it gives you all that while only sipping 4.8 litres of gas for every 100 highway kilometres (Focus SE with SFE Package).¹



Open-and-shut case for fuel efficiency.

To decrease wind resistance, all Focus models include an Active Grille Shutter System that automatically opens and closes to control the amount of air going into the engine compartment. That control helps give you better fuel efficiency. Eye-opening, isn't it?

¹7.2L/100 km city and 4.8L/100 km hwy (39 mpg city/59 hwy) for Focus SE 6-speed automatic with SFE Package. Fuel consumption ratings based on Transport Canada approved test methods. Actual fuel consumption may vary.



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Exclusive technology. Inclusive feeling.

Multitasking has an entirely new meaning in Focus. In here, when you're talking multitasking, you're not just talking about all the things you can do with this much interior space – you're talking about how available Ford SYNC® with MyFord Touch® accesses gigs of your music, photos, favourite destinations, climate settings and more. (Features available on select models.)



Hands-free calls and music.

No more searching for your phone or media player. No device on your ear. With voice-activated Ford SYNC,¹ you just touch a button on the steering wheel and say things like “Call Melissa,” or “Play genre: Pop.” Once paired, the system recognizes your phone and automatically transfers your contacts to support voice calling. SYNC also includes 911 Assist.TM

Phone¹

- Stores your phonebook contacts for fast and easy dialing
- Reads out your text messages
- Shows caller ID
- Enables conference calling
- Mutes calls for in-car privacy
- Notifies you of call waiting
- Birthday reminders



Navigation

- Map stored on SD Card
- Improved visual presentation through superior graphics
- Point-of-interest information including ratings and amenities
- 3-D visual landmarks
- Eco-route guidance

Entertainment

- AM/FM/CD, Sirius® Satellite Radio, USB-connected MP3 players and memory sticks
- Browse tracks by artist and browse through devices without having to change audio sources



Climate

- Store your preferred temperature, which is then accessible with a single touch of the MyTemp button
- Different MyTemp settings can be programmed to different keys

¹Available feature. Some mobile phones and some digital media players may not be fully compatible. 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. SYNC voice recognition available in English, French and Spanish.



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Sightseeing in reverse.

When you shift your Focus into reverse, you shift your view of the world behind you. An available rear view camera¹ automatically displays in the centre stack screen and clearly shows you what you couldn't otherwise see.



Intelligent Access with Push-Button Start.

Start the car without ever holding the key. Just keep the key fob with you in your pocket or bag.

As simple as valet parking. No tipping necessary.

All you do is push a button. All it does is change everything you knew about parallel parking. Available active park assist¹ helps you find a parking spot and, yeah, it also helps you park. Ultrasonic sensors identify a large enough parking space and, when you stop, the system takes over and steers the car into the space.

Your senses may have sensory overload.

Technology without a purpose serves no one. But technology like that found in Focus serves everyone – including people who may never set foot inside one. Available features such as active park assist help you parallel park, rain-sensing wipers help keep your vision clear, and forward and reverse sensors help alert you to potential hazards.

¹Included in the Parking Technology Package on SEL and Titanium.



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Models

Four Focus models give you the flexibility to choose the best one for you. No matter which you choose, none sacrifice what it means to be a Focus – dynamic, techno-talented, and thrilling.



S

Standard features

- Front disc/rear drum brakes with Anti-Lock Brake System (ABS)
- Active Grille Shutter System
- Manual air conditioning
- AM/FM stereo/single-CD player with 4 speakers
- 15" steel wheels with silver-painted wheel covers
- Integrated blind spot mirrors
- Tilt/telescoping steering column
- Power front windows with one-touch-down driver's side feature

Bodystyle

- 4-door

Engine/Transmissions

2.0L Ti-VCT GDI I-4 engine
5-speed manual transmission (standard)
PowerShift 6-speed automatic transmission (optional)

SE

Additional to S

- Body-colour exterior door handles and mirrors
- Front floor mats
- 16" steel wheels with silver-painted wheel covers
- Fog lamps with chrome surrounds
- Automatic headlamps
- Steering wheel with secondary audio controls
- Power front and rear windows with one-touch-down driver's side feature
- MyKey™

Bodystyles

- 4-door, 5-door

Engine/Transmissions

2.0L Ti-VCT GDI I-4 engine
5-speed manual transmission (standard)
PowerShift 6-speed automatic transmission (optional)
PowerShift 6-speed automatic transmission with SelectShift manual control (available with SE Sport Package)

SEL

Additional to SE

- 4-wheel disc brakes
- 16" painted aluminum wheels
- Body-colour, heated exterior mirrors with integrated turn signal indicators
- 6-speaker audio system
- MyFord® driver-connect technology
- SYNC® voice-activated communications and entertainment system
- Heated front seats
- Interior ambient lighting
- Leather-wrapped steering wheel with cruise and secondary audio controls
- Dual-zone electronic automatic temperature control
- Power front and rear windows with one-touch-up/-down on all windows

Bodystyles

- 4-door, 5-door

Engine/Transmissions

2.0L Ti-VCT GDI I-4 engine
5-speed manual transmission (standard)
PowerShift 6-speed automatic transmission with SelectShift manual control (optional)

Titanium

Additional to SEL

- 17" sport aluminum wheels
- SYNC with MyFord Touch® with 8" centre stack touch screen
- Rear spoiler
- Black headlamp surrounds
- Intelligent Access with push-button start
- Sirius Satellite Radio
- Sony® Audio System with 10 speakers including subwoofer
- Sport seats
- Piano Black fog lamp surrounds with chrome accents

Bodystyles

- 4-door, 5-door

Engine/Transmissions

2.0L Ti-VCT GDI I-4 engine
PowerShift 6-speed automatic transmission with SelectShift manual control
5-speed manual transmission – Late availability (optional)

Fuel Efficiency¹

2.0L Ti-VCT GDI I-4 engine
5-speed manual:
7.8L/100 km city and 5.5L/100 km hwy (36 mpg city/51 hwy)
PowerShift 6-speed automatic:
7.3L/100 km city and 5.2L/100 km hwy (39 mpg city/54 hwy)
PowerShift 6-speed automatic with SelectShift:
7.4L/100 km city and 5.2L/100 km hwy (38 mpg city/54 hwy)
SFE with PowerShift 6-speed automatic:
7.2L/100 km city and 4.8L/100 km hwy (39 mpg city/59 hwy)

¹Fuel consumption ratings based on Transport Canada approved test methods. Actual fuel consumption may vary. Sony is a registered trademark of the Sony Corporation.



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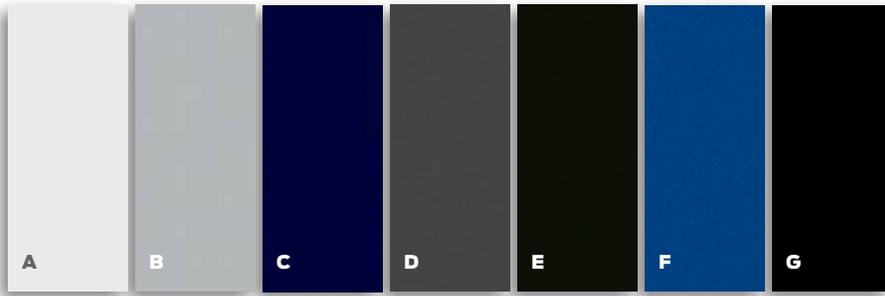
Focus S



Drive one.

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Focus S



Colours and trim		1
A	Oxford White	■
B	Ingot Silver Metallic	■
C	Kona Blue Metallic ¹	■
D	Sterling Grey Metallic	■
E	Tuxedo Black Metallic ²	■
F	Sonic Blue Metallic ²	■
G	Black ¹	■

1 Charcoal Black with Warm Steel bolster

¹Limited availability. ²Late availability.

Colours are representative only. See your Ford of Canada Dealer for actual paint/trim options.



15" 6-Spoke Wheel Cover

Bodystyle

A stylish introduction to the new range, Focus S is available as a 4-door sedan.



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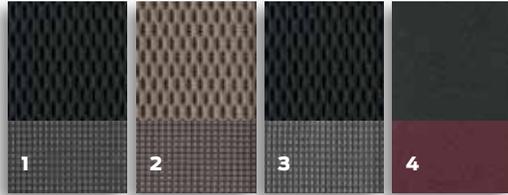
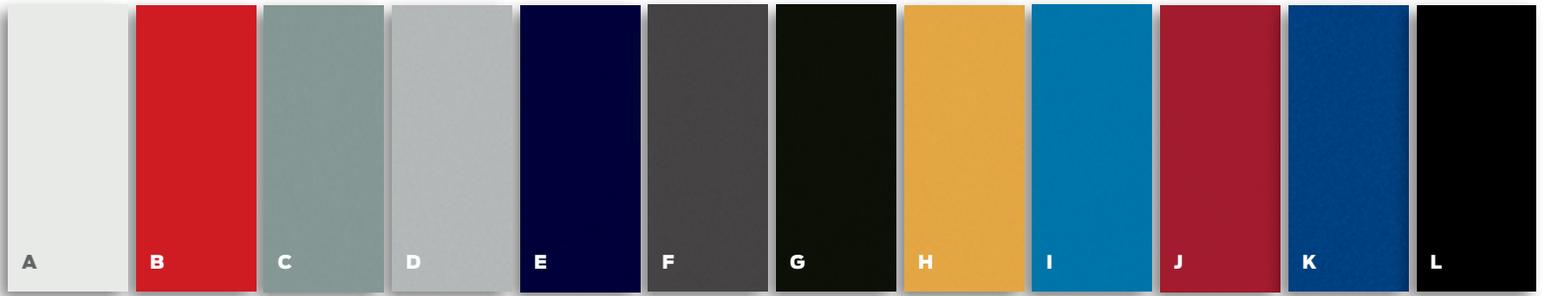
Focus SE



Drive one.

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Focus SE



Colours and trims	1	2	3	4
A Oxford White	■	■	■	
B Race Red	■	■	■	
C Frosted Glass Metallic		■		
D Ingot Silver Metallic	■	■	■	■
E Kona Blue Metallic ¹	■	■	■	
F Sterling Grey Metallic	■	■	■	■
G Tuxedo Black Metallic ²	■	■	■	■
H Yellow Blaze Metallic Tri-coat			■	
I Blue Candy Metallic Tinted Clearcoat	■		■	
J Red Candy Metallic Tinted Clearcoat	■	■	■	
K Sonic Blue Metallic ²	■	■	■	
L Black ¹	■	■	■	■

- 1 Charcoal Black with Warm Steel bolster
- 2 Medium Light Stone with Medium Dark Stone bolster
- 3 Charcoal Black with Metal Grey bolster (Optional, part of SE Sport Package)
- 4 Red leather with Charcoal Black leather insert (Optional, part of SE Interior Trend Package – Sport)

¹Limited availability. ²Late availability.

Colours are representative only. See your Ford of Canada Dealer for actual paint/trim options.

Bodystyles

Effortlessly merging stylish design with innovation and convenience, Focus SE is available as a 4-door sedan and a 5-door hatchback.



Optional features

- Power moonroof
- Sirius Satellite Radio with 6-month prepaid subscription
- Engine block heater

Available packages

- SE Convenience Group
- SYNC® Package
- SE Winter Package
- SE Sport Package
- SFE (Super Fuel Economy) Package
- Interior Trend Package – Sport



16" Steel Wheel Cover



16" Painted Aluminum Wheel



16" Machined Alloy Wheel with Painted Pockets



17" Machined and Painted Alloy Wheel



16" Steel Wheel Cover



Drive one.

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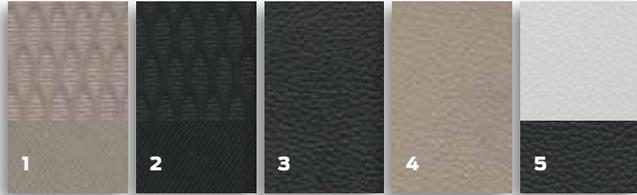
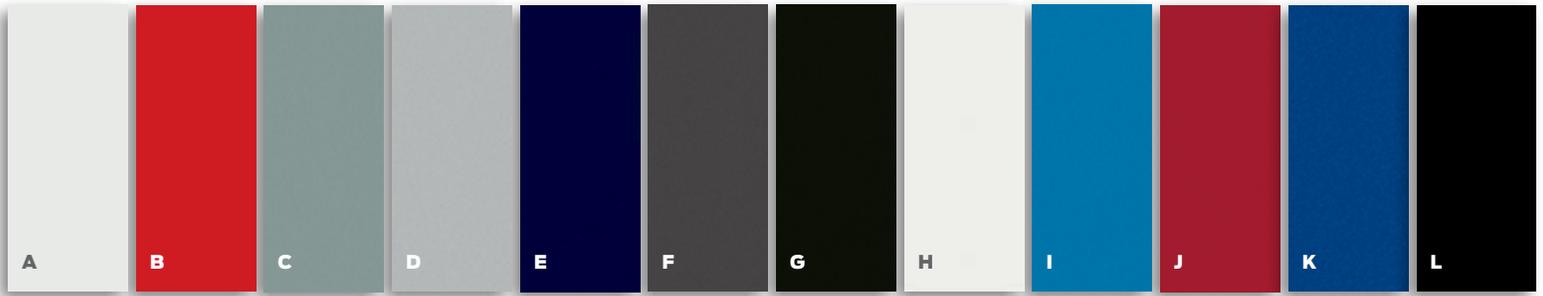
Focus SEL



Drive one.

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Focus SEL



Colours and trims	1	2	3	4	5
A Oxford White	■	■	■	■	■
B Race Red	■	■	■	■	■
C Frosted Glass Metallic	■			■	
D Ingot Silver Metallic	■	■	■	■	■
E Kona Blue Metallic ¹	■	■	■	■	■
F Sterling Grey Metallic	■	■	■	■	■
G Tuxedo Black Metallic ²	■	■	■	■	■
H White Platinum Metallic Tri-coat	■	■	■	■	■
I Blue Candy Metallic Tinted Clearcoat		■	■		
J Red Candy Metallic Tinted Clearcoat	■	■	■	■	■
K Sonic Blue Metallic ²	■	■	■	■	■
L Black ¹	■	■	■	■	■

- 1 Medium Light Stone
- 2 Charcoal Black
- 3 Charcoal Black leather (Optional)
- 4 Medium Light Stone leather (Optional)
- 5 Charcoal Black leather with Oxford White leather insert (Optional, part of SEL Interior Trend Package – Style)

¹Limited availability. ²Late availability.

Colours are representative only. See your Ford of Canada Dealer for actual paint/trim options.

Optional features

- Leather-trimmed seats with 6-way power driver's seat
- Navigation System
- Power moonroof
- Engine block heater

Available packages

- Audio Interface Package
- Vision Group
- Parking Technology Package
- Interior Trend Package – Style
- Luxury Package



16" Painted Aluminum Wheel



17" Aluminum Wheel



17" Aluminum Wheel

Bodystyles

The dynamic character of Focus really comes alive in SEL, with an even greater emphasis placed on driving enjoyment in both the 4-door sedan and 5-door hatchback body styles.



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Focus Titanium



Drive one.

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Focus Titanium



Colours and trims	1	2	3	4
A Ingot Silver Metallic	■	■	■	■
B Kona Blue Metallic ¹	■	■	■	
C Sterling Grey Metallic	■	■	■	■
D Tuxedo Black Metallic ²	■	■	■	■
E White Platinum Metallic Tri-coat	■	■	■	
F Yellow Blaze Metallic Tri-coat	■	■		
G Blue Candy Metallic Tinted Clearcoat	■	■		
H Red Candy Metallic Tinted Clearcoat	■	■	■	
I Sonic Blue Metallic ²	■	■	■	
J Black ¹	■	■	■	■

- 1 Charcoal Black
- 2 Charcoal Black leather (Optional)
- 3 Charcoal Black leather with Oxford White leather insert (Optional, part of Titanium Interior Trend Package – Style)
- 4 Red leather with Charcoal Black leather insert (Optional, part of Titanium Interior Trend Package – Sport)

¹Limited availability. ²Late availability.

Colours are representative only. See your Ford of Canada Dealer for actual paint/trim options.

Optional features

- Leather-trimmed seats with 6-way power driver's seat
- Navigation System
- Power moonroof
- Remote Start System (req. automatic transmission)
- Engine block heater
- 18" aluminum wheels (includes Sport suspension and low-profile summer performance tires)

Available packages

- Vision Group
- Parking Technology Package
- Interior Trend Package – Sport
- Interior Trend Package – Style
- Luxury Package



17" Machined Sport Aluminum Wheel



17" Machined and Painted Alloy Wheel



18" Aluminum Wheel

Bodystyles

Whether you choose the 4-door sedan or 5-door hatchback, the very latest innovative technology and contemporary styling make Titanium the ultimate new Ford Focus.



Drive one.

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Proven quality

The attention to detail lavished on the new Ford Focus is immediately evident, from the exterior finish to the quality of the interior. Look a little deeper and you'll find we've engineered every single component for dependability, safety and strength.



The only thing it plays safe...is safety.

Focus uses a range of sophisticated features to help keep you protected, including a high-strength-steel safety cage, an Anti-Lock Brake System with electronic brakeforce distribution, and front and side-curtain airbags.

The Focus suite of safety features includes:

- Personal Safety System™ featuring next-generation dual-stage driver and front-passenger front airbags¹
- Front-seat side airbags¹
- Safety Canopy® System with 2-row side-curtain airbags¹
- AdvanceTrac® ESC (electronic stability control)²
- Robust computer-optimized body structure with ultra-rigid safety cage and crumple zones
- Pretensioners, load-limiting retractors and height-adjustable upper mounts on front safety belts
- Anti-lock brakes (ABS) with electronic brakeforce distribution (EBD) and Emergency Brake Assist (EBA)



Relentless testing

During its development and testing, we closed the doors, liftgate and hood over 300,000 times, including hard slams. We made sure the car stood up to harsh conditions and extremes of real-world weather from -40°C to +80°C. It's a car you can rely on, right down to the smallest ball bearing.

Accessories.

You have your own sense of style. As much as your personality, it's what makes you uniquely you. And to make sure that individuality is shown in everything you do, here are just some of the accessories you can use to customize your Focus inside and out. So go ahead, make your Focus even more distinctive.



More dependable inflation than the stock market.

Tire pressure monitoring automatically alerts you if pressure on any of your 4 tires is significantly underinflated.



Flat Top Ski/Snowboard Carrier by THULE® (Ford Licensed Accessories)

Stainless Steel Door Sill Plates

Cargo Area Protector

17" Machined and Painted Alloy Wheel

Bodyside Graphics Kit

¹Always wear your safety belt and secure children in the rear seat.

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.

THULE is a registered trademark of Thule Sweden AB.



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QUALITY, GREEN, SAFE AND SMART.



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

- Basic Coverage: 3 years/60,000 km
- Powertrain Limited 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.

Ford Extended Service Plan. Help protect your investment and add to your peace of mind by complementing your vehicle purchase or lease with a Ford Extended Service Plan (ESP). Ford ESP protects you against unexpected repair costs after your New Vehicle Basic Warranty expires by covering many vehicle components. Enjoy the drive even more by complementing your ESP with a prepaid maintenance plan, which covers all required scheduled maintenance for your vehicle, plus 8 wear items. See your Ford of Canada Dealer for details. □ **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 local Ford of Canada Dealer for details or check us out at fordcredit.ca. □ **Genuine Ford Accessories.** Ford of Canada warrants that its authorized Dealers will repair or replace any Genuine Ford Accessory that is properly installed by the authorized Dealer that sold the accessory and found to be defective in factory-supplied materials or workmanship. The accessory will be warranted for whichever provides you the greatest benefit: 12 months/20,000 km (whichever occurs first), or the remainder of your 36-month/60,000-km (whichever occurs first) Basic Coverage in the New Vehicle Limited Warranty. Contact your local Ford of Canada Dealer for details. □ **Ford Licensed Accessories (FLA)** are warranted by the accessory manufacturer's limited warranty. The warranty coverage will vary by accessory manufacturer. Ford Licensed Accessories are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your local Ford of Canada Dealer for details regarding the accessory manufacturer's limited warranty and/or for a copy of the FLA product limited warranty offered by the accessory manufacturer. □ **For prompt, courteous answers to your questions: Ford Customer Relationship Centre 1-800-565-3673; Ford Credit Customer Service Centre: 1-877-636-7346.**

Competitive comparisons are based on 2011 competitive models, publicly available information and Ford data at the time of printing of the 2012 original printed version. 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 the 2012 original printed brochure, 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. Please see your sales consultant for specific colour and model availability. Please visit your local dealer or ford.ca for complete vehicle details.



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