

2004 FOCUS

ACCESSORIES

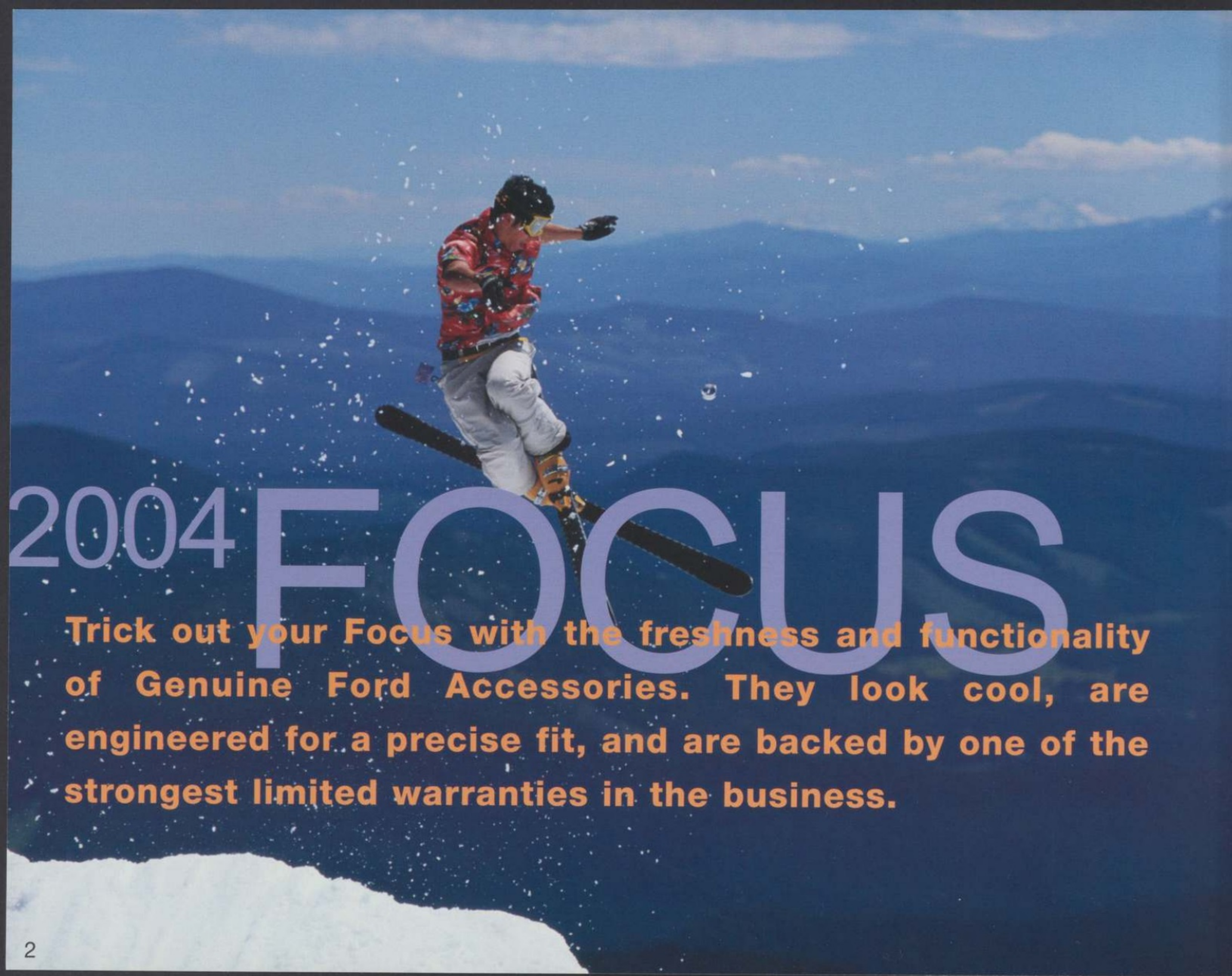


**PERSONALIZE
YOUR
FOCUS
WITH
GENUINE
FORD
ACCESSORIES**



fordaccessoriesstore.com





2004 FOCUS

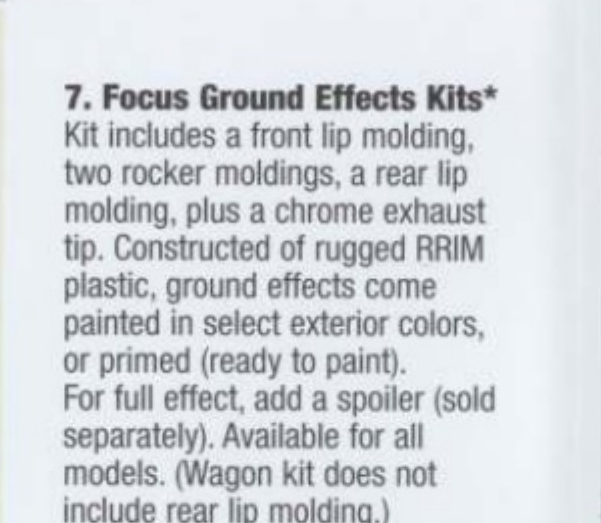
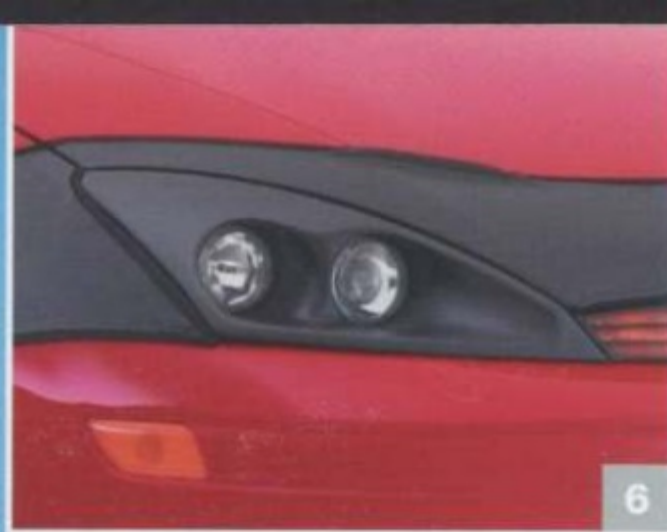
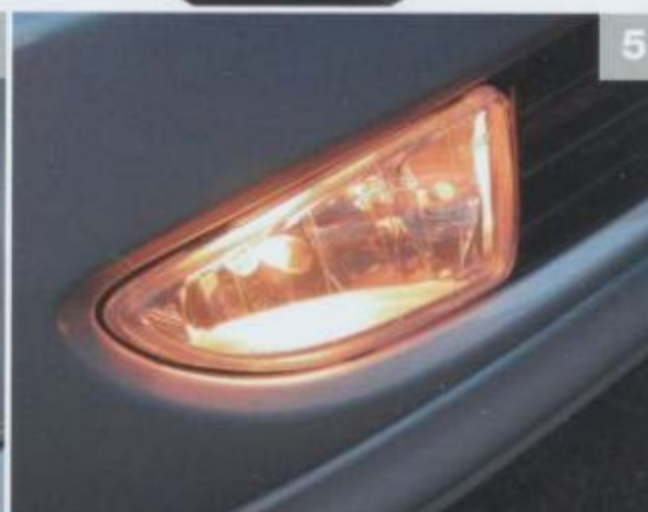
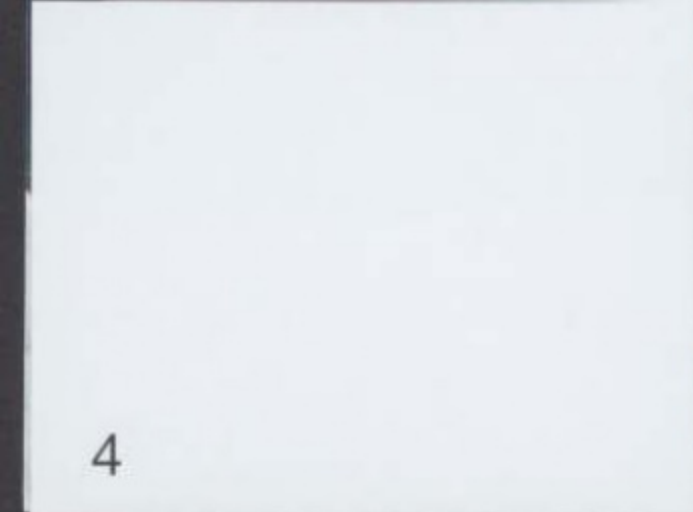
Trick out your Focus with the freshness and functionality of Genuine Ford Accessories. They look cool, are engineered for a precise fit, and are backed by one of the strongest limited warranties in the business.



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OUTWARD APPEARANCES



1. Wraparound Bug Shield*
Excellent front-end protection with stylish wraparound design to enhance vehicle's lines. Constructed of durable polycarbonate in versatile smoke color. Easy installation. Base Part No. **16C900**

2. Mini-Mask Front End Cover
Heavy-duty vinyl cover helps keep bugs, stones and UV rays from marring your vehicle's finish. Flannel backing is gentle to painted finishes. Multi-piece design allows hood to be opened with cover on. Features embossed vehicle name or logo above driver's-side headlamp. Base Part No. **19A413**

3. Full Front End Cover
Heavy-duty vinyl shields front end from bugs, stones and off-road debris. Flannel backing minimizes moisture build-up between the cover and the painted surface. Multi-piece construction lets you open hood without removing the cover. Base Part No. **19A413**

4. Side Window Deflectors
Deflectors keep out snow or rain so you can crack open the window and let fresh air in. Durable, smoke-colored acrylic. Self-stick adhesive for easy installation. Base Part No. **18246**

5. Fog Lights
For optimal vision and safety. Fog lights mount to the lower fascia of the front bumper with original equipment design that ensures proper fit. Kit includes new lower grille for Focus. Dealer installation recommended. Base Part No. **15200**

6. Projector Headlamps
These cool headlamps are designed to directly replace the factory headlamps, and plug right into the factory wiring. Lamps are mounted in a rugged, black housing that can be painted for a custom look. Base Part No. **13008**

7. Focus Ground Effects Kits*
Kit includes a front lip molding, two rocker moldings, a rear lip molding, plus a chrome exhaust tip. Constructed of rugged RRIM plastic, ground effects come painted in select exterior colors, or primed (ready to paint). For full effect, add a spoiler (sold separately). Available for all models. (Wagon kit does not include rear lip molding.) Base Part No. **20049**

8. Molded Splash Guards
Deflect mud, snow and ice away from lower body panels. Contoured design complements vehicle lines and gives excellent protection. Heavy-duty black plastic construction resists cracking. Packaged in pairs for front or rear. Rear guards have either the Ford Oval logo (4-door and Wagon) or Focus logo (3-/5- door). NOTE: Specify trim level. Base Part No. **16A550**

9. Flat Splash Guards
Guard against mud, snow and ice. Durable splash guards are embossed with Ford logo. Packaged in a 2-piece set. Base Part No. **16A550**

10. Chrome Exhaust Tip
Slips over the end of the tailpipe. Constructed of heavy-duty, corrosion-resistant, chrome-plated stainless steel for long life. Easy to install; no drilling necessary. Base Part No. **5K238**

*Eligible for residualization under a Ford Credit Red Carpet Lease.



11. Rear Spoiler*
Uniquely designed spoiler comes in select exterior colors and primed (ready to paint). Dealer installation recommended. Base Part No. **44210**

12. B-Pillar Trim
The Focus logo highlights this simulated brushed aluminum trim. A urethane coating helps protect against scratches and fading. Uses an adhesive backing to hold it securely on the car. Base Part No. **20049**

13. MACH® B-Pillar Trim and Scuff Plate Kit
The MACH logo and orange and black highlights embellish this simulated brushed aluminum trim. A urethane coating helps protect against scratches and fading. Uses an adhesive backing to hold it securely on the car. Kit includes B-pillar trim and scuff plates. MACH Audio 3-/4-/5-door only. Base Part No. **20049**

14. Door Edge Guards
Each set is custom made to the exact contours of your vehicle. Won't sag, slip, peel or rust – they're made of stainless steel and lined with a non-metallic material that won't scratch paint. No adhesives or screws needed for installation. Available in bright finish and black matte finish. Base Part No. **20910**



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INSIDE MOVES

Custom Wheels*

A selection of custom wheels is now available at your local Ford dealer. Designed specifically for your vehicle, they meet Ford's rigorous appearance, durability and corrosion-resistance requirements. Each wheel is kitted and includes the wheel, center cap and lug nuts (most applications). Base Part No. **1007**

15. tbd-1007-tbd

16" X 6.5" Polished aluminum 6-spoke style. Includes polished aluminum center cap (kit does not include lug nuts). Late Availability.

16. 3S4Z-1007-HA

16" X 6" Bright machined aluminum 5-spoke style. Includes chromed center cap and chromed lug nuts.

**Eligible for residualization under a Ford Credit Red Carpet Lease.*



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17. Smoker's Pack

Add an ashtray and lighter to your vehicle. The ashtray blends with the interior styling and mounts to the dash. Easy to remove for cleaning. Base Part No. **04788**

18. GPS Navigation System

Three for the road: navigation, AM-FM tuner and CD player in one compact package. Offers turn-by-turn voice directions to the desired destination. At-a-glance directions displayed on screen. Replaces the factory-installed audio system. Separate bezel kit required for each installation. Dealer installation recommended. Base Part No. **18814** (Spring Clip Radio Bezel Kit - **10E991**)

19. Speed Control

Microcomputer-controlled system automatically adjusts the throttle to maintain your desired cruising speed. Fingertip controls are conveniently located on the steering wheel. Dealer installation recommended. Available 10/03. Base Part No. **9A818**

20. Stainless Steel Scuff Plates

A perfect blend of form and function. These scuff plates look great and also protect the sill from minor scuffs and scratches. Constructed of stainless steel with a clear urethane protective coating. Features Focus logo. Self-adhesive backing. Easy installation. Base Part No. **132A08**

21. Urethane Scuff Plates

Add a custom look while protecting the door sills from scuffs and scratches. Plates feature a stylized Focus logo. Special adhesive backing makes them easy to install. Base Part No. **132A08**

22. Leather-Wrapped Steering Wheel

Nothing beats the feel and grip of genuine leather. Available in colors to match or complement the interior. Dealer installation recommended. Base Part No. **3600**

23. Interior Trim Kits

Give your interior a unique look with brushed aluminum trim. Molded to the contours of the dash and door panels. Depending on application, kits include dash and/or heater control surrounds and door trim pieces. Trim pieces fit around radio center stack. Easy-to-install, adhesive-backed appliques. Not available for Focus ZTS, ZTW or ZX5. Base Part No. **04288**

24. Electrochromic Compass Mirror and Compass/Temp Mirror

Ease the discomfort of headlight glare in your rearview mirror. Mirror automatically dims when glare is detected. Features a built-in compass. Our Electrochromic Compass Mirror with Temperature Display has the additional feature of an outside temperature display. Switch lets you toggle between compass and temperature readings; set to Celsius or Fahrenheit scales. Dealer installation recommended. Base Part No. **17700**



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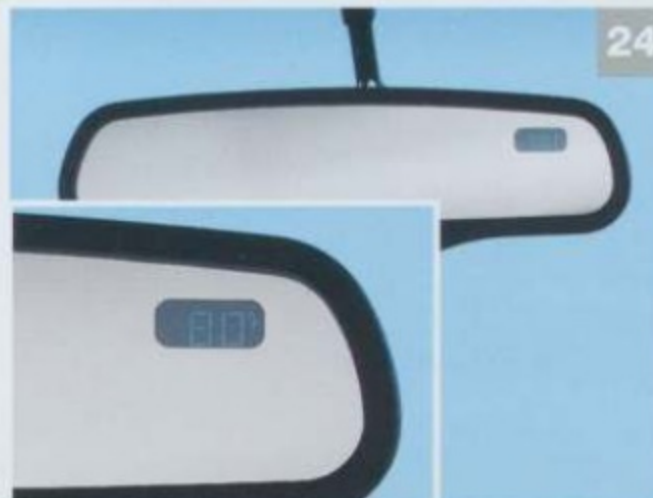
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25. All-Weather Vinyl Floor Mats

The deep grooves and raised ridges in these heavy-duty mats catch and hold snow, slush and mud, while protecting the vehicle carpeting. Nibbed backing and driver-side positive retention help keep mats in place. Front and rear mats are sold separately in sets of two. Available in colors that complement your vehicle interior. Base Part No. **13086** Front Base Part No. **13106** Rear

26. Carpeted Floor Mats

Premium grade carpeting is custom fit to the exact contour of each vehicle. Driver-side mats have positive retention, and all mats have a nib backing to help prevent slippage. Four-piece kits are available with Focus logo and include front and rear mats. Available in select colors to complement vehicle. Base Part No. **13300**



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27. Trunk/Rear Cargo Net

Keep packages and other loose items from spilling in your vehicle. The black netting stretches easily over bulky-shaped items and the soft braided cording won't scratch painted surfaces. Corner hooks attach to existing rings (or install those provided) in vehicle's cargo area. Envelope and floor mount styles available. Installs easily; no tools required. Base Part No. **55066** Envelope Base Part No. **550A66** Floor

28. Cargo-Logic

A smart way to protect the cargo area and keep cargo restrained. Liner features molded construction that provides a stain- and moisture-resistant barrier to protect the cargo area floor, while L-shaped Cargo-Loks hold cargo secure. The liner's heavy-duty looped polyware surface offers an ideal fastening surface for Velcro® hooks on the underside of the thermoplastic Cargo-Loks. Simply place Cargo-Loks at diagonal corners of the cargo you're carrying to keep it from shifting. Four Cargo-Loks supplied. Offered in colors to complement your interior. Base Part No. **11600**

29. Interior Cargo Organizer

Removable and adjustable divider system helps separate and organize your belongings. Easy to install; no tools required. Available in black only with Ford Oval logo. Focus Wagon only. Base Part No. **115A00**

30. Interior Molded Cargo Tray

Durable, lightweight polyethylene tray is molded to the contours of your vehicle. Raised lip helps contain spills. Available in black only. For all models. Installs and removes easily without tools. Base Part No. **11600**



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GET IN GEAR

31. Raised Cross Bars by Yakima

Provide additional capacity to carry up to four bike carriers and a platform to mount kayak or canoe carriers. Clamp to the side rails of the factory rack. Integrated locks help secure rack to the vehicle. Can be used with our other equipment carriers (sold separately). Focus Wagon only. Base Part No. 55100

32. Luggage/Cargo Basket by Yakima

Constructed of heavy-duty, vinyl-covered steel mesh, this basket measures 26.5" x 38.75" x 2" tall (67 cm x 97 cm x 5 cm). Includes a stretch net to secure cargo. Available for all Focus models: Focus Wagons equipped with factory rack or raised cross bars (sold separately); Focus Sedans, 3-door and 5-door, with removable roof rack (sold separately). Base Part No. 55100

33. LoadWarrior by Yakima

Large, safari-style basket can carry a load of gear, as well as bikes, skis, canoes or kayaks. Measures 44" x 39" x 6.5" deep (112 cm x 99 cm x 17 cm). Yakima carriers (sold separately) can be mounted directly to the LoadWarrior basket. Available for Focus Wagons equipped with factory rack or raised cross bars (sold separately); Focus Sedans, 3-door and 5-door, with removable roof rack (sold separately). Add the table-leaf-style extension to increase LoadWarrior length by 18" (46 cm). Base Part No. 55100
Rack and extension

34. SportRack Cargo Boxes

Constructed of durable, black ABS plastic, this box goes the extra mile to ensure that your gear is well protected. Long and slim, it's designed to carry up to six pairs of skis, with a capacity of 11.3 cubic feet (320 liters). Focus Wagon only. Base Part No. 55100

35. Removable Roof Rack by Yakima

Easy to use, this removable rack allows you to carry skis, snowboards, bikes or luggage when you purchase the carriers (sold separately). Soft, nonskid footpads help prevent damage to the roof's surface. Integral locks help prevent theft. Focus Sedans 3-door and 5-door only. Base Part No. 55100

36. Canoe Carrier by Yakima

Fits our removable roof rack, raised cross bars or track rider bars (sold separately). Not for use with factory rack. Installs easily, no tools required. Cushioned brackets help protect the gunwales of your canoe from scratches. Cargo straps can be purchased from your local sporting goods store. To ensure a proper fit, Focus Wagon requires raised cross bars and Focus Sedans require removable roof rack, both sold separately. Base Part No. 55100

37. Kayak Carrier by Yakima

Designed to carry kayaks on edge while minimizing side-to-side movement. Carrier installs easily, requiring no tools. To ensure a proper fit, Focus Wagon requires raised cross bars and Focus Sedans require removable roof rack, both sold separately. Not for use with factory rack. Can also mount to LoadWarrior cargo rack. Cargo straps can be purchased from your local sporting goods store. Base Part No. 55100

38. Horizontal Ski/Snowboard Carriers by Yakima

Available in two sizes. Small carrier holds up to four pairs of skis or two snowboards; large carrier (shown) holds up to six pairs of skis or four snowboards. Both feature soft rubber padding to protect the finish on skis and integral locks. To ensure a proper fit, Focus Wagon requires raised cross bars (sold separately) or will fit on factory rack system. Focus Sedans, 3-door and 5-door, require removable roof rack (sold separately). Snowboard Carrier adapter included. Base Part No. 55100

39. Fork Mount Bike Carrier by Yakima

This easy-to-install bike rack uses a locking 9 mm-long skewer, which opens to accommodate the bicycle fork and works as a true quick-release. Each carrier holds one bike and includes an integrated lock. To ensure a proper fit, Focus Wagon requires raised cross bars and Focus Sedans require removable roof rack, both sold separately. Front wheel holder is available and sold separately. Base Part No. 55100 (50148 for Wheel Holder)

40. Frame Mount Bike Carrier by Yakima

On your next trip, take your bike along for the ride. Each carrier holds one bike and features a locking arm with a durable padding that clamps onto the bike's downtube to protect its finish. Built-in cable guides guard against damage to brake or shifter cable. To ensure a proper fit, Focus Wagon requires raised cross bars (sold separately) or will fit on factory rack system. Focus Sedans, 3-door and 5-door, require removable roof rack (sold separately). Base Part No. 55100



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SVT FOCUS



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41. Monochromatic Door Handle Kit
These door handles are available in prime, ready to paint. Available for all models. Dealer installation recommended.

42. SVT Focus Body Kits
Rocker Molding Kit, Rear Bumper Fascia Kit, Monochromatic Outside Mirror Kit. Kits sold separately. Late Availability.

43. Leather Steering Wheel
This leather-wrapped steering wheel with perforated leather gives you a "racing" feel. Complement this wheel with the SVT parking brake lever. For vehicles equipped with cruise control. Dealer installation recommended. (Gauges shown in photograph are not available.)

44. Leather Parking Brake Lever
(not pictured) Perforated leather parking brake lever. Complements the SVT leather steering wheel. Dealer installation recommended.

45. SVT Scuff Plates
(not pictured) A perfect blend of form and function. These stainless steel scuff plates look great and also protect the sill from minor scuffs and scratches. The SVT logo is etched into the surface. Self-stick adhesive backing makes installation a snap. Available for both 3-door and 5-door models.

46. SVT Rear Spoiler
For sporty good looks and a factory-fresh appearance, add an SVT spoiler to your Focus. Available in select exterior colors or primed, ready to paint. Dealer installation recommended. Available for 2000-04 Focus 3-door models and 2002-04 Focus 5-door models.



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SAFE & SECURE

47. Remote Start Systems*
Enjoy the comfort and convenience of a pre-warmed or pre-cooled vehicle. Systems start vehicle from up to 500 ft. (150 m) away, and ensure that it's locked and that its security system (if equipped) is armed. Comes with two remote transmitters. Two systems to choose from: Remote starting only; and Remote starting and vehicle security. Available for automatic transmissions only. Securilok® kit (sold separately) required for most applications. Dealer installation recommended. Base Part No. **19G364** (19G365 for Securilok®)

49. Cargo Security Shade
Conceal your belongings with this heavy-duty vinyl shade. Mounts behind rear seat above the cargo area and may be stored on its roll when not in use. Available in colors to match the vehicle interior. Focus Wagon only. Base Part No. **45440**

50. Highway Safety Kit
Convenient carrying kit includes a reflective triangle, a flashlight, a fire extinguisher, bungee cords, a thermal blanket, cotton gloves, hose tape, a multifunction knife, Phillips and slotted head screwdrivers and a 12-hour light stick. Base Part No. **19F515**



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51. Wheel Locks
For added protection against wheel theft, replace one lug on each wheel with one of these locks. Anodized, zinc-plated locks (shown) available for hidden lugs. Kit includes four locks and key. Base Part No. **1A043**

52. First-Aid Kit
Compact case fits into glove compartment or center console so it's always there when you need it! Contains general first-aid items such as bandages, gauze, antibacterial ointment and more. Base Part No. **19F515**

53. Engine Block Heater
Keep the engine block warm for easier starting, faster warm-ups, and less fuel waste and battery drain. Just connect the heater to a grounded extension cord (not included) and plug into any 110-volt power source. Dealer installation recommended. Base Part No. **6D008**

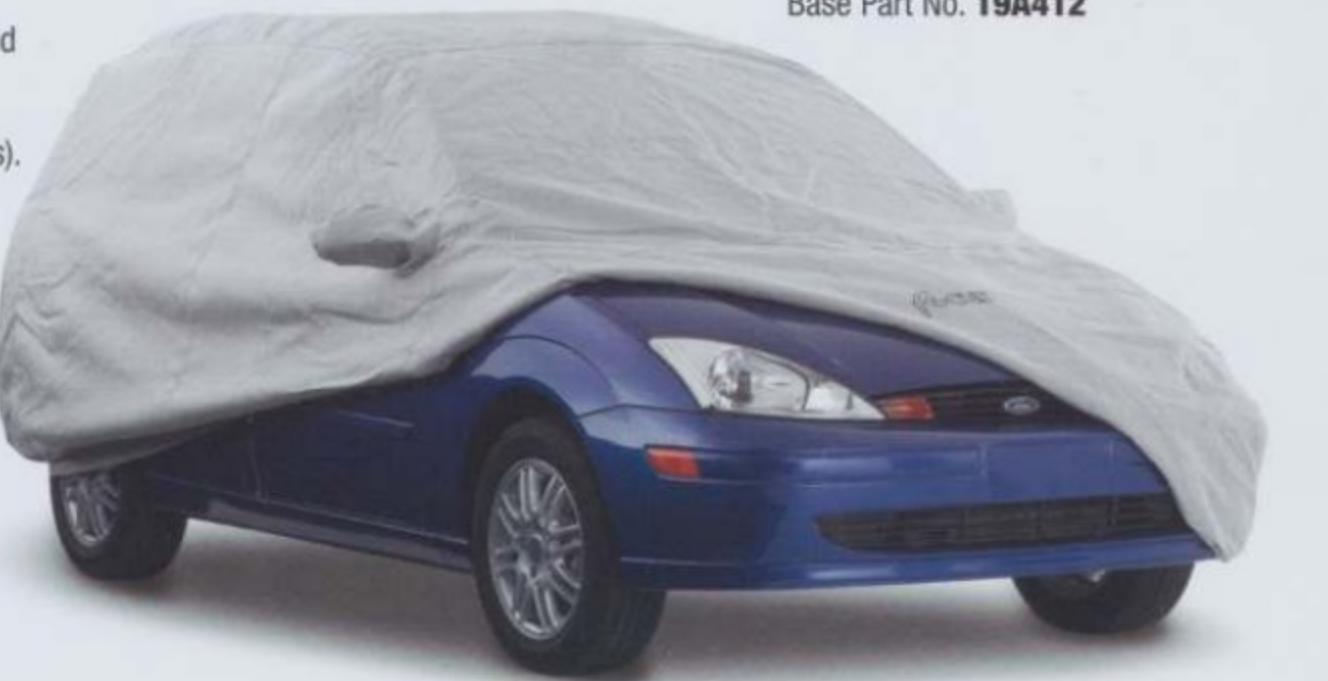
54. Vehicle Security Systems*
Protect your vehicle with a state-of-the-art security system. These systems offer a full range of security features and come complete with pocket-sized transmitters. Three systems to choose from: Vehicle security only; Deluxe vehicle security; and Vehicle security with remote start. Includes a Lifetime Limited Warranty on parts (contact dealer for complete details). Dealer installation recommended. NOTE: Vehicles equipped with a security system may be eligible for insurance discounts in some states/provinces. Base Part No. **19A361**

55. Remote Keyless Entry*
If your vehicle is equipped with power door locks, the remote keyless entry will let you lock and unlock the doors from up to 50 ft. (15 m) away. System features remote illuminated entry, which turns on the dome light, and a one-button personal protection panic feature that activates the vehicle's horn. Includes two hand-held remotes. Dealer installation recommended. Base Part No. **220K51**

56. Daytime Running Lamp Module
This system automatically activates the low-beams at 75% of their normal operating voltage whenever the ignition is in the "on" position. Dealer installation recommended. Base Part No. **13B218**

57. Daytime Running Lamp with Auto Headlamp Module
Never touch your headlamp switch again. System automatically switches the headlamps on whenever darkness is sensed. Also features a time delay that leaves the lights on for a preset amount of time after parking the vehicle. Daytime running lights will activate during daylight. Engineered for complete integration with vehicle electrical system. Dealer installation recommended. Base Part No. **13B218**

58. Full Vehicle Cover
Constructed of multi-layer, non-woven, breathable material, NOAH® covers resist rain, snow, acid rain and bird droppings, and protect your vehicle's finish from UV rays and door dings. Features double-stitched overlapped seams, elastic sewn into the front and rear hems to help hold cover in place, and non-scratch grommets that can be used with a tie-down rope (included) or a cable and lock. Each cover has a silk-screened logo on front and a license plate view window in rear. Base Part No. **19A412**



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Part numbers for the SVT accessories were not available at time of printing. Please see your Ford dealer for details.

*Eligible for residualization under a Ford Credit Red Carpet Lease.

Limited Warranty Information

Ford Motor Company will repair or replace any properly dealer-installed Genuine Ford Accessory found to be defective in factory-supplied materials or workmanship during the warranty period, as well as any component damaged by the defective accessory.

This means that Genuine Ford Accessories purchased along with your new vehicle and installed by the dealer at time of delivery are covered for the full length of your New Vehicle Limited Warranty — 3 years or 36,000 miles (whichever occurs first). If you choose at a later date to purchase a Genuine Ford Accessory, it will be covered for 12 months or 12,000 miles (whichever occurs first). Contact your dealer for details and a copy of the warranty.

Red Carpet Lease

Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or online at fordcredit.com.

ESP PremiumCare Plan

Depending on the ESP Plan you select, some dealer-installed Genuine Ford Accessories can be covered for up to 7 years or 100,000 miles. See your Ford Dealer for details.

Note: The product descriptions and specifications contained herein were correct at the time this material was being prepared for printing. However, our policy is one of continuous improvement, and we reserve the right to change design or specifications at any time without notice and without incurring obligation.

**GENUINE
ACCESSORIES**



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