



FOCUS

Built for the road ahead.



ROBERT HISSOM

HERE'S THE INFORMATION YOU REQUESTED.

THANK YOU FOR YOUR INTEREST IN THE 2005 FORD FOCUS.

Something about it says, "Drive Me." Don't you think? Maybe it's the way it's been restyled. Inside and out. Or maybe it's the new, more powerful and "greener" engine** you'll find. No doubt it has something to do with those European-inspired suspensions. They certainly long for curves. And with a fully transferable 100,000-mile/5-year powertrain coverage† (towing and roadside assistance included), curves are just about the only thing to worry about.

Intrigued? Excellent, because you have been pre-approved for a line of credit up to the amount listed below. We've included the location of your local Ford Dealer, as well as current offers you can use toward a new Ford Focus. To take advantage of your pre-approval and the other offers listed, simply take this brochure to the dealer shown or to any other Ford Dealer. It's time to test-drive the car that encourages you to let loose in the corners. Actually, begs you to.

You have been pre-approved by Ford Credit and your local Ford Dealer for \$45,000.* Offer expires 2/10/05.



Focus ZX4 ST

**The 2.0L Duratec 20 engine is "greener," based on lower emissions than the 2004 2.0L Zetec and SPI engines. Based on '04 2.0L vs. '05 2.0L Duratec 20 DOHC engine emissions.

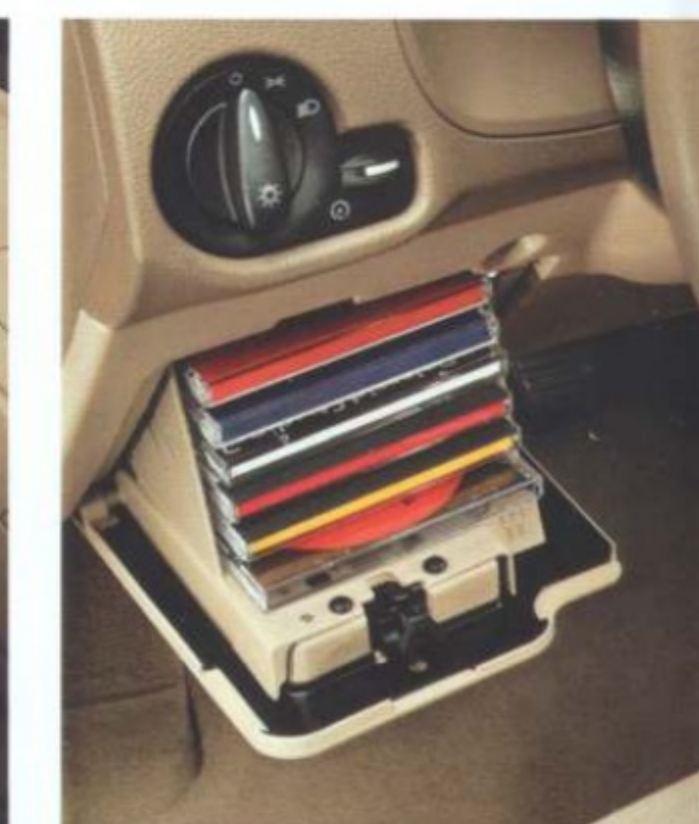
†100,000-mile/5-year Powertrain Extended Service Plan. 100,000-mile/5-year Powertrain Limited Warranty in Florida. A deductible applies.

*Pre-approved credit is subject to the following conditions: All of your Ford Credit accounts, if any, must be in good standing, and your income must be sufficient to cover normal living expenses and your vehicle payment at the time of transaction. For new vehicles, the pre-approved amount applies to the manufacturer's suggested retail price (MSRP). If you have any questions regarding your pre-approval credit offer, just call Program Headquarters at 1-800-235-5346. Please note that information contained in your credit record was used to generate your name for this offer. The offer of credit was extended because you met the credit criteria established by Ford Motor Credit Company. The credit offer may be withdrawn if it is found that you no longer meet the established credit criteria. You have the right to notify any credit bureau that you do not wish to have information from your credit report used in future offerings involving pre-approved credit. Experian Target Marketing Services, P.O. Box 919, Allen, TX 75013, 1-888-567-8688; TransUnion - Name Removal Opt-Out Request, P.O. Box 7245, Fullerton, CA 92637, 1-888-567-8688; Equifax Option, P.O. Box 740123, Atlanta, GA 30374-0123, 1-888-567-8688.



1. Focus offers three European-inspired suspensions. The highest level can be found in the ZX4 ST - giving this sedan incredible control and steering precision.
2. There are all-new audio systems to choose from, including an available Audiophile™ System with Sound Designed by Sony. Available audio controls are conveniently mounted on the steering column so it's easier to keep your eyes on the road. No need to miss a thing.
3. The new 2.0L Duratec 20 DOHC I4 engine is not only more powerful, but also offers improved fuel economy and lower emissions.*
4. Restyled throughout. The all-new instrument panel features a cleaner, more contemporary look.
5. The all-new interior revamps storage space, fabric choice, even noise level. More usable. Better looking. And now quieter.
6. Store up to six of your favorites in this all-new, easily reached CD bin.

Audiophile is a trademark of Audiophile, Inc.
*The 2.0L Duratec 20 engine is "greener," based on lower emissions than the 2004 2.0L Zetec and SPI engines. Based on '04 2.0L vs. '05 2.0L Duratec 20 DOHC engine emissions.



FORD FOCUS VS. HONDA CIVIC

When compared to other cars in its class, Focus always seems to come out on top. Especially with the critics. What do you think? Take a look and see how Ford Focus stacks up against the Honda Civic. Then experience the real thing with a test-drive. And for even more comparisons, visit www.fordvehicles.com.



Car and Driver 10Best, 5 years running.*

Automobile Magazine All-Star Award, 4 times in a row.**

Consumer Guide "Best Buy," 4 years in a row.†

Polk Automotive Loyalty Award, highest percentage of repeat buyers of any small car.††

SPECIFICATIONS	2005 Ford Focus ZX4 SE	2005 Honda Civic Sedan LX 5-Spd MT
Base Price MSRP	\$15,105	\$15,360
Standard Seating	5	5
Power Windows	Standard	Standard
Power Door Locks	Standard	Standard
Head Room (front)	39.1	39.8
Leg Room (front)	40.7	42.2
4-Wheel ABS Brakes	Optional	Not Available
Horsepower@RPM	136@6000	115@6100
Torque@RPM	133@4500	110@4500
Basic Warranty (months)	36	36
Basic Warranty (miles)	36,000	36,000
Powertrain Warranty (months)	60	36
Powertrain Warranty (miles)	100,000	36,000



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*2000-2004 Focus, all models. **2001-2004 Focus models. †2001 Focus, 2002 Focus, 2002 Focus SVT, 2003 Focus/Focus SVT. ††According to R.L. Polk statistics for the small car category in 2003, Ford Focus ranked highest by having the greatest percentage of households return to purchase or lease another Ford Focus vehicle.

DEALER ACCESSORIES

A selection of custom wheels is now available at your local Ford Dealer, like these 16" 6-spoke polished aluminum beauties shown here. Each wheel is kitted and includes the wheel, center cap and lug nuts.



Leave an impression on those you leave behind with this chrome exhaust tip. Constructed of nickel-plated steel for long life, it slips over the end of the tailpipe. Easily installed; no drilling necessary.



A midwing spoiler is available for the ZX3 and ZX5. Manufactured to precision original equipment specifications, all spoilers come painted in popular colors or primed and ready to paint. Dealer installation is recommended.



HAS A PARKING METER PHOBIA.

Here's a car that can't sit still: the 2005 Focus ZX4 ST. Considered the performance sedan of the lot, it has the features to prove it. Like its performance-tuned suspension. This top-of-the-line suspension is built for the serious driver, providing the highest level of driving dynamics. Think stretches of asphalt. S-turns upon S-turns. Drive-a-rama. Or how about its new 2.3L Duratec 23 DOHC? This engine is only available in the ST and goes perfectly with a 5-speed manual transmission. Put that together with a sport-tuned exhaust system and larger displacement, and what you get is 151 horses and 154 lb.-ft. of torque. (Not to mention the most powerful Focus engine available.) Now, can you blame it for not wanting to slow down?





HUGS THE HIGH ROAD.

In the trade-off between performance and emissions, there is no trade-off. And it's all thanks to what's offered under the hood of this car. The Focus lineup features an all-new family of Duratec I4 engines that offer both improved fuel economy and lower emissions.* (Which nets out to be 32% cleaner, in case you were wondering.) And yet, horsepower has increased at least 23% across the entire Focus line. So that means they move. Quickly. Which translates into performance. All the while giving you longer driving range between fill-ups with the help of a new larger fuel tank. Which ultimately means you have nothing to lose. Period.

*The 2.0L Duratec 20 engine is "greener," based on lower emissions than the 2004 2.0L Zetec and SPI engines. Based on '04 2.0L vs. '05 2.0L Duratec 20 DOHC engine emissions.

IT BEGS TO BE DRIVEN.

Look at it just sitting there. The new 2005 Focus on the page of a brochure. In perpetual idle. To say it's wrong is an understatement. This car belongs on the road. And a demanding, lean-into-the-curves kind of road, at that. Four bodystyles to choose from. Three fully independent, European-inspired suspensions. New tires, wheels and larger brakes. New larger shocks. It all adds up to control and more responsive handling. Such attention to driving details is why it keeps showing up on the *Car and Driver* 10Best list. For the fifth year in a row. Now, does that sound like a car that should be trapped on paper to you? Come on. Don't make it beg.



Focus ZX3



Focus ZX5



Focus ZXW



Focus ZX4



Car and Driver 10Best, 5 years running
(2000, 2001, 2002, 2003, 2004)

FEATURED SPECIFICATIONS

Model Availability	S	SE	SES	ST
ZX3 - 3-Door Hatchback	S	S	S	-
ZX4 - 4-Door Sedan	S	S	S	S
ZX5 - 5-Door Hatchback	S	S	S	-
ZXW - 4-Door Wagon	-	S	S	-

Performance

2.0L Duratec 20 DOHC Engine	S	S	S	-
2.0L Duratec 20E PZEV DOHC Engine*	S	S	S	-
2.3L Duratec 23 DOHC Engine	-	-	-	S
Automatic Transmission (Not Available on ZX3 S)	0	0	0	-
15" 9-Spoke Wheel Covers	S	-	-	-
15" 7-Spoke Wheel Covers	-	S	-	-
15" Multi-Spoke Aluminum Wheels (Standard on ZXW SES Only)	-	0	S	-
16" 5-Spoke Aluminum Wheels (Standard on ZX3/ZX4/ZX5 SES)	-	-	S	-
16" 5-Spoke Machined Aluminum Wheels	-	-	-	S

Mechanical

100,000-Mile Tune-Up Interval**	S	S	S	S
European-Inspired Suspension - Front: Independent MacPherson Strut, Stabilizer Bar; Rear: Control Blade Independent	S	S	S	S

Safety/Security

Personal Safety System™ for Driver and Front Passenger - with Dual-Stage Airbags,† Safety Belt Pretensioners, Energy Management Retractors, Safety Belt Usage Sensors, Driver's Seat Position Sensor, Crash Severity Sensor, Front-Passenger-Seat Occupant Classification System and Restraint Control Module	S	S	S	S
Side Impact Airbags	0	0	0	0
Anti-Lock Braking System (ABS)	0	0	0	S
Traction Control††	-	0	0	S
SecuriLock® Passive Anti-Theft System	S	S	S	S

Seating

60/40 Split/Fold Rear Seat with Flip-Up Rear Seat Cushion	S	S	S	S
Height-Adjustable Driver's Seat	S	S	S	S
Heated Front Seats	-	-	0	0
Leather-Trimmed Seats	-	-	0	0

Interior

AM/FM Stereo with Single CD Player, Clock and 4 Speakers	S	-	-	-
AM/FM Stereo with Single CD/MP3 Player, Clock and 4 Speakers	-	S	-	-
AM/FM Stereo with 6-Disc In-Dash CD/MP3 Player (N/A on ZXW SE)	-	0	S	S
Sound by Sony Audiophile™ System with 6-Disc In-Dash CD/MP3 Player (Not Available on ZXW)	-	0	0	0
Air Conditioning	0	S	S	S
Steering-Column-Mounted Audio Controls	-	0	S	S

Exterior

Fog Lamps	-	0	S	S
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Packages

Convenience Package - Includes Speed Control, Tilt/Telescoping Steering Column and Steering-Column-Mounted Audio Controls	-	0	S	S
SE Sport Group - Includes 15" Multi-Spoke Aluminum Wheels, Tachometer, Leather-Wrapped Steering Wheel and Fog Lamps	-	0	-	-

S = Standard 0 = Optional -- = Not Available

Not all packages are shown. For further details, see your Ford Dealer.

*Standard on S, SE and SES series in CA, MA, ME, NY and VT. Available in AZ, CT, NH, NJ, NV, OR, PA and RI.

**Under normal driving conditions with routine fluid and filter changes. †Always wear your safety belt and secure children in the rear seat. ††Requires ABS and tachometer. Audiophile is a trademark of Audiophile, Inc.

For more info, or to "build your own" Focus on-line, visit www.fordvehicles.com.



15" Steel Wheel with 9-Spoke Appearance Cover



15" Steel Wheel with 7-Spoke Appearance Cover



15" Multi-Spoke Aluminum Wheel



16" 5-Spoke Aluminum Wheel



16" 5-Spoke Machined Aluminum Wheel with Argent Pockets



Cloud 9 White



Arizona Beige Metallic



Blazing Copper Metallic



Egg Yolk Yellow



Infra-Red



Sangria Red Metallic



Liquid Grey Metallic



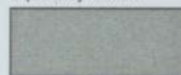
Light Tundra Metallic



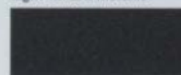
French Blue Metallic



Sonic Blue Metallic



CD Silver Metallic



Pitch Black

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