STYLISH and SMART.
The perfect combination.

Focus amps up its award-winning reputation with an all-new design — 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. It’s an attraction that extends to the cockpit’s hi-tech surrounds. Even the acclaimed Euro-inspired handling is fine tuned, boosting those road-hugging manners to the max. Fact is, Focus is your connection to all facets of fun.

SE Deluxe Package

Inject some more passion into every trip to the beach or ATM: The optional SE Deluxe Package dials up the style with additional chrome accents, a metallic instrument panel finish, eye-popping Euroflange wheels and enhanced agility. With Focus, the emphasis isn’t on reaching your destination, it’s on the sheer enjoyment you’ll have getting there.
Yeah, it’s got GAME.

When you want to catch a curve or find that sweet spot in the road, Ford Focus is just your ticket. Since its debut, Focus has been widely hailed for its impressive response that puts it in a league by itself. Now the fun factor is dialed way up.

Focus is leaner, making it that much meaner. Right down to its steering and handling characteristics, which are sharper. The European-inspired suspensions — both standard and enhanced — were optimized: Re-tuned springs, new shocks and jounce bumpers, and a larger-diameter front stabilizer bar combine for a dynamic driving treat. It’s all about looking at the next winding stretch of pavement and thinking, “Bring it on.”

**European-Inspired Suspension**

Every Focus is outfitted with a 4-wheel independent suspension that delivers exceptional maneuverability and eagerly absorbs bumps. The multilink design in back employs Control Blade™ trailing arms - they boost passive rear-wheel steer big-time, which is particularly helpful when it comes to passing zones or hitting the fast lane on highways. On S and SE models, the front suspension incorporates MacPherson struts and a forged-steel stabilizer bar.

**Enhanced European-Inspired Suspension**

Strike an even greater balance of cornering ability and steering control. On SES models, and as part of the optional SE Deluxe Package, the addition of a rear stabilizer bar makes for tighter handling.
NEW 2008 FOCUS

**35 MPG HIGHWAY**

Get your kicks on Route 66, Highway 1 or the Pennsylvania Turnpike, and kick the smog habit while you’re at it. At the heart of Focus is an aluminum-block Duratec engine, devised to be energetic, efficient, ear-pleasing and majorly eco-responsible – rated far above average in the government’s official EPA Green Vehicle Guide.

The 35-mpg\(^1\) 2.0L Duratec powerplant unleashes 140 hp and 136 lb-ft. of torque. It boasts an all-new air induction system and is armed with chain-driven dual overhead cams, 16 valves, 4 cylinders and sequential multipoint fuel injection, all backed by a 5-year/60,000-mile powertrain warranty.\(^2\) Team the engine with a 5-speed manual gearbox or opt for a smooth-shifting automatic transmission for responsive, smog-reduced revs.

\(^1\)2008 EPA-estimated hwy. fuel economy with 5-speed manual transmission. \(^2\)See dealer for limited warranty details. \(^3\)Standard on S, SE and SES models in CA, CT, MA, ME, NY, PA, RI and VT; available on retail orders in AZ, DE, MD, NH, NV, OH, OR and WV.

For the second year in a row, Ford Focus has earned SmartWay accolades from the U.S. Environmental Protection Agency (EPA). Per the EPA, “ Vehicles that receive this designation are very good environmental performers compared to other vehicles.” In order to become a SmartWay performer, Focus had to pass the agency’s stringent Air Pollution and Greenhouse Gas Scores testing; it did so with flying colors.

As a Partial Zero Emissions Vehicle (PZEV)\(^3\) in California emissions states, Focus is as eco-responsible as the best hybrids, meaning it maintains near-zero fuel system evaporative discharge and meets Super Ultra Low Emissions Vehicle (SULEV) requisites. For all other states, Focus is still ultra-clean running – it yields a mere 20% of the hydrocarbon and carbon monoxide emissions of an Ultra Low Emissions Vehicle (ULEV). Chew on this: Grilling 1 burger (meat or veggie) emits more hydrocarbon emissions than a Focus PZEV does on a 3-hour road trip.
Introducing the new standard for in-vehicle communications. Ford SYNC™ developed in association with Microsoft® is a voice-activated, customizable media system that integrates Focus with most Bluetooth®-enabled mobile phones and most popular digital media players.

With Microsoft Auto software actually embedded in your Ford Focus, SYNC allows you to operate your Bluetooth-enabled mobile phone and your media player using simple voice commands. SYNC is so well-designed, it's received an “Editor’s Choice” award from Popular Mechanics magazine. Jalopnik.com concurs: “... definitely the most robust system we’ve yet seen... for in-auto infotainment.”

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. Go to SyncMyRide.com for more details.
Light the night in ICE BLUE.

Live life in full color. Gauges and controls come alive in a cool Ice Blue, an experience intensified with optional ambient lighting. The digital audio display and clock are eyebrowed on top of the center stack; on SES, audio controls are also steering wheel-mounted, and the dash is dressed in silver-metallic panels.

No matter if you're dressed up or down, whether you're out on a date or just plain hangin' out, Focus is your link to the haps. Breakthrough — not to mention award-winning — Ford SYNC™ technology is available for convenient communications and entertainment on the go. A pair of 12-volt power points allows for handy laptop operation. And the speed-sensitive audio system tunes you in on demand. Dig that rhythm and Blue.

... stay connected... at home, work or somewhere in between.”

NewCarTestDrive.com

Ice Blue Illumination

Controls glow with the clarity of Ice Blue backlighting.

Ambient Lighting

Exclaim your mood with the color-configurable ambient lighting option. Change out on the fly: Scroll through 7 hues for an awesome array of choices - blue, red, yellow, green, aqua, purple or white - that add an intriguing LED glow to all 4 footwells and the front cupholders.
Enter the QUIETEST Focus ever.

Listen up. Focus seats you and 4 of your best friends or family members comfortably — and quite quietly. The new exterior shape is more wind-stealing than before, while the interior does its part to help hush. An all-new climate control system, acoustic windshield and thicker side glass add to the sound of silence.

The serene, inviting interior takes its cues from leading fashion design, displaying new patterns and fabrics that appeal to the senses and add to the sense of openness. Seat shapes offer improved contours, with greater lateral and lumbar support. Optional leather-trimmed seating (pictured above) is highlighted with contrast stitching and gives you the option of heated front buckets. Pick the color palette that reflects your personality, and then ease on down the road.

Power Moonroof
The 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 and parcel of this breathtaking option.

Cloth Seating Standard
every1 be VERSATILE.

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

That 60/40 split in the rear seats allows one seatback to be folded forward in a flash, while the other remains upright for passenger use; or both seatbacks can be lowered simultaneously for maximum cargo hold. Either way, you’re ensured greater flexibility — making it tons easier to transport all those long, awkwardly shaped objects. All around, Ford Focus supplies you with the convenient space you need to be yourself.

**Extremely Generous Trunk**

The easy-in, easy-out trunk — meaning less strenuous bending and lifting for you — clears the way for a whole bunch of stuff.
INFLATION can be very beneficial.

The extremely rigid safety cell, energy-absorbing crumple zones and Personal Safety System® — including a Front-Passenger Sensing System — deliver incredible occupant protection in the event of a collision. But Focus’ commitment to your well-being now extends further with 6 standard airbags.

It’s a holistic approach that integrates the strong Focus body structure with state-of-the-art restraint equipment and other safety measures to lessen the likelihood of injury in an impact: 2 dual-stage front airbags, 2 front-seat side airbags and 2 front-to-back side-curtain airbags are at the ready. There’s also a standard Tire Pressure Monitoring System that alerts for underinflation. Hey, little things do make a big difference.
FOCUS S 2-DOOR/4-DOOR select standard content:
- 2.0L Duratec 20 I-4 or 20E PZEV engine
- 5-speed manual transmission
- 15" steel wheels with 6-spoke wheel covers
- P195/60R15 all-season tires
- Power front disc and rear drum brakes
- Chrome 2-bar grille
- Black manual sideview mirrors
- Black exterior door handles
- Air conditioning
- AM/FM stereo/single-CD player with MP3 capability, speed-sensitive volume control, clock and 4 speakers
- Auxiliary audio input jack
- Black instrument cluster surround with Black-faced gauges
- Front center armrest
- Center console top plate
- Tilt steering column
- Variable-intermittent windshield wipers
- Front-seat side airbags
- Side- curtain airbags
- Tire Pressure Monitoring System

FOCUS SE 2-DOOR/4-DOOR includes S content, plus:
- Chrome side vent on front fenders
- 15" 8-spoke aluminum-alloy wheels
- Power windows
- Power door locks
- Remote keyless-entry system with 2 key fobs
- Power sideview mirrors
- Front and rear floor mats
- Black instrument cluster surround with White-faced gauges
- Map lights
- Message center

FOCUS SES 2-DOOR/4-DOOR includes SE content, plus:
- Rear stabilizer bar
- Enhanced European-inspired suspension
- 16" 6-spoke aluminum-alloy wheels
- P205/50R16 tires
- Fog lamps
- Chrome exhaust tip
- Body-color exterior door handles
- Power, heated body-color sideview mirrors
- Rear spoiler
- Performance instrument cluster
- Metallic instrument panel appliqué with bright cluster rings and register accents
- Steering wheel-mounted cruise and audio controls
- Auto-dimming rearview mirror
- 4-way manually adjustable driver seat
- Ford SYNC voice-activated, in-vehicle communications and entertainment system

*Standard on S, SE and SES models in CA, CT, MA, ME, NY, PA, RI and VT; available on retail orders in AZ, DE, MD, NH, NV, OH, OR and WV.
STANDARD FEATURES

MECHANICAL
2.0L Duratec I-4 engine or 2.0L Duratec 20E PZEV I-4 engine
5-speed manual transmission
European-inspired suspension — Front: independent MacPherson strut, stabilizer bar; rear: independent Control Blade™
Power front disc and rear drum brakes
Tire sealant/inflation kit
15" steel wheels with 6-spoke wheel covers
P195/60R15 BSW tires

SECURITY/SAFETY
Personal Safety System® for driver and front passenger — Includes 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-side airbags1
LATCH — Lower anchors and tether anchors for child-safety seats
Safety belts — 3-point for all 5 seating positions
SecuriLock® passive anti-theft ignition system
Side-curtain airbags2
Tire Pressure Monitoring System

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

INTERIOR
Air conditioning
AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers
Auxiliary audio input jack
Center floor console — Full-length with padded armrest
Cupholders — 2 front; 1 rear
Front doors with map pockets and integrated bottle holders
M map pocket — Front-passenger seatback
Power points — 12-volt (2)
Tilt steering column
Trip odometer
Visor vanity mirrors — Driver and front-passenger

EXTERIOR
Black door handles
Black manual sideview mirrors
Headlamps — Aerodynamic halogen
Rear-window defroster
Solar-tinted glass
Windshield wipers — 2-speed intermittent

ENGINES

2.0L Duratec I-4 engine
Horsepower (hp @ rpm) 140 @ 6000
Torque (lb.-ft. @ rpm) 136 @ 4250
2.0L Duratec 20E PZEV I-4 engine
Horsepower (hp @ rpm) 132 @ 6000
Torque (lb.-ft. @ rpm) 133 @ 4250

2008 EPA-ESTIMATED FUEL ECONOMY

TRANSMISSION
5-speed manual
24 mpg city/35 hwy.
4-speed automatic
24 mpg city/33 hwy.

SPECIFICATIONS

MECHANICAL
2.0L Duratec I-4 engine or 2.0L Duratec 20E PZEV I-4 engine
4-speed automatic 24 mpg city/33 hwy.
5-speed manual 24 mpg city/35 hwy.

INTERIOR
SE Deluxe Package — Includes chrome-capped, heated sideview mirrors; chrome door handles; 16" 6-spoke Euroflange aluminum-alloy wheels; fog lamps; rear stabilizer bar; metallic instrument panel appliqué with bright cluster rings and chrome register accents; metallic console top plate; performance instrument cluster; 4-way adjustable driver seat; chrome exhaust tip; and enhanced European-inspired suspension

S

SE

SE Deluxe Package — Includes chrome-capped, heated sideview mirrors; chrome door handles; 16" 6-spoke Euroflange aluminum-alloy wheels; fog lamps; rear stabilizer bar; metallic instrument panel appliqué with bright cluster rings and chrome register accents; metallic console top plate; performance instrument cluster; 4-way adjustable driver seat; chrome exhaust tip; and enhanced European-inspired suspension

SE 4-door

SE 5-door

SE 4-door

SE 5-door

SE 4-door

SE 5-door

SE 4-door

SE 5-door
## Specifications

### INTERIORS

<table>
<thead>
<tr>
<th>Material/Cloth</th>
<th>Model</th>
<th>Standard/Optional</th>
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<tbody>
<tr>
<td>Medium Stone Cloth</td>
<td>S/SES</td>
<td>Standard</td>
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<tr>
<td>Charcoal Black Cloth</td>
<td>SES</td>
<td>Optional</td>
</tr>
<tr>
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<td>Available</td>
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<tr>
<td>Charcoal Black Leather</td>
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### DIMENSIONS

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<tr>
<th>EXTERIOR (in.)</th>
<th>2-DOOR</th>
<th>4-DOOR</th>
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<tbody>
<tr>
<td>Length</td>
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<td>Wheelbase</td>
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<tr>
<td>Width</td>
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<tr>
<th>INTERIOR (in.)</th>
<th>Front</th>
<th>Rear</th>
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<tbody>
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<td>38.3</td>
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<tr>
<td>Shoulder room</td>
<td>53.5</td>
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<tr>
<td>Hip room</td>
<td>50.4</td>
<td>53.6</td>
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<tr>
<td>Leg room</td>
<td>41.7</td>
<td>50.9</td>
</tr>
<tr>
<td>Head room</td>
<td>38.3</td>
<td>38.3</td>
</tr>
<tr>
<td>Shoulder room</td>
<td>53.7</td>
<td>53.6</td>
</tr>
<tr>
<td>Hip room</td>
<td>40.3</td>
<td>50.9</td>
</tr>
<tr>
<td>Leg room</td>
<td>36.1</td>
<td>36.1</td>
</tr>
</tbody>
</table>

### Capacities (cu. ft.)

- Passenger volume: 93.3 (2-DOOR), 93.4 (4-DOOR)
- Cargo volume: 13.8 (2-DOOR), 13.8 (4-DOOR)
- Total interior volume: 107.1 (2-DOOR), 107.2 (4-DOOR)
- Fuel capacity (gal.): 13.0 (2-DOOR), 13.0 (4-DOOR)
- Seating: 5

### WHEELS

- **A**: 15" Steel with 6-Spoke Wheel Cover Standard on S
- **B**: 15" 8-Spoke Aluminum-Alloy Standard on SE
- **C**: 16" 6-Spoke Aluminum-Alloy Standard on SES
- **D**: 16" 6-Spoke Euroflange Aluminum-Alloy Available with SE Deluxe Package

### MEDIUM STONE

- Oxford White
- Silver Frost Metallic
- Vermillion Red
- Kiwi Green Metallic
- Vista Blue Metallic
- Light Ice Blue Metallic
- Vapor Silver Metallic
- Black

### CHARCOAL BLACK

- Oxford White
- Silver Frost Metallic
- Vermillion Red
- Kiwi Green Metallic
- Vista Blue Metallic
- Light Ice Blue Metallic
- Vapor Silver Metallic
- Black

### SE DELUXE PACKAGE

- Oxford White
- Silver Frost Metallic
- Vermillion Red
- Kiwi Green Metallic
- Vista Blue Metallic
- Light Ice Blue Metallic
- Vapor Silver Metallic
- Black
NEW 2008 FOCUS

Specifications

EXTERIORS

- Oxford White
- Silver Frost M etallic
- Vermillion Red
- Kiwi Green M etallic
- Vista Blue M etallic
- Light Ice Blue M etallic
- Vapor Silver M etallic
- Black

Ford uses clearcoat paint for beauty and protection. Colors shown are representative only. Not all colors are available on all models. See your dealer for actual paint/trim options. Vehicles shown may contain optional equipment.

New Vehicle Limited Warranty
We want your Ford Focus ownership experience to be the best it can be. So under this warranty, your new vehicle comes with 3-year/36,000-mile Bumper-to-Bumper Coverage, 5-year/60,000-mile Powertrain Warranty Coverage, 5-year/50,000-mile Safety Restraint Coverage, and 5-year/unlimited-mile Corrosion (Perforation) Coverage — all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

For more assurance: The 5-year/60,000-mile powertrain limited warranty is fully transferable, has no deductible, and provides you with an additional 2 years or 24,000 miles of coverage — on select components, including the engine and transmission — beyond the standard 3-year/36,000-mile Bumper-to-Bumper Coverage. Roadside Assistance is extended to 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle, or need towing. Your Ford Dealer can provide complete details on all of these advantages.

Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.

For a purchase or lease, the Ford Extended Service Plan (ESP) gives you “Peace-of-Mind” protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for an ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln Mercury dealerships.

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