Your friend at the pump AND your passion on the road.
Finds the sweet spot.

On straightaways. In corners. And as one of AUTOMOBILE Magazine’s All-Stars. Credit its responsiveness, especially in the turns, to an independent rear suspension and Torque Vectoring Control. The 2.0L I-4 engine, with direct injection and twin independent variable camshaft timing (Ti-VCT), delivers 160 hp to the street through a 5-speed manual transmission. On Titanium, a standard PowerShift 6-speed automatic with SelectShift® capability allows gear changes at the touch of a button, delivering torque to the drive wheels 100% of the time during shifts for quick response. Like changing gears yourself? Titanium can also be equipped with a 5-speed manual.²

Active Grille Shutters help Focus make itself even more aerodynamic and fuel efficient. Also helping efficiency, the motor of the electric power-assisted steering (EPAS) only operates when assistance is required. Features like these help Focus SE with the SFE Package have an EPA-estimated rating of up to 40 mpg hwy,¹ letting you keep on driving.

¹EPA-estimated rating: 28 city/40 hwy/33 combined mpg, Focus SE automatic with SFE Package. Actual mileage will vary.²Available feature.
Thrills you just to look at it.

Wait until you drive it. Step on the aluminum accelerator pedal of Focus ST and engage the spirited performance of its 252-hp, high-output 2.0L EcoBoost® I-4 engine mated to a 6-speed manual transmission. An “overboost” feature can extend peak torque (from 3,000 to 4,500 rpm) for up to 15 seconds at a time, enhancing performance. To further intensify the experience, engineers channeled the lower-engine frequencies of its signature sound into the cabin. Other ST performance upgrades include disc brakes with high-performance brake pads at all 4 wheels, a unique sport suspension and dramatic dual-tipped center-exit exhaust.

“...the ST is a roller coaster that leaves you with trembling limbs, a Joker’s grin, and a bewildered brain. Was I just driving, or did the car just take me for a thrill ride?” says Motor Trend. Decide for yourself. If you dare.
Grabs hold and doesn’t let go.

Of the road. And your heart. Enter and start without using your key. Grip the unique leather-wrapped steering wheel with ST badge. With 252 hp\(^1\) and 270 lb.-ft. of torque, Focus ST can be pushed to its limits—and back—in no time at all. Watch the speedometer and tach jump as you press the accelerator. Monitor the mini cluster gauges atop the instrument panel, including turbo boost, as you charge out of the corners. Along the way, supportive bolsters on its RECARO\textsuperscript{®} partial\(^2\) or full leather-trimmed\(^2\) front seats keep you planted. In Focus ST, there’s no reason to hold anything back.

\(^1\)Figures achieved using 93-octane premium fuel. \(^2\)Available feature.
With voice recognition this intelligent, it’s easy to stay connected to your world with voice-activated Ford SYNC® with 911 Assist®. The system delivers hands-free calls, Bluetooth®-streaming music and more with simple voice commands. Once paired, SYNC can download your contacts and play music from your phone, MP3, USB or iPod.® Just touch a button on the steering wheel and say things like “Call: Heather” or “Play playlist: ‘80s music.” SYNC AppLink™ lets you control Pandora®, iHeartAuto™, MLB.com At Bat® and select other apps by voice too. This companion listens to your requests – and does what you ask. SYNC. Say the word.


Available feature. 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. Not all features are compatible with all phones. SYNC AppLink is available on select models and compatible with select smartphone platforms. SYNC AppLink is not compatible with MyFord Touch.® Commands may vary by phone and AppLink software.
Responds to your touch.

Via the large, 8" color LCD touch screen on SYNC®1 with MyFord Touch®.1 Home incoming call? See who's calling. Home incoming text? Let the system read it aloud from your paired phone. With HD Radio™ Technology2 and iTunes® tagging, touch the on-screen shopping cart icon when a new favorite tune is playing to mark it for purchase later. SiriusXM Satellite Radio2 includes a 6-month trial subscription that brings you over 130 channels including commercial-free music, plus sports, news, talk, comedy and entertainment. Pair it with the voice-activated Navigation System,2 which includes SiriusXM Traffic and Travel Link as part of the trial, and you'll have the ability to look up fuel prices, check local and national weather, and get detailed information on traffic speed, accidents, construction and road closings. It's all just a touch away.

1Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. 2Available feature.
You’ll be amazed at all that Focus offers inside. Luxury comes in the form of leather-trimmed seats, dual-zone electronic automatic temperature control and 2 Interior Style Packages (in Arctic White or Tuscany Red) that feature two-tone leather-trimmed seats, matching door-trim inserts, coordinated steering wheel trim and more. Raise your profile even further with ambient lighting, fog lamps, a rear spoiler and aluminum wheels. And enjoy it all from a cockpit that helps you conquer the road.
Driver-assist features are supplemental and do not replace the driver’s judgment. ¹Available feature.

Surprises at every turn.

Of the steering wheel. Especially when that wheel is turning on its own as Focus virtually parks itself. Press the active park assist button and the system alerts you when it has located an appropriate parallel parking spot. Then, take your hands off the wheel as Focus literally steers itself into place. All you have to do is follow system prompts, shift gears and control the brake and accelerator pedals. To bring some sunshine and fresh air into the cabin, choose the power moonroof. ¹Add some style with a rear spoiler. ¹With our Easy Fuel capless fuel filler, you’ll never leave your gas cap behind. You don’t need one. And handy integrated blind spot mirrors let you know that a vehicle is in your blind spot before you change lanes. These surprising features – and more – bring an added level of confidence to each drive.
Prepares for the unexpected.

More than half the Focus body structure is made from high-strength and ultra-high-strength steel, with critical occupant safety zones reinforced with lightweight yet incredibly strong boron steel. Seven total airbags include side-curtain airbags with roll-fold technology that increase peace of mind by deploying to cover both rows of the vehicle. AdvanceTrac® electronic stability control1 with brake-actuated traction control automatically helps avoid skidding and fishtailing, helping you keep all 4 wheels firmly planted in inclement weather. To ensure your tires stay properly inflated, the Tire Pressure Monitoring System (TPMS) alerts you when any tire’s pressure is low, giving you time to get assistance if needed.

1Remember 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. 2Available feature.
Remote start systems

System by NextBase

Portable DVD rear-seat entertainment

All-weather floor mats

Window deflectors, accent lights, graphics, rear spoiler, smoked hood and side
Clearcoat customized with silver bodyside

SE Hatchback in Blue Candy Metallic Tinted

entry keypad, molded splash guards,
Illuminated gear shift knob

and 17" polished aluminum wheels

1Ford Licensed Accessory. ²Manual transmission only. ³Always wear your safety belt and secure children in the rear seat. ⁴SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner. ⁵Standard on all models in CA, CT, DE, MA, MD, ME, NJ, NY, OR, PA, RI, VT and WA; available on retail orders in AZ, DC, ID, NH, NV, OH, VA and WV.

1Figures achieved using 93-octane premium fuel.

1SOS Post-Crash Alert System™ flashes hazard lights and sounds horn after airbag deployment or safety belt pretensioner activation in certain collisions. ²Passive Anti-Theft System

1Easy Fuel® capless fuel filler

®capless fuel filler

Passive Anti-Theft System

®Passive Anti-Theft System

Side-curtain airbags

SOS Post-Crash Alert System™ flashes hazard lights and sounds horn after airbag deployment or safety belt pretensioner activation in certain collisions

Tire Pressure Monitoring System (excludes spare)
S Sedan

Equipment Group 100A
Includes all standard features, plus:

Mechanical
2.0L Ti-VCT GDI I-4 FFV engine
5-speed manual transmission
Compact spare
Electric power-assisted steering
Power front disc/rear drum brakes

Seating
Cloth seats

Interior
AM/FM stereo/single-CD player with MP3 capability and 4 speakers
Auxiliary audio input jack
Driver and front-passenger sun visors
Front floor console with storage
Manual air conditioning
Manual rear windows
Power front windows with one-touch-down driver’s side feature

Exterior
15” steel wheels with silver-painted covers and P195/55R15 BSW tires
Black door handles
Black grille with chrome trim
Black power sideview mirrors with integrated blind spot mirrors
Remote Keyless Entry System with integrated keyhead transmitter remotes (2)

Available Options & Packages
Cargo area protector
Cargo Management Package
Includes cargo net and foldable soft cargo organizer
Engine block heater
Exterior Protection Package
Includes rear bumper protector and molded splash guards for front and rear
Focus bodyside graphics
Keyless entry keypad
Power Code™ Remote Start System
(n/a with manual transmission)
PowerShift 6-speed automatic transmission
Stainless steel door-sill scuff plates
SYNC® with MyFord voice-activated, in-vehicle connectivity system which includes 4.2” color LCD displays in instrument cluster and center stack; media hub with USB port; and 911 Assist®

SE Sedan/Hatchback

Equipment Group 200A
Includes select 5 features, plus:

Mechanical
Cruise control
MyKey®

Seating
Rear 60/40 split fold-down seat with armrest (hatchback only)

Interior
12-volt rear powerpoint
AM/FM stereo/single-CD player with MP3 capability and 6 speakers
Compass and outside temperature display
Driver and front-passenger seat back map pockets
Front carpeted floor mats
Front floor console with storage and armrest	 Illuminated Entry System
Illuminated vanity mirror
Metallic finish on door pulls and steering wheel trim
Power rear windows
Rear-seat heat ducts
Removable package tray (hatchback only)
Steering wheel-mounted cruise, audio and 5-way MyFord controls (2)
SYNC with MyFord voice-activated, in-vehicle connectivity system which includes 4.2” color LCD displays in instrument cluster and center stack; and media hub with USB port
Trip computer

Exterior
16” painted aluminum wheels with P215/55R16 tires
Automatic headlamps
Body-color door handles
Body-color sideview mirrors with integrated blind spot mirrors and turn signal indicators
Liftgate spoiler (hatchback only)
Rear windshield wiper (hatchback only)

Available Equipment Group
Equipment Group 201A – SE Appearance Package
Includes 17” Dark Stainless-painted aluminum wheels; fog lamps with chrome bezels, decklid spoiler (sedan), SelectShift® (automatic only); rear disc brakes, perimeter alarm, leather-trimmed seating surfaces, 6-way power driver’s seat, rear 60/40 split fold-down seat with armrest (sedan); leather-wrapped steering wheel and shift knob, ambient lighting, overhead console, and SiriusXM Satellite Radio with 6-month trial subscription

Available Options & Packages
17” black-painted machined aluminum wheels (201A only)

Arctic White Interior Style Package includes Arctic White and Charcoal Black two-tone leather-trimmed seats, Arctic White door-trim inserts and center armrest lid, coordinated steering wheel trim, premium carpeted floor mats, coordinated white interior finish, rear 60/40 split fold-down seat with armrest, and stainless steel door-sill scuff plates (201A only)

Cargo area protector
Cargo Management Package
Engine block heater
Exterior Protection Package
Focus bodyside graphics

Full Body Styling Kit includes front lower valance and splitter, body-color-painted rocker panels, and rear valance and diffuser (hatchback only; n/a with Exterior Protection Package)

Interior Protection Package includes all-weather floor mats for front and rear, and reversible carpet cargo area mat with water-resistant underside (n/a with SE Winter Package or Sony® & MyFord Touch® Package)

Keyless entry keypad
Power moonroof
Power Code Remote Start System (requires PowerShift transmission)
PowerShift 6-speed automatic transmission
Rear carpeted floor mats
Reverse Sensing System

SE Appearance Black Package includes 17” black-painted machined aluminum wheels; Piano Black grille; black fog lamp bezels, sideview mirrors and liftgate spoiler (requires 201A)

SE Sport Package includes 16” painted machined aluminum wheels, sport cloth seats, rear disc brakes, rear spoiler (sedan), leather-wrapped steering wheel and shift knob, and fog lamps (20DA only; n/a with SE Winter Package)

SE Winter Package includes heated front seats and sideview mirrors, and all-weather floor mats

SiriusXM® Satellite Radio with 6-month trial subscription

Sony® & MyFord Touch® Package includes Audio System from Sony with 10 speakers, SYNC with MyFord Touch, voice-activated Navigation System, and dual-zone electronic automatic temperature control (201A only)

Super Fuel Economy (SFE) Package includes 16” steel wheels with unique aero silver-painted wheel covers and P215/55R15 BSW low-rolling-resistance tires, rear disc brakes, decklid spoiler and SFE badge (sedan only; requires PowerShift 6-speed automatic transmission; n/a with 201A)

Tuscany Red Interior Style Package includes same content as Arctic White Interior Style Package; Arctic White accents replaced with Tuscany Red (201A only)

SE Winter Package or Interior Protection Package.

1Available feature
2Not available with Interior Style Packages, SE Winter Package or Interior Protection Package.
Titanium Sedan/Hatchback

Equipment Group 300A
Includes select SE features, plus:

Mechanical
Intelligent Access with push-button start
Perimeter alarm
PowerShift 6-speed automatic transmission with SelectShift®
Remote Start System (automatic transmission only)

Seating
Leather-trimmed heated front seats

Interior
Ambient lighting
Audio System from Sony® with 10 speakers and HD Radio™ Technology
Dual-zone electronic automatic temperature control
Front and rear carpeted floor mats
Metallic finish on door pulls and register surrounds
Overhead console
Power windows with global one-touch-up/down feature
Rear view camera
SiriusXM Satellite Radio with 6-month trial subscription
SYNC® with MyFord Touch® which includes SYNC Services® 4.2" display in instrument cluster; 8" LCD touch screen in center stack; and media hub with 2 USB ports, SD card reader and audio/video jacks

Exterior
17" sport painted aluminum wheels with P215/50R17 tires
Black headlamp bezels
Body-color, heated sideview mirrors with integrated blind spot mirrors, turn-signal indicators and security approach lamps
Chrome beltline moldings
Fog lamps with chrome bezels
Plano Black grille
Reverse Sensing System

Available Options & Packages
5-speed manual transmission
17" polished aluminum wheels
Active park assist (n/a with 5-speed manual transmission)

Arctic White Interior Style Package includes
Arctic White and Charcoal Black two-tone leather-trimmed seats, Arctic White door-trim inserts and center armrest lid, coordinated steering wheel trim, premium carpeted floor mats, coordinated white interior finish, rear 60/40 split fold-down seat with armrest, and stainless steel door-sill scuff plates
Cargo area protector (n/a with Titanium Handling Package)
Cargo Management Package includes cargo net and foldable soft cargo organizer
Engine block heater

Exterior Protection Package includes rear bumper protector and molded splash guards for front and rear Focus bodyside graphics

Full Body Styling Kit includes front lower valance and splitter, body-color-painted rocker panels, and rear valance and diffuser (hatchback only; n/a with Exterior Protection Package)

Power moonroof
Stainless steel door-sill scuff plates (n/a with Interior Style Packages)

Titanium Handling Package includes 18" painted aluminum wheels, optimized sport suspension components, low-profile "summer only" performance tires; and 16" full-size spare steel wheel and tire

Tuscany Red Interior Style Package includes
Tuscany Red and Charcoal Black two-tone leather-trimmed seats, Tuscany Red door-trim inserts and center armrest lid, coordinated steering wheel trim, premium carpeted floor mats, coordinated red interior finish, rear 60/40 split fold-down seat with armrest, and stainless steel door-sill scuff plates
Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link with 6-month trial subscription

1 SYNC Services varies by trim level and model year and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Ford Motor Company reserves the right to change or discontinue this product service at any time without prior notification or incurring any future obligation.
2 Ford does not recommend using summer tires when temperatures drop to approximately 40°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or winter snow tires.
Available Equipment Groups


Available Options & Package

18” Rado Gray-painted aluminum wheels with red-painted brake calipers

Cargo Management Package includes cargo net and foldable soft cargo organizer

Engine block heater

Over-the-top stripes (n/a with power moonroof)

Power moonroof

Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link with 6-month trial subscription (requires 201A)

ST Hatchback

Equipment Group 200A
Includes select ST features, plus:

Mechanical
2.0L EcoBoost® I-4 engine
6-speed manual transmission
Full-size steel spare (16” x 6.5”)
Intelligent Access with push-button start
Perimeter alarm
Power front and rear disc brakes with high-performance brake pads
Unique ST sport suspension
Variable-ratio electric power-assisted steering

Seating
Cloth sport seats with ST logo

Interior
Aluminum pedals
Analog mini cluster gauges
Leather-wrapped shift knob with alloy bevel cap and leather boot
Unique instrument panel finish
Unique leather-wrapped steering wheel with ST badge
Unique ST scuff plates

Exterior
18” Y-spoke painted aluminum wheels with 235/40R18 Y-rated summer tires
Black headlamp bezels
Chin spoiler
Exhaust with bright-tipped dual center exit
Fog lamps with black bezels
High-mounted liftgate spoiler
Plano Black grille
ST badging


2.0L EcoBoost I-4 engine.

ST3 Package including HD headlamps and LED signature lighting.

Mini cluster gauges including turbo boost pressure.

Center tailpipe exhaust with dual bright tips.

18” Rado Gray-Painted Aluminum Standard

18” Rado Gray-Painted Aluminum Optional

14 FOCUS ford.com Go Further

Ford does not recommend using summer tires when temperatures drop to approximately 40°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or winter snow tires.
White Platinum Metallic Tri-coat

Oxford White

Ingot Silver Metallic

Sterling Gray Metallic

Race Red

Ruby Red Metallic Tinted Clearcoat

Tangerine Scream Metallic Tri-coat

Performance Blue Metallic

Blue Candy Metallic Tinted Clearcoat

Tuxedo Black Metallic

1 Warm Steel Cloth with Charcoal Black Inserts

2 Medium Dark Stone Cloth with Medium Light Stone Inserts

3 Metal Gray and Charcoal Black Cloth with Charcoal Black Inserts

4 Charcoal Black Leather with Charcoal Black Inserts

5 Tuscany Red Leather with Charcoal Black Inserts

6 Charcoal Black Leather with Arctic White Inserts

7 Charcoal Black Cloth with Anthracite Accents

8 Charcoal Black Leather with Tangerine Scream Cloth Accents

9 Charcoal Black Leather with Performance Blue Cloth Accents

10 Charcoal Black Leather with Smoke Storm Cloth Accents

Exteriors

White Platinum Metallic Tri-coat

Oxford White

Ingot Silver Metallic

Sterling Gray Metallic

Race Red

Ruby Red Metallic Tinted Clearcoat

Tangerine Scream Metallic Tri-coat

Performance Blue Metallic

Blue Candy Metallic Tinted Clearcoat

Tuxedo Black Metallic

1 Additional charge.

Colors are representative only. See your dealer for actual paint/trim options.

1SE Sport Package

4 Requires SE Appearance Package on SE; ST3 Package on ST

5, 6 Interior Style Package

8, 9, 10 ST2 Package

S

SE

Titanium

ST

White Platinum Metallic Tri-coat1

1 1 2 3 4 6

4 7 8 9 10

Oxford White

1 1 2 3 4 5

4 5 6 4 7 9 10

Ingot Silver Metallic

1 1 2 3 4 5 6

4 5 6 4 7 9 10

Sterling Gray Metallic

1 1 2 3 4 5 6

4 5 6

Race Red

1 1 2 3 4

4 7 10

Ruby Red Metallic Tinted Clearcoat1

1 1 2 3 4 6

4 6

Tangerine Scream Metallic Tri-coat1

1 1 2 3 4 6

4 7 8 10

Performance Blue Metallic

4 6 4 6 4 7 9 10

Blue Candy Metallic Tinted Clearcoat1

1 1 2 3 4 6

4 5 6 4 7 8 9 10

Tuxedo Black Metallic
New Vehicle Limited Warranty. We want your Ford Focus ownership experience to be the best it can be. 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/60,000-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. Roadside Assistance. Covers your vehicle for 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 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 Ford Dealer for details or check us out at fordcredit.com. Ford Extended Service Plan. 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 a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln dealerships. Insurance Services. Get 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. Genuine Ford Accessories will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer’s warranty. FLA are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

Comparisons based on 2013 competitive models (class is Small Sedans and Hatches), publicly available information and Ford certification data at time of release. 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 release of the PDF, 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 Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations. HD Radio is a proprietary trademark of iBiquity Digital Corp. HeartAuto is a trademark owned by Clear Channel Broadcasting, Inc. All third party uses are authorized under license. iPod and iTunes are trademarks of Apple Inc., registered in the U.S. and other countries. Major League Baseball trademarks and copyrights are used with permission of MLB Advanced Media, L.P. All rights reserved. Microsoft is a registered trademark of Microsoft Corporation. PANDORA, the PANDORA logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc. Used with permission. Power Code is a trademark of Code Systems, Inc. RECARO is a registered trademark of RECARO Beteiligungs-GmbH. SiriusXM Satellite Radio, SiriusXM Traffic and Travel Link subscriptions sold separately or as a package after trial period. See SiriusXM Customer Agreement for complete terms at siriusxm.com. Fees and programming subject to change. Sirius satellite service is available only to those at least 18 years of age in the 48 contiguous USA, DC, and Puerto Rico (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. Sony is a registered trademark of the Sony Corporation. Thule is a registered trademark of Thule Sweden AB. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.