

ALL-NEW FORD FOCUS ARRIVES IN BRITAIN IN MARCH

- **All-new Ford Focus comes to UK dealers within six weeks with two exciting bodystyles – sporty 5-door hatchback and stylish 5-door estate**
- **New Focus combines dynamic design and exceptional array of smart new technologies with high levels of craftsmanship, outstanding occupant safety and further advances in acclaimed levels of driving quality**
- **Class-leading range of advanced technologies includes Low Speed Safety System, Active Park Assist, Lane Keeping Aid and Torque Vectoring Control**
- **Fuel-efficient, low-CO2 powertrains including new 1.6-litre Ford EcoBoost petrol engine and completely updated 1.6- and 2.0-litre Duratorq TDCi diesel engines**
- **Auto-Start-Stop standard on 1.6-litre EcoBoost and 1.6-litre TDCi engines for optimum efficiency; Focus CO2 emissions start at 109g/km**
- **Priced from £15,995 on-the-road**

BRENTWOOD, Essex, 14 January, 2011 – The dynamic all-new Ford Focus comes to the UK in March, with its exciting two-model line-up of sporty 5-door hatchback and stylish 5-door estate.

With over 1,4 million examples sold in Britain since its launch in 1998, the Ford Focus has become a favourite with consumers for its outstanding value, comfort and safety, and above all, for being fun to drive.

The all-new Focus also offers customers the highest standards of quality and detailed craftsmanship, outstanding fuel economy, and takes the legendary Focus driving dynamics to a new level.

"We are very excited about introducing the new Ford Focus to the European market given the strong heritage this model has here," said Stephen T. Odell, Chairman and CEO, Ford of Europe. "With its desirable combination of dynamic design, outstanding driver appeal, unmatched levels of technology and impressive fuel economy, we believe that the new car will not only delight our existing customers but also expand the appeal of the Focus brand to a whole new generation of Ford customers."

Developed in Europe, For Sale Worldwide

Developed in Europe, for sale in over 120 markets worldwide with 80 per cent parts commonality, the next-generation Focus is the hero model created from Ford Motor Company's new global C segment platform. This platform will underpin at least 10 vehicles around the world and account for two million units of annual production by 2012.

Striking, Streamlined Design

The Focus bodystyles share a sporty and dynamic character, marking the next evolution of Ford's acclaimed kinetic design form language, which has contributed to the growing popularity of the company's latest small and medium global cars.

At 1,484mm high (on 17-inch wheels), 4,358mm long and 1,823mm wide (without mirrors), the new 5-Door model is 16mm lower, 21mm longer and 16mm narrower than the current Focus. Its wheelbase is 8mm longer at 2,648mm.

Stylish, Functional Interior

The dynamic quality of the exterior is reinforced by the distinctive design of the interior. The new Focus has a modern, cockpit-style interior incorporating Ford's latest generation Human Machine Interface (HMI) system with twin five-way toggle switches on the steering wheel controlling the two main vehicle displays located in the instrument cluster and high in the centre of the instrument panel.

Unmatched Driving Quality

When it was introduced in 1998, the original Ford Focus brought new levels of agility and responsiveness to the C segment and the next-generation Focus plans to raise the benchmark once more.

An advanced Torque Vectoring Control system fitted as standard enhances cornering stability and agility and Ford engineers have also retuned and enhanced the innovative suspension concepts, developing optimised new designs for the 'Control Blade' multilink rear suspension and the semi-isolated front subframe. The

chassis design incorporates a completely new Electric Power Assist Steering system.

Ford ECONetic Technologies Minimise CO2

In addition to the highly efficient petrol and diesel powertrain offering, the new Focus range incorporates other features from the Ford ECONetic Technologies programme to help minimise fuel consumption and CO2 emissions.

The Focus is the first Ford model to standardise Auto-Start-Stop technology across a significant part of the range. All vehicles with the 1.6-litre Ford EcoBoost petrol engine and the 1.6-litre TDCi diesel engine are equipped with Auto-Start-Stop, with CO2 emissions starting at just 109g/km on the diesel model.

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Section 1 – Smart FOCUS: Ford Driving Technology

INNOVATIVE CAMERA SYSTEM FOR NEW FOCUS DELIVERS IMPROVED DRIVER CONFIDENCE AND SAFETY

- **All-new Focus is first Ford to offer five driver assistance features based on advanced digital camera system**
- **Camera system supports the driver staying safely in lane, remaining alert at the wheel, monitoring the latest traffic signs and operating headlamp high beam**

The all-new Ford Focus features an innovative digital camera system which supports five driver assistance features that help deliver improved driver confidence and safety.

Mounted next to the rear view mirror, the forward facing digital camera captures a view of the road ahead which is analysed by a sophisticated on-board computer.

The information from the camera can then be used to support the driver by helping them to stay safely in lane, remain alert at the wheel, monitor the latest traffic signs and operate headlamp high beam.

Five advanced driver assistance features:

Lane Departure Warning

This feature is designed to warn the driver via a vibration in the steering wheel if the front view camera detects an unintentional drift out of the lane. The system is deactivated at speeds below 37 mph so it does not interfere in urban conditions.

Lane Keeping Aid

This feature extends the functionality of the Lane Departure Warning system by using the EPAS system to actively steer the vehicle back into the lane, rather than just triggering an alert.

Driver Alert

This feature detects when a driver is becoming tired or even falling asleep. By monitoring the vehicle's position relative to the road markings, the system can recognise the kind of sideways drifting which is typical when a driver is feeling drowsy or their concentration levels start to drop and trigger a visible and audible warning process

Traffic Sign Recognition

The system uses the digital camera to identify traffic signs on either side of the road and on bridges, providing the driver with information such as the latest detected speed limit, and overtaking regulations via the instrument cluster display.

Auto High Beam

This feature switches the headlamps automatically between high beam and dipped beam, helping the driver to maximise visibility and avoid the distraction of switching the lamps manually.

ALL-NEW FORD FOCUS SMART DRIVER ASSISTANCE TECHNOLOGIES MAKE DRIVING EASIER

- **All-new Focus brings unprecedented levels of smart driver assistance technologies to the C car segment**
- **Advanced features help drivers cope with the pressures of modern motoring**

The substantial technology investment for the all-new Ford Focus brings unprecedented levels of smart driver assistance features to its class.

These driver assistance features provide Focus customers with convenient new ways to deal with every-day challenges such as parallel parking, driving safely on busy motorways and tackling city driving.

Painless parallel parking

The all-new Focus is available with **Ford Active Park Assist**, an advanced new system which automatically steers the vehicle into parallel parking spaces.

Ford's **Blind Spot Information System** improves driver awareness by alerting them to situations when a passing vehicle is hidden in their blind spot zones on both left and right sides of the vehicle.

Comfortable motorway driving with Adaptive Cruise Control

Ford's improved, radar-based **Adaptive Cruise Control** system helps to maintain a comfortable distance to other vehicles. If the system detects that the vehicle in front is slowing down or too close, it decelerates automatically to maintain the preset distance and accelerates back to the chosen cruising speed when the road is clear. The system incorporates a **Forward Alert** feature, which warns the driver if there is a risk of a rear-end collision.

Speed Limiter helps avoid unintentional speeding

The **Ford Speed Limiter** system allows drivers to set their own personal speed limit, so that in demanding conditions such as in unfamiliar city streets they can concentrate on the road ahead without the worry of unintentionally driving too fast.

ALL-NEW FOCUS FEATURES ENHANCED COMFORT AND CONVENIENCE AT THE WHEEL

- **All-new Focus offers a wealth of desirable features to make ownership more comfortable and enjoyable**
- **Latest technologies include Premium Sound System and Cabin Lighting Hub with customisable LED ambient lighting**
- **Full range of convenience features including Rear View Camera, Ford KeyFree-System, Ford Power Starter Button and Ford EasyFuel**

Drivers of the all-new Ford Focus will benefit from a more comfortable and enjoyable ownership experience thanks to the latest technologies designed to enhance comfort and convenience.

From luxuries like the new Premium Sound System, through to innovations like LED ambient lighting with a customisable colour scheme, to the reassurance of the Ford EasyFuel system, new Focus customers have a wealth of desirable features to choose from.

Premium Sound System for music lovers

The new Focus is available two audio systems offering enhanced sound quality and improved radio reception. Titanium and Titanium X Focus models are offered with an impressive nine-speaker next-generation Sony system which includes a stylish piano black control panel, DSP, DAB tuner, and a standard twin-antenna aerial.

Innovative LED interior lighting

Titanium and Titanium X Focus models feature an advanced **ambient lighting system** which uses LED technology to provide a contemporary, premium feel to the interior when travelling at night. On Titanium X models the driver can choose between seven different colours of ambient light to suit their mood.

Extensive range of convenience features

- **Rear View Camera** – Included within the Sony Premium DAB Navigation Pack, this tailgate mounted camera provides a clear, wide angled view to reveal any obstacles behind the car. Presented on the 8-inch touchscreen display, the image includes a graphical overlay which shows a 2 metre area behind the car, and indicates the vehicle's current trajectory.
- **Ford KeyFree-System** and **Ford Power Start Button** – standard on Titanium and Titanium X models these provide keyless entry to the vehicle, and keyless start using the Ford Power button, when the remote 'fob' is carried by the driver
- **Ford EasyFuel** – fitted as standard to all models, the award winning capless refuelling system is designed to prevent the driver filling a petrol car with diesel, and vice-versa.
- **Heated Quickclear windscreen** (standard from Zetec models) and **heated seats** (standard on Titanium X)– ideal for maintaining good visibility and comfort during winter months
- **Automatic headlamps** and **rain-sensing wipers** – standard on Titanium and Titanium X models, these features use an optical sensor to detect when the headlamps are required, or when it is raining
- **Front and Rear parking aid sensors** – providing an audible warning when an obstacle is detected behind or in front of the vehicle during parking manoeuvres.

ALL-NEW FORD FOCUS PACKS MORE SMART TECHNOLOGY THAN EVER

- **Like no other car in its class, the all-new Focus provides customers with an unprecedented level of technology to enhance comfort, convenience and safety**
- **Enhanced electrical system features up to 46 control modules with state-of-the-art networking technology**

The combination of Ford's new global C car platform and an unprecedented investment in the latest technologies means that the all-new Focus offers customers a choice of advanced comfort, convenience and safety features which is unmatched in its class.

Features like the Low Speed Safety System, Torque Vectoring Control and Traffic Sign Recognition have helped the Focus set a new standard for affordable technologies in the C segment.

To deliver these features with the highest standards of quality and reliability, the all-new Focus has a state-of-the-art electrical system which has been subjected to an incredibly intensive testing regime using the latest analysis tools.

“Compared to the outgoing model, the all-new Focus has a much higher level of electrical features,” said Gunnar Herrmann, Ford's Global C-car Vehicle Line Director. “To ensure the product remains as robust and reliable as before, we have implemented leading-edge test methodologies which make sure the systems function correctly in every possible operating condition.”

State-of-the-art electrical system

The all-new Focus has an advanced electrical system which incorporates as many as 46 control modules to manage the operation of its technology features.

Rather than a complex and heavy wiring loom, the new Focus uses the latest Controller Area Network (CAN) bus systems to link its electrical features. The three CAN bus networks in the new Focus enable the features to function seamlessly together, and are capable of exchanging one million Bits of information every second.

Comprehensive electrical testing

The electrical systems on the all-new Focus were subjected to comprehensive testing using two key methodologies – Hardware in the Loop (HIL) testing and Yellow Board testing.

HIL testing is a software-based automated test system which allows a huge number of tests to be compressed into a short period of time. The system is active, simulating the operation of the car when it is driving, enabling features like driver assistance and active safety systems to be tested very thoroughly without the cost and complexity of running tests in a vehicle. With more than 20,000 automated tests in a single

overnight run, HIL testing makes it possible for a full range of vehicle configurations to be thoroughly tested.

Yellow Board testing

To test the entire functioning vehicle electrical system, including all of the control modules, connections and wires, the physical parts are laid out on 'Yellow Boards' in a test lab for detailed analysis.

Every electrical feature of the vehicle, from the active grille shutter at the front to tail lamps at the rear, are put in place on the Yellow Boards to undergo rigorous testing 24 hours a day, seven days a week.

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Section 2 – FOCUS Quality: Ford Precision Drive

ALL-NEW FORD FOCUS COMBINES DYNAMIC EXTERIOR DESIGN WITH DRIVER-FOCUSSED INTERIOR

- **Latest dynamic evolution of Ford's kinetic design form language available in two exciting bodystyles in the UK**
- **Driver-focussed interior with cockpit-style layout and superior craftsmanship**
- **Stylish cabin combines sporting driver appeal with typical Focus practicality**

“We set out to make the all-new Focus great to sit in and great to drive, and its distinctive and dynamic design sends a clear message about the vehicle's undoubted driver appeal,” said Martin Smith, Executive Design Director, Ford of Europe. “With its sleek exterior and stylish, sporting interior, the new Ford Focus is a vehicle that customers will be proud to have on their driveway.”

Sleek and dynamic exterior design

The Ford Focus bodystyles share a sporty and dynamic character, developing the kinetic design theme which has contributed to the growing popularity of the company's latest small and medium cars, yet they have their own distinctive appeal. Each with a unique rear-end treatment, while sharing the same sporting front-end appearance with its dynamic new interpretation of Ford's signature lower trapezoidal grille.

Distinctive, driver-focussed interior

The dynamic quality of the exterior is reinforced by the distinctive design of the cabin. The new Focus has a modern, cockpit-style interior, with a stylish instrument panel and centre console that wrap around the driver providing outstanding access to the vehicle's major controls and display panels.

In addition the all-new Focus includes a host of features to make life behind the wheel as enjoyable as possible. These include a new front seat design – offering better support and comfort, ample interior stowage and flexible 60/40 folding rear seats which can further extend the generous luggage compartments.

ADVANCED CHASSIS SYSTEMS PROVIDE ALL-NEW FORD FOCUS WITH OUTSTANDING DYNAMICS AND REFINEMENT

- **Advanced chassis technologies and strengthened body structure provide the foundation for class-leading driving dynamics and refinement**
- **Optimised new designs for 'Control Blade' multilink rear suspension and semi-isolated front subframe**
- **New Electric Power-Assisted Steering (EPAS) system delivers precision with natural feel**

The all-new Focus combines new and updated chassis technologies with a stronger and stiffer structure to ensure that it delivers class-leading driving dynamics and refinement.

“Adopting new and optimised chassis systems allowed us to set ambitious goals for driving dynamics on the new Focus,” said Dr Norbert Kessing, Ford of Europe's Vehicle Dynamics Manager. “Technologies like the new EPAS system have made it possible to raise driving quality performance to a new level.”

Body structure stiffened to enhance dynamics and NVH

While the body structure of the all-new Focus is significantly stiffer than the outgoing model – torsional

stiffness is increased by 15 per cent on the 5-door – great attention was also given to increasing local stiffnesses in the most important areas for vehicle dynamics and NVH, such as the chassis attachment points and the front-end structure.

Optimised front and rear suspension designs and advanced new EPAS system

The suspension systems have been completely updated, with optimised new designs for the ‘Control Blade’ multilink rear suspension and semi-isolated front subframe.

The all-new Focus uses a completely new Electric Power-Assisted Steering (EPAS) system. This latest rack-mounted design is capable of delivering precise steering with a natural feel. Compared to the outgoing model, the steering ratio has been reduced from 16:1 to 14.7:1 and because the EPAS steering system only provides power assistance when required, it also reduces fuel consumption by approximately 3 per cent compared to a conventional hydraulic power steering system.

LATEST TECHNOLOGY AND METICULOUS TUNING DELIVER CLASS-LEADING DRIVING DYNAMICS IN ALL-NEW FOCUS

- **Latest chassis technology optimised through meticulous tuning by experienced vehicle dynamics team delivers class-leading results**
- **Blend of precise, agile handling with significantly improved comfort and refinement**
- **Standard Torque Vectoring Control enhances cornering performance and provides increased driver confidence**

When it was introduced in 1998, the original Ford Focus brought new levels of agility and responsiveness to the C car segment. The all-new Focus seeks to raise the benchmark once more, targeting class-leading driving quality that blends steering precision and road feedback with improved refinement and ride control. To achieve this goal, the all-new Focus employs the latest chassis technology – including the standard Torque Vectoring Control.

Enhanced agility and precision with all-new steering system

To provide the required increase in agility, the primary focus was on optimising the all-new electric power-assisted steering (EPAS) system.

“We went to enormous lengths to fine-tune the steering system, including optimisation of the steering column kinematics and achieving industry-leading low friction levels,” explains Norbert Kessing, Vehicle Dynamics Manager. “As a result, the all-new Focus steering sets new standards for an EPAS system, with an unmatched natural steering feel.”

Optimised suspension systems and vehicle structure

To enhance driving quality, the Focus team carried out exhaustive analysis of the dynamic loads within the suspension systems and body structure. This led to optimised new designs for the ‘Control Blade’ multilink rear suspension and semi-isolated front subframe, and a comprehensive programme to increase the local stiffness of the bodyshell in the areas most important for dynamics and NVH, such as at the suspension attachment points.

Standard Torque Vectoring Control

The new Ford Focus also features an advanced Torque Vectoring Control system as standard, to further improve cornering stability and agility.

More typically found on high-performance cars, the Torque Vectoring Control system uses the car’s brakes to imitate the effect of a torque vectoring differential, constantly balancing the distribution of engine torque between the front wheels during cornering, resulting in improved grip and steering, and a reduced level of understeer.

The system operates using the car’s Electronic Stability Programme (ESP) module, and monitors the vehicle 100 times per second. Unlike a traction control system which reduces engine power, the intervention from Torque Vectoring Control is extremely subtle, and may not even be noticed by the driver.

SOUND QUALITY DEVELOPMENT GIVES ALL-NEW FOCUS SUPERIOR COMFORT,

REFINEMENT AND CHARACTER

- **Balanced approach to minimising NVH delivers significant improvement in comfort and refinement**
- **Enjoyable sound quality from reductions in unwanted powertrain, wind and road noise and efforts to emphasise engine character**

Achieving significantly reduced levels of noise, vibration and harshness (NVH) was a primary goal for the new Focus, with a major effort to create a balanced and harmonious sound character by minimising powertrain, wind and road noise along with any unwanted vibrations, squeaks or rattles. Particular attention was also given to reducing all operational noises within the vehicle, such as the door closing sound.

Efforts to reduce powertrain NVH focused on detailed optimisation of engines, transmissions and exhaust systems, eliminating unwanted noises at source and enhancing the natural behaviour of the powertrains to create a more refined, yet powerful, sound.

Additional sound insulation and absorption materials within the vehicle – such as improved carpets, the optimised application of self-expanding foams in body cavities, a headliner with improved sound absorption properties – have also been used.

To help reduce wind noise, the Focus adopts the same door structure and sealing concept as used on the latest Mondeo, S-MAX and Galaxy, including a three-lip continuous glass run design and an optimised exterior mirror shape and sealing. Focus models with a diesel or Ford EcoBoost engine feature a windscreen with a special acoustic layer, which significantly reduces noise transmission.

The improved body structure on the new Focus, with increased torsional rigidity, stiffened front and rear subframes and selective application of dynamic absorbers, plays a major role in reducing road-induced noise and vibration.

The result of this comprehensive approach is a reduction in overall road noise levels over the outgoing model in the range of 1.5 db(A), representing much improved levels of refinement.

SUPERIOR QUALITY AND CRAFTSMANSHIP BUILT INTO EVERY FORD FOCUS

- **Painstaking approach to ensure outstanding quality and craftsmanship is engineered into every vehicle**
- **Common global manufacturing processes deliver consistent quality from all plant locations**

Ford's dedicated Craftsmanship team was heavily involved with the Focus development process. The team is entirely focused on delivering the highest levels of product quality, including the visual appeal, touch, feel and operation of all controls, features and surfaces.

Specific initiatives included:

- Selecting authentic chrome plating on interior trim parts, such as the door release handles, rather than painted coatings
- Engineering the interfaces and transitions between parts for optimum quality and appearance, and robustness in production
- Achieving precise colour matching between plastic trim parts by adopting sophisticated optical measuring equipment to define the colour precisely
- Creating carefully choreographed Welcome and Farewell sequences for the interior lights and displays, to apply when customers enter or leave the vehicle
- Optimising the softness and feel of key customer contact points such as the steering wheel, door armrests and centre console
- Ensuring the new LED Crystal Blue interior lighting is delivered with consistent levels of colour and brightness

The development team also implemented a new Digital Pre-Assembly (DPA) process, which used sophisticated computer analysis tools to analyse the quality of parts and assemblies during the early design phase.

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Section 3 – Green FOCUS: Ford Econetic Technology

NEXT-GENERATION FORD ECOBOOST PETROL ENGINES COMBINE OUTSTANDING PERFORMANCE AND ECONOMY

- **All-new Ford Focus available with a new 1.6-litre 150PS Ford EcoBoost engine**
- **Next-generation petrol engine combines fun-to-drive performance with excellent fuel economy and CO2 emissions**

The petrol engine range in the all-new Focus is led by the new 1.6-litre Ford EcoBoost. One of a completely new generation of global, downsized, high-efficiency, low-CO2 petrol engines.

With a lightweight, all-aluminium design, the Ford EcoBoost engine combines three key technologies – a centrally-mounted high-pressure direct injection system, low-inertia turbocharging and twin independent variable cam timing (Ti-VCT) – to raise efficiency to new levels.

This powerful combination of technologies allows the 1.6-litre Ford EcoBoost engine to deliver the strong low-end torque and responsive performance of a large capacity engine, but with the size, weight and fuel economy of a much smaller unit.

The 1.6-litre 150PS EcoBoost engines combines impressive peak power with a very broad, flat torque curve, achieving a maximum torque of 240 Nm at just 1,600 rpm. It offers a transient overboost feature which increases maximum torque to 270 Nm for up to 15 seconds during overtaking or bursts of hard acceleration.

This engine delivers outstanding driveability. Compared to the 145 PS 2.0-litre petrol powertrain, the 150 PS Ford EcoBoost engine cuts the 0 – 62 mph acceleration time from 9.2 to 8.6 seconds, while the improved low-end torque is reflected in a reduction in the 31 – 62 mph acceleration time from 11.9 to 8.6 seconds.

Despite the significant improvement in performance, CO2 emissions have been cut by 18 per cent compared to the previous 2.0-litre model – with the 150 PS engine, the new Focus achieves combined fuel economy of 47mpg* and CO2 emissions of 139 g/km.

HIGH EFFICIENCY POWERTRAINS CUT FUEL BILLS AND MINIMISE CO2 EMISSIONS

- **All-new Ford Focus delivers significant reductions in fuel consumption and CO2 emissions, with CO2 emissions starting at just 109g/km**
- **High-efficiency Duratorq TDCi diesel and Ford EcoBoost petrol engines**
- **State-of-the-art transmissions including Ford PowerShift dual-clutch automatic**

Customers of the all-new Ford Focus benefit from an impressive range of advanced new powertrain technologies that enhance performance and sustainability while lowering cost of ownership.

In addition to upgraded versions of Ford's highly acclaimed Duratorq TDCi diesel engines, the all-new Focus line-up also features a choice of petrol engines, including the all-new 1.6-litre 4-cylinder Ford EcoBoost engine. Each engine range offers significant reductions in CO2 emissions and fuel consumption compared to the outgoing model.

These state-of-the-art engines are complemented by advanced transmissions, including the smooth and efficient Ford PowerShift 6-speed dual-clutch automatic gearbox, and the all-new Ford Durashift 6-speed manual transmission.

Impressive CO2 emissions and fuel economy

Each of the powertrain options on the new Ford Focus will provide its owner with extremely low CO2 emissions and impressive fuel consumption:

- **1.6-litre Duratorq TDCi with Auto-Start-Stop – CO2 emissions from 109g/km, average fuel consumption from 67mpg**

- 2.0-litre Duratorq TDCi – CO2 emissions from 129g/km, average fuel consumption from 56mpg
- 1.6-litre Ford EcoBoost with Auto-Start-Stop – CO2 emissions from 139g/km, average fuel consumption from 47mpg
- 1.6-litre Duratec Ti-VCT – CO2 emissions from 136g/km, average fuel consumption from 48mpg

FORD ECONETIC TECHNOLOGIES HELP ALL-NEW FORD FOCUS DELIVER CLEANER, GREENER PERFORMANCE

- **Low-CO2 Ford ECONetic Technologies help all-new Focus achieve greener performance, with CO2 emissions starting at just 109g/km**
- **Ford Auto-Start-Stop standardised on key engine derivatives, cutting CO2 by up to 10 per cent in urban driving**
- **Innovative technologies to enhance efficiency include Ford Eco Mode and Active Grille Shutter**

To deliver cleaner, greener performance, the all-new Focus range incorporates a wide range of features from the Ford ECONetic Technologies programme – advanced vehicle and powertrain technologies designed to minimise overall emissions. Many Ford ECONetic Technologies have been pioneered in the ultra-low CO2 Ford ECONetic product range. Significant innovations on the all-new Focus include Ford Auto-Start-Stop, Ford Eco Mode and the Active Grille Shutter.

Ford Auto-Start-Stop standard on key models

Within the all-new Focus range, all vehicles with the 1.6-litre Ford EcoBoost petrol engine and the 1.6-litre Duratorq TDCi diesel engine – equating to around 35 per cent of the UK sales volume – are equipped with Auto-Start-Stop as standard. This system can reduce fuel consumption and CO2 emissions by up to 10 per cent in urban driving.

Ford Eco Mode and Shift Indicator help improve driving style

Ford Eco Mode is a new driver information system, first introduced on the current Focus ECONetic model, which helps motorists change their habits and adopt a more economical driving style which could cut their fuel bills by around 10 per cent or more.

Drag minimised with Active Grille Shutter

The all-new Focus is the first car in its class to standardise an Active Grille Shutter, an innovative new system which helps to optimise aerodynamics by using vents to control airflow through the grille to the cooling system and engine compartment. When fully closed, the reduction in drag means that the Active Grille Shutter can reduce CO2 emissions by 2 per cent.

NEW FOCUS DELIVERS IMPROVED AERODYNAMIC PERFORMANCE FOR FUEL ECONOMY AND LOWER CO2

- **Improved Focus aerodynamics helps to reduce drag, cutting fuel consumption and CO2 emissions**
- **Streamlined new shape reduces drag coefficient by up to 7 per cent, with CD = 0.295 (5-door bodystyle)**
- **First in class to fit innovative Active Grille Shutter as standard, improving CO2 emissions by 2 per cent**

The all-new Ford Focus achieves significantly improved aerodynamic performance, cutting drag by up to 7 per cent to help reduce fuel consumption and CO2 emissions.

With its lower roofline and sleek, dynamic profile, the new Ford Focus has an inherently streamlined shape. Compared to the outgoing model, it also has a notably ‘faster’ windscreen angle, which adds to its aerodynamic advantage. With careful optimisation of aerodynamic details, it was possible to achieve a significant reduction in drag compared to the previous Focus, with 5-door bodystyle CD equalling 0.295 (was 0.318), a reduction of 7 per cent.

The reduction in drag was achieved not only by detailed optimisation of the vehicle design, but also by the adoption of innovative technologies. The all-new Focus is also the first vehicle in its class to fit an Active

Grille Shutter as standard, to further enhance its aerodynamic performance.

The optimisation work was carried out by a combination of wind tunnel testing and analysis using extremely powerful Computational Fluid Dynamics (CFD) simulation tools. After spending nearly 1000 hours in the wind tunnel, the new Focus is one of the most aerodynamic vehicles Ford has ever produced.

“Improving aerodynamics is a key way to help reduce vehicle CO2 emissions,” said Helmut Reder, Focus Chief Programme Engineer, Ford of Europe. “Extensive analysis and optimization, and the adoption of an advanced Active Grille Shutter system, has enabled us to achieve a major cut in drag on the all-new Focus.”

ALL-NEW FORD FOCUS IS DESIGNED FOR SUSTAINABILITY

- **Comprehensive approach to ensure the all-new Focus represents the green and sustainable vehicle choice**
- **Ultra-low CO2 Focus ECONetic model to follow later in 2011; Focus Electric launched in Europe in 2012**

Maximising sustainability was a primary goal for the all-new Ford Focus, with a comprehensive approach to improving the vehicle’s environmental performance.

This holistic approach addressed the entire vehicle life cycle, and included measures that ranged from eliminating any allergenic substances from the interior, to incorporating recycled and renewable materials.

Design for sustainability

The progress in improving sustainability for the new Ford Focus was monitored using Ford's ground-breaking **Product Sustainability Index (PSI)**. This index represents the automotive industry's most comprehensive approach yet in assessing the environmental, societal and economic impact of vehicles. Ford's PSI tracks eight product attributes identified as key sustainability elements of a vehicle. These are:

- Life cycle global warming potential (mainly carbon dioxide emissions)
- Life cycle air quality potential (other air emissions)
- The use of sustainable materials (recycled and renewable materials)
- Substance management (including TÜV allergy-tested interior certification)
- Exterior noise impact (drive-by noise)
- Safety (for occupants and pedestrians)
- Mobility capability (seat and luggage capacity relative to vehicle size)
- Life cycle ownership costs (full costs for the customer over the first three years)

During product development, the index allows new models to be compared to their predecessors, to confirm that sustainability performance is improved. This approach ensured that the all-new Ford Focus provides a more sustainable choice than previous models.

Eliminating harmful materials, Allergy Tested Interior

For more than 20 years, Ford's Restricted Substance Management Standard has spelled out what materials to be avoided or eliminated in Ford products, and in the parts and materials provided by suppliers.

As part of the strategy to eliminate harmful materials, Ford has also been a leader in ensuring its vehicles are allergy-free. Since 2004, Ford products have been successful in receiving the "Allergy Tested Interior" seal of approval from the world-renowned independent testing organisation, TÜV Rheinland, based in Cologne, Germany, and it is expected that the all-new Ford Focus will meet the same standards.

Use of recycled and renewable materials

Ford has been careful to incorporate recycled and renewable materials within its products. Ford’s material engineers develop components from recycled material while ensuring no compromise to quality, durability or performance.

The new Focus features a range of parts produced using recycled content. These include sound insulation material manufactured from recycled denim jeans and cotton fibres, and carpets featuring recycled plastic content; plus a number of plastic components produced from a variety of consumer and industrial waste

materials including the battery housing, cover and baseplate, wheelarch liners, and heating/ventilation unit.

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Section 4 – Safe FOCUS: Ford Intelligent Protection System

ALL-NEW FORD FOCUS BODY STRUCTURE IS LIGHTER, STRONGER AND SAFER

- **More advanced high-strength steel than any previous Ford – over 55 per cent of the structure made from high strength and ultra-high strength steels**
- **Unique ‘tailor rolled’ B pillar design with varied thickness for optimum strength**

The all-new Ford Focus has an exceptionally strong, stiff and light steel bodyshell which has been engineered to exceed the toughest global safety standards.

“The new Focus uses more high-strength steels than any previous Ford,” said Helmut Reder, Focus Chief Programme Engineer, Ford of Europe. “These advanced materials help us cut fuel consumption by reducing weight, while still improving the strength and stiffness we need for vehicle safety and dynamics.”

Advanced high-strength steels are used extensively in the next-generation Focus body shell. High-strength steels comprise 55 per cent of the body shell, and more than 26 per cent of the vehicle’s structure is formed from ultra-high-strength and Boron steels – significantly more than any other Ford product.

On average, the yield strength of the steel in the body is 47 per cent higher than the current European Focus. The structural integrity of the body shell is also reflected in its torsional rigidity: the new 5-door Focus is 15 per cent stiffer than the current model.

To further enhance dynamics and refinement, engineers put special attention on increasing the local stiffness of the structure at the suspension mounting points. In these areas, the body stiffness has increased by as much as 75 per cent.

ALL-NEW FORD FOCUS SAFETY SYSTEMS MEET TOUGHEST GLOBAL STANDARDS

- **Enhanced Ford Intelligent Protection System in the all-new Focus engineered to exceed toughest global safety standards**
- **Body structure and restraint systems subjected to comprehensive testing, including 80 vehicle crash tests and 2,500 full vehicle CAE simulations**
- **Advanced restraint systems with innovative next generation airbag design**

The all-new Ford Focus features the latest enhanced Ford Intelligent Protection System (IPS) which integrates next-generation restraint system technologies with an optimised high-strength body structure.

To ensure that the Focus exceeds the toughest global safety standards, it has been subjected to a comprehensive testing and development programme, including 80 vehicle crash tests and 2,500 full vehicle CAE simulations.

ALL-NEW FOCUS OFFERS STATE-OF-THE-ART ACTIVE SAFETY FEATURES

- **Low Speed Safety System, available for the first time in a Ford vehicle, reduces the risk of low speed collisions in city driving**
- **Comprehensive range of active safety features including state-of-the-art braking and traction systems**

The introduction of Ford’s new global C car platform has made it possible to adopt the very latest active safety technologies, and the all-new Ford Focus is engineered to protect its occupants with outstanding levels of both active and passive safety.

In addition to a comprehensive range of state-of-the-art braking and traction systems, the Focus brings new

standards of active safety to its class by offering European customers an innovative Low Speed Safety System.

First Ford vehicle to offer Low Speed Safety System

The all-new Focus is the first Ford vehicle to feature the Low Speed Safety System, which is designed to help drivers avoid the kind of low speed collisions that are very common in congested urban driving conditions, when a car drives into the rear of the vehicle in front.

The Low Speed Safety System is active at speeds below 20mph. It uses a forward-facing infra-red laser mounted next to the rear view mirror to detect objects in front of the car. The system continuously (100 times per second) monitors the distance to the vehicle in front and the closing speed, to determine the risk of a collision. If an imminent collision is foreseen the system pre-charges the brakes and if the driver does not react, automatically applies them.

Comprehensive suite of active safety technologies

The all-new Ford Focus features a comprehensive suite of advanced active safety technologies to help the driver maintain safe control of the vehicle and avoid collision situations.

A state-of-the-art Electronic Stability Programme (ESP) system is at the heart of many of the active safety features and incorporates technologies including torque vectoring control, hill start assist and trailer sway control which are available on a Focus for the first time.

ALL-NEW FORD FOCUS – ENHANCED SAFETY INSIDE AND OUTSIDE

- **Comprehensive approach to occupant and pedestrian safety**
- **Innovative features to improve safety for children passengers, including rear seat belt minders and power child locks**

Enhanced safety for the all-new Ford Focus goes beyond superior crash performance, and embraces a comprehensive approach to occupant and pedestrian safety.

This commitment to the wellbeing of passengers and pedestrians extends to measures to protect children in the vehicle, a unique approach to eliminating potentially allergenic materials from the interior, and a range of features to improve pedestrian safety.

Optimised pedestrian protection

The front-end design on the all-new Focus has been carefully engineered to provide optimised pedestrian protection.

Pedestrian protection was a key consideration in the detailed design of all elements of the front-end, including the bumper and bonnet, the front structure, and the engine compartment layout. Other notable features to improve pedestrian protection are a dual motor windscreen wiper system, which allows the main elements of the mechanism to be moved to a safer position away from the centre of the vehicle and 'soft' cowl design incorporated in the body structure to reduce the effect of impacts at the base of the windscreen.

Safety for Children and Rear Seat Passengers

The safety of rear seat passengers in the all-new Focus is crucial. Three-point safety belts are fitted to all rear seat positions, while the outer pair of seats has provision for ISOFIX mountings to secure child safety seats.

All Focus models feature a new Rear Seat Beltminder system, which alerts the driver if any passengers in the rear seats do not have their safety belts correctly fastened and optional on all series as part of the Family Pack are Power Child Lock function, which allows the driver to electronically activate or release the rear-door child locks via a simple control switch.

Section 5 – Ford Focus Specifications

UK Series and Preliminary Technical Specifications	Edge	Zetec	Titanium	Titanium X
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1.6-litre TiVCT 105PS 5-sp man	X	X		
1.6-litre TiVCT 125PS 5-sp man		X	X	
1.6-litre EcoBoost 150PS 6-sp man			X	X
1.6-litre TDCi 95PS 6-sp man	X			
1.6-litre TDCi 115PS 6-sp man	X	X	X	X
2.0-litre TDCi 140PS 6-sp man/PowerShift		X	X	
2.0-litre TDCi 163PS 6-sp man/PowerShift				X
Remote power central locking	X	X	X	X
Power front windows	X	X	X	X
Power door mirrors	X			
Power heated door mirrors		X	X	
Power heated foldable door mirrors	O*	O*	O*	X
Power rear windows	O*	O*	X	X
Thatcham Category 1 Alarm	X	X	X	X
Trip computer	X	X	X	X
Air conditioning	X	X		
Dual zone automatic climate control			X	X
LED Ambient interior lighting			X	
Multi-coloured LED ambient lighting				X
Aux power point in rear comp (wagon)	X	X	X	X
Automatic front wipers and headlamps			X	X
Bluetooth, voice control and USB connection	X	X	X	X
Leather steering wheel		X	X	X
FordPower Starter button			X	X
FordKeyFree-System			O*	O*
Hill Start Assist			X	X
16-inch steel wheels	X			
16-inch alloy wheels	O*	X	X	
17-inch alloy wheels		O*		X
18-inch alloy wheels			O	O
Heated windscreen		X	X	X
Premium Navigation with rear view camera			O	O
Pwr child locks, Rear belt minder (wagon)	O*	O*	O*	O*
Lane Departure System, Lane Keeping Aid, Low Speed Safety System, Blind Spot Monitoring System, Driver Alert and Traffic Sign Recognition			O*	O*
Auto Headlamp Control			X	X
Bi-Xenon headlamps, LED tail lamps				X
Cruise Control with Speed Limiter			X	X
Active Park Assist			O*	X
Rear parking sensors	O*	O*	O*	
Adaptive cruise			O	O

Deflation Detection System (DDS)			X	X
Power tilt/slide sunroof (5dr only)			O	O

X = available as standard feature; O = optional feature available at extra cost;

O* = optional feature available at extra cost as part of option pack

NEW FOCUS FEATURES IN BRIEF – A to Z

Feature	Section
Active Grille Shutter	Green Focus
Active Park Assist	Smart Focus
Adaptive Cruise Control	Smart Focus
Airbags and next-generation restraint systems	Safe Focus
Auto High Beam	Smart Focus
Auto-Start-Stop	Green Focus
Blind Spot Information System	Smart Focus
Driver Alert	Smart Focus
EPAS with enhanced chassis	Focus Quality
Ford EcoBoost engines	Green Focus
Ford ECONetic Technologies	Green Focus
Kinetic design exterior and interior	Focus Quality
Lane Departure Warning with Lane Keeping Aid	Smart Focus
Low Speed Safety System	Safe Focus
Multi-colour LED ambient lighting	Smart Focus
Speed Limiter	Smart Focus
Tailor rolled B Pillar and high-strength bodyshell	Safe Focus
Torque Vectoring Control	Focus Quality
Traffic Sign Recognition	Smart Focus

Performance and Economy

Engine	Power (PS)	CO2 (g/km)	Fuel consumption l/100 km (mpg)			Performance		
			Urban	Extra Urban	Combined	Max speed kph (mph)	0-100 kph 0-62 mph (sec)	50-100 kph 31-62 mph (sec)*
Focus 5-Door								
1.6 TiVCT (5-sp man)	105	136	8.0 (35.3)	4.7 (60.1)	5.9 (47.9)	187 (116)	12.3	15.5
1.6 TiVCT (5-sp man)	125	136	8.0 (35.3)	4.7 (60.1)	5.9 (47.9)	196 (122)	10.9	13.7
1.6 EcoBoost (6-sp man)	150	139	7.7 (36.7)	5.0 (56.5)	6.0 (47.1)	210 (130)	8.6	8.6
1.6 TDCi (6-sp man)	95	109	5.1 (55.4)	3.7 (76.3)	4.2 (67.3)	180 (112)	12.5	10.9
1.6 TDCi (6-sp man)	115	109	5.1 (55.4)	3.7 (76.3)	4.2 (67.3)	193 (120)	10.9	9.9
2.0 TDCi (6-sp PowerShift)	115	139	6.8 (41.5)	4.4 (64.2)	5.3 (53.3)	196 (122)	10.9	n/a
2.0 TDCi (6-sp man)	140	129	6.3 (44.8)	4.2 (67.3)	5.0 (56.5)	207 (129)	8.9	8.6
2.0 TDCi (6-sp PowerShift)	140	139	6.8 (41.5)	4.4 (64.2)	5.3 (53.3)	205 (127)	9.5	n/a

2.0 TDCi (6-sp man)	163	129	6.3 (44.8)	4.2 (67.3)	5.0 (56.5)	218(135)	8.6	8.4
2.0 TDCi (6-sp PowerShift)	163	139	6.8 (41.5)	4.4 (64.2)	5.3 (53.3)	215 (134)	8.9	n/a
Focus Estate								
1.6 TiVCT (5-sp man)	105	139	8.1 (34.9)	4.8 (58.9)	6.0 (47.1)	187 (116)	12.5	15.8
1.6 TiVCT (5-sp man)	125	139	8.1 (34.9)	4.8 (58.9)	6.0 (47.1)	196 (122)	11.1	14.0
1.6 EcoBoost (6-sp man)	150	139	7.7 (36.7)	5.0 (56.5)	6.0 (47.1)	210 (130)	8.8	8.8
1.6 TDCi (6-sp man)	95	109	5.1 (55.4)	3.7 (76.3)	4.2 (67.3)	180 (112)	12.7	11.1
1.6 TDCi (6-sp man)	115	109	5.1 (55.4)	3.7 (76.3)	4.2 (67.3)	193 (120)	11.1	10.1
2.0 TDCi (6-sp PowerShift)	115	139	6.8 (41.5)	4.4 (64.2)	5.3 (53.3)	196 (122)	11.1	n/a
2.0 TDCi (6-sp man)	140	129	6.3 (44.8)	4.2 (67.3)	5.0 (56.5)	207 (129)	9.1	8.8
2.0 TDCi (6-sp PowerShift)	140	139	6.8 (41.5)	4.4 (64.2)	5.3 (53.3)	205 (127)	9.7	n/a
2.0 TDCi (6-sp man)	163	129	6.3 (44.8)	4.2 (67.3)	5.0 (56.5)	218(135)	8.8	8.6
2.0 TDCi (6-sp PowerShift)	163	139	6.8 (41.5)	4.4 (64.2)	5.3 (53.3)	215 (134)	9.1	n/a

* in fourth gear

DIMENSIONS AND WEIGHTS

Dimensions (mm)	5-Door	Estate
Exterior		
Overall length	4358	4556
Overall width with/without mirrors	2010/1823	2010/1823
Overall width with folded back mirrors	1858	1858
Overall max height (unladen)	1484	1505
Wheelbase	2648	2648
Track front min/max depending on tyre size and wheel offset	1544/1559	1544/1559
Track rear min/max	1534/1549	1534/1549
Interior		
Front headroom (without/with sunroof)	993/977	993
Front max legroom (mid-height rearmost seating posn)	1094	1094
Front shoulder room	1411	1411
Rear headroom (without/with sunroof)	962/962	999
Rear legroom	849	849
Rear shoulder room	1336	1336
Luggage capacity (litres)‡		
5-seat mode, laden to package tray (with full spare)	277	No full size spare
5-seat mode, laden to package tray (with mini spare)	316	476

2-seat mode, laden to roof (with full spare)	1062	No full size spare
2-seat mode, laden to roof (with mini spare)	1101	1502
Fuel tank capacity (litres)		
Petrol	55	55
Diesel	53 (60*)	53 (60*)

‡Measured in accordance with ISO 3832. Dimensions may vary dependent on the model and equipment fitted.

*2.0 Duratorq TDCi engine only.

Weights

	Kerb weight (kg)#	Gross Vehicle Mass (kg)	Gross Train Mass (kg)	Max. Towable Mass (braked) (kg)	Max. Towable Mass (unbraked) (kg)
5-Door					
1.6 Ti-VCT 105PS 5-sp man	1270	1825	2525	700	635
1.6 Ti-VCT 125PS 5-sp man	1276	1825	2625	800	635
1.6 EcoBoost 150PS 6-sp man	1333	1900	3400	1500	665
1.6 TDCi 95PS 6-sp man	1338	1900	3100	1200	665
1.6 TDCi 115PS 6-sp man	1344	1900	3100	1200	670
2.0 TDCi 115PS 6-sp PowerShift	1461	2050	3550	1500	750
2.0 TDCi 140PS 6-sp man	1421	2050	3550	1500	710
2.0 TDCi 140PS 6-sp PowerShift	1461	2050	3550	1500	730
2.0 TDCi 163PS 6-sp man	1421	2050	3550	1500	710
2.0 TDCi 163PS 6-sp PowerShift	1461	2050	3550	1500	730
Estate					
1.6 Ti-VCT 105PS 5-sp man	1307	1825	2525	700	650
1.6 Ti-VCT 125PS 5-sp man	1312	1825	2625	800	655
1.6 EcoBoost 150PS 6-sp man	1357	1900	3400	1500	675
1.6 TDCi 95PS 6-sp man	1362	1900	3100	1200	680
1.6 TDCi 115PS 6-sp man	1368	1900	3100	1200	680
2.0 TDCi 115PS 6-sp PowerShift	1471	2050	3550	1500	750
2.0 TDCi 140PS 6-sp man	1460	2050	3550	1500	730
2.0 TDCi 140PS 6-sp PowerShift	1471	2050	3550	1500	735
2.0 TDCi 163PS 6-sp man	1460	2050	3550	1500	730

2.0 TDCi 163PS 6-sp PowerShift	1471	2050	3550	1500	735
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#Represents the lightest kerbweight assuming driver at 75 kg, full fluid levels and 90% fuel levels, subject to manufacturing tolerances and options, etc., fitted.

Towing limits quoted represent the maximum towing ability of the vehicle at its Gross Vehicle Mass to restart on a 12 per cent gradient at sea level. The performance and economy of all models will be reduced when used for towing. Nose weight limit is a maximum of 75 kg on all models. Gross Train Mass includes trailer weight

**Note: Fuel economy figures quoted are based on the European Fuel Economy Directive EU 80/1268/EEC and will differ from fuel economy drive cycle results in other regions of the world (data not yet final).*

Note: The data information in this press release reflects preliminary specifications and was correct at the time of going to print. However, Ford policy is one of continuous product improvement. The right is reserved to change these details at any time.

All-new Focus press pack available at the following link:

<http://all-newfordfocus.fordmedia.eu/>