



# 2009 FOCUS COUPE



With a sporty look, additional options and a fuel-efficient powertrain, Focus Coupe delivers not only quality and good looks, but a finely tuned sense of fun.

“Focus is the little car that delivers in a big way for customers, with 35 mpg fuel economy, cool features including SYNC, a fun drive, strong quality and the right price,” said John Felice, Ford Division group marketing manager. “We’ve built on those strengths to deliver an even sportier coupe version for 2009.”

The coupe redesign draws attention to the distinctive appearance without sacrificing any of the interior comfort. The changes, inspired by customer feedback, include newly sculpted fascias and an enhancement of the overall front-end design.

New powertrain options provide increased horsepower and fuel efficiency, and more standard safety options guarantee that while the Focus Coupe is sure to earn admiring glances, its beauty is more than skin deep.



Setting the 2009 Focus coupe apart from other small cars is Ford’s industry-exclusive SYNC technology, which just one more way that Ford is keeping customers connected. SYNC will be standard equipment on the SES series and optional on the SE. SYNC, a fully integrated in-vehicle voice-activated communications and entertainment system, allows customers to use their Bluetooth cell phones and digital media players.

SYNC was first introduced on the 2008 Focus and was an immediate hit with customers. In fact, nearly 50 percent of the 2008 model year Focus units sold this spring included SYNC, and sales statistics show SYNC-equipped vehicles sell nearly twice as fast as those without.

## LOOK FOR IN 2009

- SES series features newly redesigned front and rear fascias.
- Available powertrain offers a super-clean, 130-horsepower Duratec 20E engine that qualifies Focus as a Partial Zero Emissions Vehicle – the 20E’s tailpipe emissions are cleaner than some hybrid gas-electric vehicles.
- SES features standard high-mounted spoiler incorporated into the design of the roof.
- New options include electronic stability control to help correct skids.
- Ford’s industry-exclusive SYNC technology now standard on the SES series and optional on the SE. SYNC is a fully integrated in-vehicle, voice activated communications and entertainment system that allows customers to use their Bluetooth cell phones and digital media players.



## VITAL STATISTICS

**Production location:** Wayne, Michigan.

**Powertrain:** 2.0 liter DOHC I-4 engine, 143 hp @ 6,000 rpm, 136 lb-ft torque @ 4,250 rpm.

**Safety/standard:** Belt-Minder, driver and passenger; child safety locks, rear doors; dual stage driver and passenger air bags; LATCH; Passenger Occupant Detection System; Rear 3-point seatbelt; Securilock Passive Anti-Theft System; side air bags; side curtain air bags; Tire Pressure Monitoring System.

**Series:** SE, SES



# Focus: The Cure for Pain at the Pump



The 2009 Ford Focus is high on style and it's also high on gas mileage with its EPA-estimated 35 highway rating\*. That means that you can spend more time enjoying your Focus where it really matters – cruising down the road instead of standing at the pump.

Helping to make the Focus gas stingy is a tweaked transmission that lets the engine turn at a lower rpm during highway driving.

Ford engineers also put the Focus on a diet, trimming the vehicle weight by almost 38 pounds. This weight reduction and improved powertrain, along with upgraded parts and a bumper-to-bumper fine-tuning, all help Focus score impressive gas mileage.

The 2009 Ford Focus not only helps your mpg, but it lowers your environmental impact, too. The optional super-clean, 130-horsepower Duratec 20E engine qualifies Focus as a Partial Zero Emissions Vehicle (PZEV) and is available in California emission states. And according to the Environmental Protection Agency, the PZEV Focus is as clean as some hybrid vehicles.

So with up to 455 miles between you and the next fill-up...the fuel-sipping 2009 Ford Focus lets you keep driving right past the pumps.

\*EPA-estimated 24 city/ 35 hwy mpg, manual transmission.



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## Big Car Safety in a Small Package

The 2009 Focus gives you peace of mind you won't find anywhere else. That's because it comes standard with Ford's Personal Safety System® that knows how to protect you.

Personal Safety System provides crash protection with a suite of technologies working together to adapt to you and your passengers with:

- Crash severity sensors
- Safety belt usage sensors
- Driver's seat position sensor
- Dual-stage driver and front-passenger air bags
- Safety belt pretensioners

Focus also comes standard with side air bags and side air curtains



## Making Noise about a Seriously Quiet Cabin

The 2009 Ford Focus doesn't just look good... it's quiet, too. In fact, it's among the leaders in reduced wind noise, thanks to a new acoustic windshield that cuts cabin noise levels.



The secret to the SoundScreen™ windshield is a layer of sound-absorbent vinyl sandwiched between two sheets of glass. This special acoustic layer softens interior noise levels by as much as 6 dB in the annoying wind noise frequency range.

Now Focus drivers can enjoy a quieter ride, easily talk to passengers or crank up the tunes – only if they want to – not because they have to!



## Set Your Own Mood Lighting

With available LED ambient lighting, you can enhance and customize the look of the Focus interior to keep it fresh and suit your every mood.

- Change the color of light in the footwells, front/rear center console and cupholders.
- Choose from seven different colors by cycling through a dash-mounted switch.