



2012 FORD FOCUS

The Ford Focus – all-new for 2012 – redefines the small car category with class-leading fuel economy, distinctive design and strong driving dynamics. Focus offers class-exclusive technologies and first-to-market features such as hands-free SYNC® with voice-controlled Traffic, Directions and Information, MyFord Touch® driver connect technology, push-button start, a six-speed PowerShift automatic transmission, and heated and leather-trimmed seats.



NEW AND NOTABLE

- The 2012 Focus four-door sedan and five-door hatchback are all-new
- An SE sport package is now available, ideal for enthusiasts on a budget
- For 2012, Focus adds a range-topping Titanium edition
- The all-new 2012 Focus features a 2.0-liter direct-injection four-cylinder with Ti-VCT that can be mated to an equally new six-speed PowerShift Automatic transmission or to a conventional five-speed manual gearbox

TORQUE VECTORING CONTROL

Ford engineers have enhanced Focus cornering agility and stability with a standard torque vectoring control system that behaves like a limited-slip differential to constantly balance distribution of torque between the driven front wheels. The result is reduced understeer, often referred to as plowing, improved traction and better turn-in. Torque vectoring control uses minute braking force applied to the driven front wheels to add stability as the vehicle is accelerating through a curve. Torque vectoring will be a welcome addition for enthusiasts and a confidence builder for less-experienced drivers.

ACTIVE PARK ASSIST

The 2012 Ford Focus has arrived to challenge conventional wisdom with regard to convenience options available in small cars. Focus offers a class-exclusive active park assist system. Once a driver activates the system, it begins scanning for an available parking space, notifying the driver once a space has been identified, the driver then stops the vehicle. The system calculates trajectory and places the vehicle within 24 seconds, steering automatically. All a driver need do is operate the accelerator and brake pedals. Focus takes the stress out of parallel parking.



FUEL ECONOMY

2.0-liter four-cylinder, five-speed manual: 26 mpg city/36 mpg highway

2.0-liter four-cylinder, six-speed PowerShift Automatic: 28 mpg city/38 mpg highway

2.0-liter four-cylinder, six-speed PowerShift Automatic SFE package: 28 mpg city/40 mpg highway

Did you know? The Focus 2.0-liter four-cylinder engine features twin independent variable camshaft timing (Ti-VCT) to enhance responsiveness and increase fuel economy; it also helps reduce part-throttle emissions

VITAL STATS

Engine: 2.0-liter four-cylinder, 160 hp @ 6,500 rpm, 146 lb.-ft. torque @ 4,450 rpm

Transmissions: Five-speed manual, six-speed PowerShift Automatic

Series: S, SE, SEL, Titanium sedan and hatchback

Production location: Michigan Assembly Plant, Wayne, Mich.

MSRP: Starting at \$17,295

SAFETY/STANDARD

- AdvanceTrac® with ESC (electronic stability control)
- Dual-stage first-row airbags
- Side-impact airbags
- Side-curtain airbags
- Four-wheel anti-lock braking system
- LATCH (Lower Anchors and Tethers for Children) system for outboard second-row positions, for safely securing child safety seats
- Tire Pressure Monitoring System
- Child-safety rear locks
- Anti-theft engine immobilizer

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