



2008 FOCUS



The 2008 Ford Focus brings a bold new look, a refined and flexible interior and a higher level of driving enjoyment to an evolving small car market. With features including Ford Sync™, standard side-curtain air bags and fuel economy in the mid-30s, the redesigned Focus will play an important role in Ford Motor Company's resurging car portfolio, continuing the momentum built by the successful Ford Fusion mid-size sedan.

"The 2008 Focus is further proof that Ford is back in the car business," said Cisco Codina, Ford group vice president, North America Marketing, Sales and Service. "The new Focus delivers the superior quality, refinement and exciting driving dynamics that today's small car customers demand – and introduces some cutting-edge innovations that will make it stand out from the pack."

Focus' redesigned interior cabin that delivers improves craftsmanship and comfort along with added flexibility and storage.

New suspension tuning and chassis refinements improve an already rewarding and dynamic driving experience. Improvements to sealing and sound deadening materials reduce noise, vibration and harshness levels, providing a quiet, comfortable ride.



2008 HIGHLIGHTS

- All-new exterior design
- First ever two-door coupe joins Focus four-door sedan
- Industry-exclusive Ford Sync™ hands-free communication and entertainment system
- All-new interior features Ice Blue Lighting and new "top of dash" display
- Available color-configurable interior ambient lighting system
- New seats have improved contours and offer more lateral and lumbar support
- Redesigned and retuned suspension improves driving dynamics



VITAL STATISTICS

Production Location: Wayne, Mich.

Powertrain: 140-hp 2.0-liter Duratec 20 I-4 with 5-speed manual; 130-hp 2.0-liter Duratec 20E (PZEV option) or 4-speed automatic

Safety: Standard Personal Safety System®; Safety Canopy™ side air curtains; Seat-mounted side air bags

Series: S, SE, SES



Powered by **Microsoft**

Exclusively in Ford, Lincoln and Mercury vehicles.

INNOVATION: FORD SYNC™

As one of the first vehicles to offer the company's industry-exclusive Ford Sync™ technology later this year, the 2008 Focus will be at home in any technophile's driveway. Sync – a voice-activated, hands-free, in-car communications and entertainment system – fully integrates mobile phones and media players into the vehicle using Bluetooth technology and USB connectivity. It seamlessly integrates the vehicle with the popular portable electronic devices of today and is upgradeable to support the devices and services of tomorrow. Developed in collaboration with Microsoft, Sync will be offered exclusively on 12 Ford, Lincoln and Mercury vehicles later this year.