

2011  
FOCUS



[ford.com](http://ford.com)



Drive one.

Thank you for your interest in the **2011 Ford Focus**. Included in this brochure you'll find information about:

**ECONOMY:** The 2.0L Duratec I-4 engine boasts a high EPA-estimated 35-mpg highway rating. 140 horses under the hood make Focus highly responsive too.

**TECHNOLOGY:** Available SYNC offers communications, emergency and directional features. New MyKey™ can be programmed for safer, more efficient driving.

**COMFORT:** Roomy and surprisingly quiet, and built to high quality standards, Focus gives you the feeling you're in a car that's a lot more expensive.

**SAFETY:** AdvanceTrac® Electronic Stability Control helps you avoid an accident. Six airbags are among the features that help keep you safe if one does occur.

## Dealer Information

Find up-to-date contact information for your local Ford dealer. To visit a local dealer Web site and view a map of their location, click on one of the links below.

<a href="#">Shawnee Mission Ford Inc</a>	11501 W. Shawnee Mission Pkwy. Shawnee, KS 66203	(913) 631-0000
<a href="#">Metro Ford, Inc.</a>	2860 S. Noland Road Independence, MO 64055	(816) 254-9800
<a href="#">Thoroughbred Ford</a>	I-29 at Barry Road Kansas City, MO 64154	(816) 505-1818
<a href="#">Dick Smith Ford, Inc.</a>	9505 East Hwy 350 Raytown, MO 64133	(816) 353-1495

**EXPERIENCED MY FORD YET?** Get an inside look at the benefits of Ford ownership at the My Ford owner web site. It's a one-stop spot for managing important vehicle information – 24/7, whenever you need it. It's free to register for personalized maintenance schedules, incentives and offers, and much more. You can even access your Ford Credit information and online bill payment services. Log on to [www.myford.fordvehicles.com](http://www.myford.fordvehicles.com) to get started.





Ranked Highest in its Class  
in Initial Quality.<sup>1</sup>

35 mpg highway.<sup>2</sup>

And so much more.

### The New Focus

**35 mpg highway** and **Ford-exclusive technologies** drive the new Ford Focus. Loaded with all the comfort, refinement and safety usually found in more expensive sedans, Focus is also the **"Highest-Ranked Compact Car in Initial Quality"**<sup>1</sup> in 2010 – according to J.D. Power and Associates. With 4 trim levels (S, SE, SEL and SES), there's a fun-to-drive Focus that's just right for you. So, save money from the showroom to the fuel station, and get more with Focus. More MPG's. More technology. More quality. More of what you're looking for.



<sup>1</sup>The 2010 Ford Focus received the lowest number of problems per 100 vehicles among compact cars in the proprietary J.D. Power and Associates 2010 Initial Quality Study.<sup>SM</sup> Study based on responses from 82,095 new-vehicle owners, measuring 236 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February–May 2010. Your experiences may vary. Visit [jdpower.com](http://jdpower.com). <sup>2</sup>EPA-estimated 25 city/35 hwy/29 combined mpg with 5-speed manual transmission.

FOCUS SEL • INGOT SILVER METALLIC • AVAILABLE EQUIPMENT

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**35**  
MPG HWY<sup>1</sup>



## Tech-savvy. Total fun.

Grounded in fun and functionality, the 2011 Ford Focus is hard to beat. Up to **35 mpg hwy**<sup>1</sup> helps stretch your paycheck. Euro-inspired suspensions provide exceptional **handling finesse**. There's plenty of torque from its 140-hp 2.0L Duratec® I-4 engine. And loads of available extras like the **Ford SYNC**® voice-activated, in-vehicle connectivity system and mood-enhancing ambient lighting.

To pump up the visual volume, select the available **Appearance Package** on SE. You'll add 15-in. unique-finish alloy wheels, a decklid spoiler and fog lamps. On the top-of-the-line Focus SES, sport fascias and 17-in. premium painted wheels, along with many other amenities, enhance each drive. Whichever Focus you choose, you'll enjoy it mile after exhilarating mile.

Ford Focus is the only vehicle in its class<sup>2</sup> to offer these advanced features:

Available Ford SYNC Voice-Activated, In-Vehicle Connectivity System

Standard MyKey® Owner Controls Feature

Available 7-Color Ambient Lighting

<sup>1</sup>EPA-estimated 25 city/35 hwy/29 combined mpg with 5-speed manual transmission. <sup>2</sup>Class is Small Cars.

FOCUS SEL • BLACK • AVAILABLE EQUIPMENT

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## Activate phones and tunes.



SYNC. Say the word. Voice-activated **Ford SYNC**® is an award-winning, available system that works with your paired Bluetooth®-enabled mobile phone and your digital media player. It provides hands-free calling, plays music, delivers Vehicle Health Reports and 911 Assist.™ With the touch of a button and voice commands, SYNC with **Traffic, Directions and Information** services provides turn-by-turn directions, personalized traffic alerts and more.<sup>1</sup> All at no monthly fee.<sup>2</sup> [SyncMyRide.com](http://SyncMyRide.com) has the latest details.



With **SIRIUS**® **Satellite Radio**,<sup>3</sup> standard on Focus SE and above, you'll enjoy an introductory 6-month subscription to over 130 channels including 100% commercial-free music, plus the best in sports, news, talk and entertainment, 24/7, coast-to-coast. And new for 2011, you can add The Best of XM channels at no charge.<sup>4</sup>

<sup>1</sup>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. Traffic alerts and turn-by-turn directions available in select markets. Standard text messaging and data rates apply. <sup>2</sup>For original owner, 3 years. <sup>3</sup>Subscription required after introductory 6 months expire. <sup>4</sup>Call 1-800-351-4517 for details.

FOCUS SES • CHARCOAL BLACK LEATHER TRIM WITH CONTRAST STITCHING • AVAILABLE EQUIPMENT

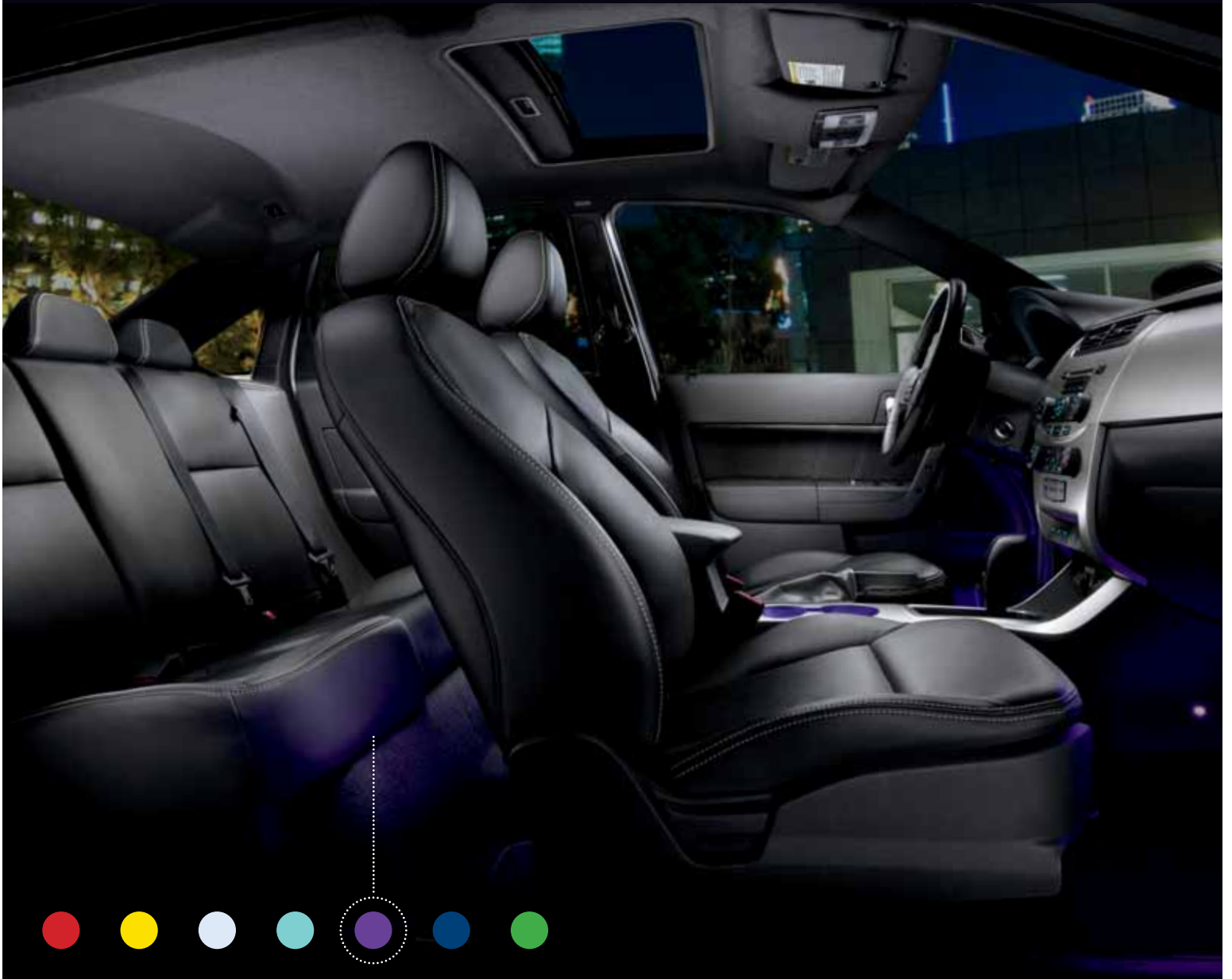
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Color your world.



With 7 different color choices, available **ambient lighting** casts a glow in the Focus cupholders and front and rear footwells. It's just one of many unexpected amenities in an interior fine-tuned to reduce NVH (noise, vibration and harshness). Sound-deadening materials help quiet the cabin. An acoustic windshield and aerodynamic design help reduce wind noise. For added style and comfort, available **heated, leather-trimmed front seats** can't be beat. Crystal clear, high-power digital sound is yours with an available Premium Sound System that pumps out 190 watts through 8 speakers and an 8-in. subwoofer. Get accustomed to the finer things in life.



FOCUS SEL • CHARCOAL BLACK LEATHER TRIM WITH CONTRAST STITCHING • OPTIONAL MOON & TUNE PACKAGE

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## Keep your peace of mind.

With a long list of standard safety features, Ford Focus is well-equipped to help keep you safe. Start with standard **AdvanceTrac® electronic stability control**<sup>1</sup> that includes a **4-wheel Anti-Lock Brake System (ABS)** to help prevent you from skidding off your intended course. Add a rock-solid structure to help protect all on board, and a full complement of **6 airbags** that includes 2 dual-stage front, 2 front-seat side and 2 side-curtain. The **Personal Safety System™** is standing by with its 8 advanced technologies. There's also a **Tire Pressure Monitoring System**, and more. It all contributes to your peace of mind – another standard that's hard to beat.

### **Positively habit-forming.**

The Ford MyKey® owner controls feature lets you program ignition keys to help encourage smart driving habits. Buckling up. Traveling at appropriate speeds. And much more.

<sup>1</sup>Remember 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.

FOCUS SE SEDAN • INGOT SILVER METALLIC • AVAILABLE SE APPEARANCE PACKAGE

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# STANDARD FEATURES

## Mechanical

2.0L Duratec® I-4 engine or 2.0L Duratec 20E PZEV I-4 engine

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4-wheel Anti-Lock Brake System (ABS)

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European-inspired suspension – Front: independent MacPherson strut, stabilizer bar; rear: independent Control Blade™

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Power front disc/rear drum brakes

## Seating

5-person seating

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Front bucket seats with adjustable head restraints

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Rear 60/40 split-fold seats with adjustable head restraints

## Interior

Air conditioning

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AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers

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Auxiliary audio input jack

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Courtesy lights with theater-dimming feature

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Cupholders (2 front, 1 rear)

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Dash-top radio display with outside temperature

---

Driver message center with dual trip odometer, mpg tracking and real-time fuel efficiency

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Front and rear floor mats

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Front-door bins and integrated bottle holders

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Full-length center floor console with padded armrest

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Illuminated Entry System

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Map pocket on front-passenger seat back

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Powerpoints (2, 12-volt)

---

Tilt steering column

---

Visor vanity mirrors

## Exterior

Body-color bumpers

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Rear-window defroster

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Solar-tinted glass

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Windshield wipers – Intermittent

## Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags,<sup>1</sup> safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System

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Front-seat side airbags<sup>1</sup>

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Side-curtain airbags<sup>1</sup>

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3-point safety belts for all 5 seating positions

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AdvanceTrac® electronic stability control

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Battery saver

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Belt-Minder® front safety belt reminder

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Child-safety rear door locks

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LATCH – Lower anchors and tether anchors for child-safety seats

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MyKey® owner controls feature

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Remote Keyless Entry System with trunk release (2 key fobs)

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SecuriLock® Passive Anti-Theft System

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Tire Pressure Monitoring System (excludes spare)

<sup>1</sup>Always wear your safety belt and secure children in the rear seat.

## Horsepower, Torque & EPA-Estimated Fuel Economy

### 2.0L I-4 Engine

Horsepower	140 @ 6,000 rpm
Torque (lb.-ft.)	136 @ 4,250 rpm
Manual	25 city/35 hwy/29 combined mpg
Automatic	25 city/34 hwy/28 combined mpg

### 2.0L 20E PZEV Engine

Horsepower	136 @ 6,000 rpm
Torque (lb.-ft.)	133 @ 4,250 rpm
Manual	25 city/35 hwy/29 combined mpg
Automatic	25 city/34 hwy/28 combined mpg

## Dimensions & Capacities

### Exterior

Wheelbase	102.9"
Length	175.0"
Height	58.6"
Width – Excluding mirrors	67.8"
Width – Including mirrors	78.4"

### Interior

#### Front

Head room	39.2"
Shoulder room	53.4"
Hip room	50.4"
Leg room	41.7"

#### Rear

Head room	38.3"
Shoulder room	53.6"
Hip room	50.9"
Leg room	36.1"

### Capacities

Passenger volume (cu. ft.)	93.4
Luggage capacity (cu. ft.)	13.8

Dimensions may vary by trim level. Cargo and load capacity limited by weight and weight distribution.

**New Vehicle Limited Warranty.** We want your Ford Focus ownership experience to be the best it can be. So 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/50,000-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](http://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 Mercury 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](http://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.

Comparisons based on 2010/2011 competitive models (class is Small Cars), 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.

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The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.

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## STANDARD FEATURES



### S

#### Rapid Spec 100A

Includes all standard features, plus:

#### Mechanical

5-speed manual transmission  
15-in. steel wheels with silver-painted covers  
P195/60R15 low-rolling-resistance tires

#### Seating

Cloth seats

#### Interior

Manual windows  
Vinyl steering wheel

#### Exterior

Black door handles  
Black manual sideview mirrors  
Chrome 2-bar grille  
Halogen headlamps



### SE

#### Rapid Spec 200A

Includes select S features, plus:

#### Mechanical

15-in. aluminum-alloy wheels  
Perimeter alarm

#### Interior

Power windows with one-touch-down driver's window feature  
SIRIUS Satellite Radio with introductory 6-month subscription

#### Exterior

Power sideview mirrors



### SEL

#### Rapid Spec 300A

Includes select SE features, plus:

#### Mechanical

4-speed automatic transmission  
16-in. Euroflange aluminum-alloy wheels  
P205/50R16 tires  
Enhanced European-inspired front and rear suspensions with rear stabilizer bar

#### Interior

Ambient lighting  
Ford SYNC® Equipment Group with SYNC voice-activated, in-vehicle connectivity system, leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror  
Instrument cluster includes metallic instrument panel appliqué with bright cluster rings, door release handles and register accents; metallic console top plate; and performance cluster  
Leather-trimmed seats with heated front seats

#### Exterior

Chrome door handles  
Chrome exhaust tip  
Fog lamps  
Power, heated, chrome sideview mirrors



### SES

#### Rapid Spec 400A

Includes select SE features, plus:

#### Mechanical

17-in. premium dark stainless-painted aluminum wheels  
P215/45R17 tires  
Performance suspension with larger rear stabilizer bar

#### Interior

Ambient lighting  
Ford SYNC Equipment Group with SYNC voice-activated, in-vehicle connectivity system, leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror  
Instrument cluster includes metallic instrument panel appliqué with bright cluster rings, door release handles and register accents; metallic console top plate; and performance cluster

#### Exterior

Body-color door handles  
Chrome exhaust tip  
Dark-chrome 2-bar grille  
Dark-chrome headlamp and taillamp trim  
Decklid spoiler  
European-inspired front fascia with integrated fog lamps  
Power, heated, body-color sideview mirrors

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# S & SE



FOCUS SE • CHARCOAL BLACK CLOTH



FOCUS SE • BLUE FLAME METALLIC

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# S & SE OPTIONAL FEATURES

## S Available Option

4-speed automatic transmission

### S Exterior Colors

Exterior Color	Interior Color
White Suede	●
Sangria Red Metallic	●
Blue Flame Metallic	●
Sterling Gray Metallic	●
Black	●
Natural Neutral Metallic	●

Interior: ● Medium Stone Cloth

## SE Available Rapid Spec

Rapid Spec 201A – Ford SYNC® Equipment Group includes SYNC voice-activated, in-vehicle connectivity system, leather-wrapped steering wheel with cruise and secondary audio controls, and auto-dimming rearview mirror

## SE Available Options & Packages

4-speed automatic transmission

Cruise control

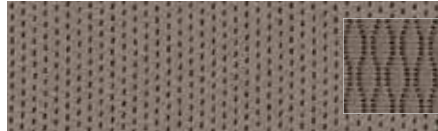
**SE Appearance Package** includes 15-in. alloy wheels with unique finish, decklid spoiler and fog lamps

### SE Exterior Colors

Exterior Color	Interior Colors
White Suede	● ●
Sangria Red Metallic	● ●
Blue Flame Metallic	● ●
Ingot Silver Metallic	● ●
Sterling Gray Metallic	● ●
Black	● ●
Natural Neutral Metallic	● ●

Interiors: ● Medium Stone Cloth ● Charcoal Black Cloth

## INTERIOR



Medium Stone Cloth  
Standard on S

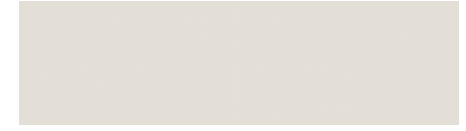


Medium Stone Cloth  
Standard on SE



Charcoal Black Cloth  
Standard on SE

## EXTERIOR



White Suede



Sangria Red Metallic



Blue Flame Metallic



Ingot Silver Metallic



Sterling Gray Metallic



Black



Natural Neutral Metallic



15-in. Steel Wheels  
with Silver-Painted Covers  
Standard on S



15-in. Aluminum-Alloy Wheels  
Standard on SE



15-in. Alloy Wheels with Unique Finish  
included with SE Appearance Package

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

# SEL



CHARCOAL BLACK LEATHER • AVAILABLE EQUIPMENT



STERLING GRAY METALLIC

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# SEL OPTIONAL FEATURES

## Available Rapid Spec

Rapid Spec 301A – **Moon & Tune Package** includes power moonroof with shade, and Premium AM/FM stereo/single-CD player with MP3 capability, 8 speakers, 8-in. subwoofer and 190 watts

### Exterior Colors

Exterior Colors	Interior Colors	
White Suede	■	■
Sangria Red Metallic	■	■
Blue Flame Metallic	■	■
Ingot Silver Metallic	■	■
Sterling Gray Metallic	■	■
Black	■	■
Natural Neutral Metallic	■	■

**Interiors:** ■ Medium Stone Leather ■ Charcoal Black Leather

## INTERIOR

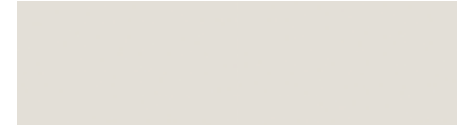


Medium Stone Leather  
Standard



Charcoal Black Leather  
Standard

## EXTERIOR



White Suede



Sangria Red Metallic



Blue Flame Metallic



Ingot Silver Metallic



Sterling Gray Metallic



Black



Natural Neutral Metallic



16-in. Euroflange Aluminum-Alloy Wheels  
Standard

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

# SES



METALLIC INSTRUMENT PANEL APPLIQUÉ



INGOT SILVER METALLIC

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# SES OPTIONAL FEATURES

## Available Rapid Spec

Rapid Spec 401A – **Moon & Tune Package** includes power moonroof with shade, and Premium AM/FM stereo/single-CD player with MP3 capability, 8 speakers, 8-in. subwoofer and 190 watts

## Available Options

4-speed automatic transmission

Leather-trimmed seats with heated front seats

### Exterior Colors

Sangria Red Metallic

Blue Flame Metallic

Ingot Silver Metallic

Sterling Gray Metallic

Black

### Interior Colors

● ● ■ ■

● ● ■ ■

● ● ■ ■

● ● ■ ■

● ● ■ ■

**Interiors:** ● Medium Stone Cloth ● Charcoal Black Cloth

■ Medium Stone Leather ■ Charcoal Black Leather

## INTERIOR



Medium Stone Cloth  
Standard



Charcoal Black Cloth  
Standard



Medium Stone Leather  
Standard



Charcoal Black Leather  
Standard

## EXTERIOR



Sangria Red Metallic



Blue Flame Metallic



Ingot Silver Metallic



Sterling Gray Metallic



Black



17-in. Premium Dark Stainless-Painted  
Aluminum Wheels  
Standard

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

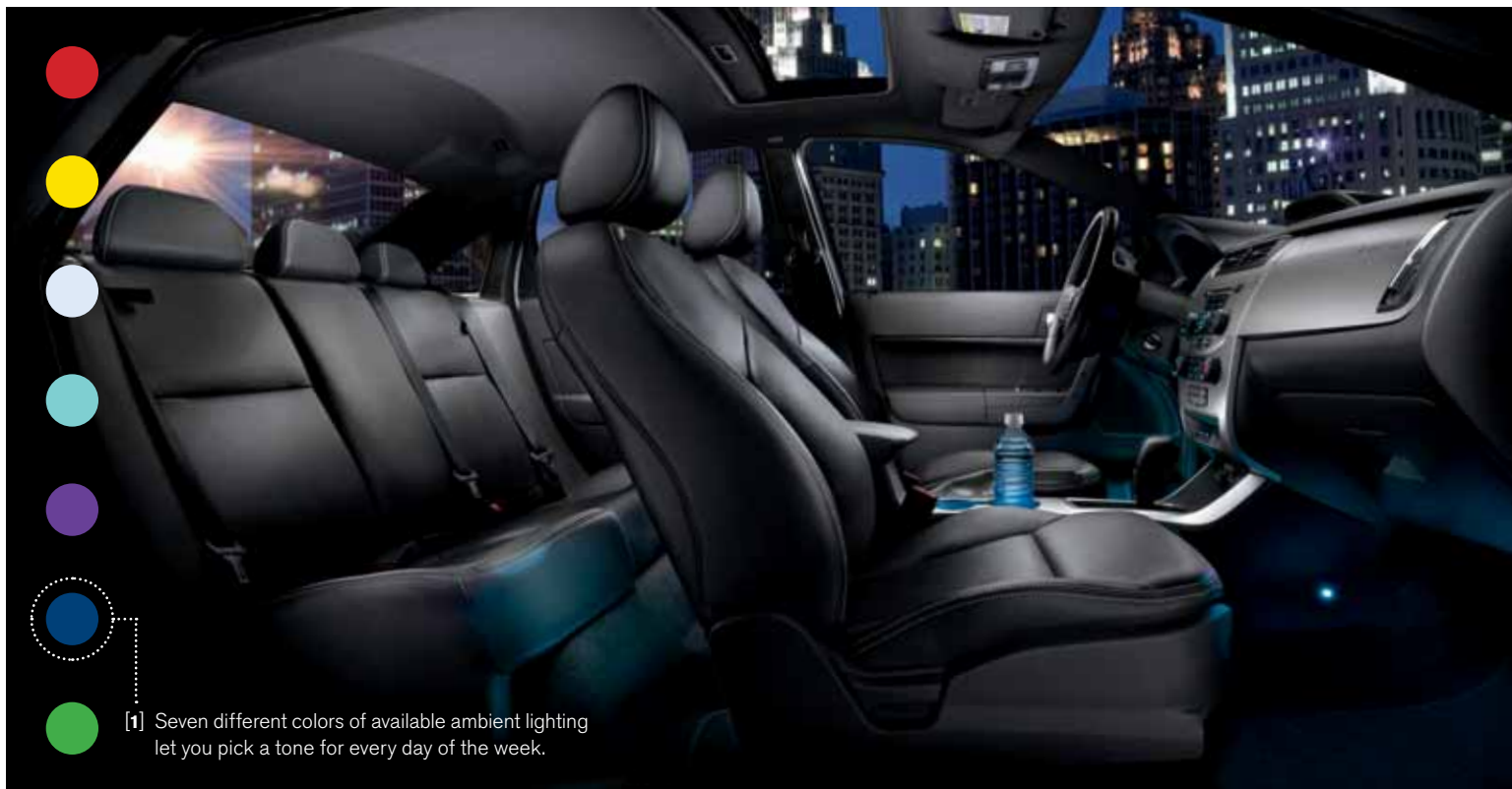
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# Features



- [2] Get a clear rear view with available power-adjustable, heated sideview mirrors.
- [3] Heated, leather-trimmed front seats are standard on Focus SEL, optional on SES.
- [4] Keep up-to-the-minute tabs on the outside temperature and, on select models, the direction you're headed.
- [5] A standard driver message center with instant readout helps you maximize mpgs.
- [6] Standard rear 60/40 split-fold seats fold forward for extra-long cargo. And there's room for plenty of your stuff in the 13.8-cu.-ft. trunk.
- [7] Adjust the available power moonroof to let in just the right combination of air and sky.

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# Ford Custom Accessories



Soft Cargo Organizers (Large and Standard Sizes)



Illuminated Door Sill Plates



Remote Start Systems

**ALSO AVAILABLE:**

**APPEARANCE**

- Body Kit by 3dCarbon®<sup>1</sup>
- Chrome Exhaust Tip
- Graphics Kit
- Ford Custom Graphics by Original Wraps,™ Inc.<sup>1</sup>

**ELECTRONICS**

- GPS Tracking and Recovery by SmartAlert™<sup>1</sup>
- Vehicle Security System
- Forward or Reverse Bumper-Mounted Parking Assist System by EchoMaster®<sup>1</sup>
- Keyless Entry Keypad

**EXTERIOR**

- Racks and Carriers by THULE®<sup>1</sup>
- Side Window Deflectors
- Hood Deflector
- Splash Guards

**INTERIOR**

- Auto-Dimming Rearview Mirror
- Cargo Area Protector
- Interior Light Kit
- Ash Cup/Coin Holder with or without Lighter Element
- Soft Cargo Cooler Bag
- Cargo Net

**WHEELS**

- Wheel Locks



All-Weather Floor Mats



Rear Roof Spoiler



Portable Navigation Systems by Garmin®<sup>1</sup>



Sport Stripes



To learn more about Ford Custom Accessories and to shop online, visit [fordaccessories.com](http://fordaccessories.com).



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. Contact your local Ford Dealer for details and a copy of the limited warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. Ford Licensed Accessories 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 regarding the manufacturer's limited warranty and/or a copy of the FLA product limited warranty offered by the accessory manufacturer.

<sup>1</sup>Ford Licensed Accessories. Garmin is a registered trademark of Garmin Ltd. 3dCarbon is a registered trademark of Moran Motorsports, Inc. SmartAlert is a registered trademark of Inilex, Inc. THULE is a registered trademark of Thule Sweden AB.

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