

2016 FORD FOCUS

BEYOND THE BUYER'S GUIDE



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The Ford Focus has always been an innovator in automotive performance, design, and technology. In past years, it's ushered in new features, powertrains, and much more. Now for 2016, this versatile model is redefining the modern sedan and hatchback vehicle.

To give you an idea of what you can expect in this new model, here's your guide to the 2016 Ford Focus sedan or hatchback.

What's New?

The 2016 Ford Focus is back with an enhanced performance, even more technologies, and a brand new performance model that delivers more power than ever before.

This year's model now offers an automatic transmission for the available 1.0-liter turbocharged engine for a smoother and fuel-efficient drive. The new Ford Focus also welcomes the newly updated SYNC®3 infotainment system for a more user-friendly experience on the SE and Titanium models.

And finally, there's the all-new 2016 Ford Focus RS performance model.

Power and Performance

Ford Focus S, SE, and Titanium Engine Options

The 2016 Ford Focus comes in S, SE, and Titanium trims. Each one comes standard with the 2.0-liter Ti-VCT I-4 Flex Fuel engine that can generate 160 horsepower and 146 lb-ft of torque. On top of that, it can deliver up to an EPA-estimated 40 highway mpg.* It also comes with flex-fuel capabilities, a timing chain for durability, and piston cooling jets to enhance performance.

The Ford Focus SE trim also offers a 1.0-liter turbocharged EcoBoost® engine that features a small yet powerful turbocharger to reduce the engine's weight and boost performance. Plus it features a variable-pressure oil pump to enhance fuel efficiency without sacrificing power. So overall, this turbocharged engine gets up to 123 horsepower and an impressive EPA-estimated 42 highway mpg.*

Ford Focus ST Performance

The 2016 Ford Focus ST performance model is designed to deliver more power with its 2.0-liter EcoBoost® I-4 engine that produces 252 horsepower and an EPA-estimated 31 highway mpg.*

It also has an electric power-assisted steering rack to lessen sensitivity when driving straight and optimize response when cornering. Torque Vectoring Control also is included to adjust the speed of the front wheels to maintain more control when accelerating around a corner.

Ford Focus RS Performance

The 2016 Ford Focus RS is an all-new model for this year's lineup that includes an exclusive 2.3-liter EcoBoost® I-4 engine that generates 350 horsepower. On top of exceptional power, this model ushers in a new, sportier type of performance for the Focus.

The Ford Focus RS comes equipped with the capable All-Wheel Drive with Dynamic Torque Vectoring to improve handling, maintain maximum traction, and boost overall control and stability.

You'll also find driver selectable modes. With these, you can configure the vehicle to perform in Normal, Sport, Track, or Drift mode. When activated, the shock tuning, stability control, and engine and steering response is adjusted to match the specific setting.

Other performance features in the 2016 Ford Focus RS include:

- Active launch control
- Brakes with advanced cooling technology
- Front Brembo™ brake discs

Ford Focus Electric Performance

In addition to the gas-powered options listed above, the 2016 Ford Focus Electric is also available. This model includes a 23-kWh liquid-cooled lithium-ion battery. It's designed to reach a top speed of 84 mph and is impressively fuel efficient. Overall, it gets up to an EPA-estimated 110 city MPGe, an EPA-estimated 99 highway MPGe, and an EPA-estimated 105 combined MPGe.¹

In addition, a 240-volt/30-amp home charging station is available to power the battery in as few as 3.6 hours.[^]

¹EPA estimated 105 combined city/highway MPGe.¹ Based on 2016 EPA mileage ratings. Use for comparison purposes only. Your mileage will vary depending on driving conditions, how you drive and maintain your vehicle, battery-pack age and condition, and other factors. ¹MPGe is the EPA-equivalent measure of gasoline fuel efficiency for electric mode operation.

^{*}Based on 2016 EPA mileage ratings. Use for comparison purposes only. Your mileage will vary depending on how you drive and maintain your vehicle.

[^]Charge times may vary.

Technologies

SYNC® 3

The SYNC® 3 system is one of the most anticipated technologies for the 2016 Focus. This newly updated infotainment system was overhauled to now feature a user-friendly interface so you can access all of your favorite entertainment amenities with ease on select models. On top of that, the voice recognition software was enhanced for added convenience.

Best of all, this infotainment system now works with Apple® CarPlay™ and Android Auto™ to seamlessly integrate your smartphone's technologies into the vehicle's head unit. As a result, you'll be able to use the SYNC® 3 system to safely make calls, check texts, and pull up your favorite mobile apps while you're behind the wheel.

The SYNC® 3 system also includes:

- Navigation system
- 911 Assist®
- SYNC® AppLink™
- SiriusXM Traffic² and Travel Link®²

MyKey®

MyKey® is a vehicle monitoring system ideal for parents. It allows you to enable a restricted driving mode whenever your young driver borrows your 2016 Ford Focus. When connected, MyKey® will activate the Persistent Ford Belt-Minder® that mutes the radio and sounds alerts to remind drivers to use their seat belts.

MyKey® also limits volume controls and activates warnings when the vehicle is traveling at 45, 55, and 64 mph. And best of all, it enables a Do Not Disturb mode to block incoming calls and texts while driving in order to prevent distractions.

Driver-Assist Technologies

The following driver assist technologies are available in the Ford Titanium trim:

- Lane keeping system
- Active park assist
- Blind Spot Information System (BLIS®) with Cross-Traffic Alert

The Lane Keeping System activates steering wheel vibrations to let you know when you're drifting into another lane without properly signaling. It also applies steering torque to help you stay in your intended lane.

Active Park Assist uses ultrasonic sensors to detect a parking space ideal for your Focus. When you're ready to parallel park, the system controls the steering to help you get into the spot with ease. All you have to do is adjust the shifting, braking, and accelerating.



With the available BLIS® with Cross-Traffic Alert, a light shines on the appropriate side mirror when the system detects a car traveling in your blind spot. This safety technology also warns you when a car is approaching from either side as you back out of a parking spot.

Safety Ratings

The 2016 Ford Focus received the top score of good in the Insurance Institute for Highway Safety's moderate overlap front, side, roof strength, and head restraint and seats safety crash tests. It also received acceptable marks in the organization's small overlap front crash test.

On top of that, the National Highway Traffic Safety Administration gave it a 5-Star Overall Crash Safety Rating.

Test Drive the 2016 Ford Focus Today!

The 2016 Ford Focus is designed to cater to all drivers. No matter if you're looking for power, safety, or family-friendly features, this vehicle can provide everything you need to enjoy the road ahead.

Drivers interested in learning more about the 2016 Ford Focus are welcome to schedule a test drive at their local Ford dealership today!



²Requires a paid subscription.