

2013 *Focus*

ST



Pure exhilaration meets the daily drive.



Get Ready for the 2013 Focus ST

The Focus ST is the first truly global performance car from Ford. It builds on the DNA of the Sport Technologies badge, combining exhilarating performance, excellent handling and sporty design with the refinement needed for everyday use. Focus ST appeals to the driving purist and introduces Ford Global Sport Technologies to North America.

The Focus ST is designed to go head to head with competitors such as the Volkswagen VW GTI, the Civic Si and the MAZDASPEED3, giving buyers an alternative choice to the Japanese and European “hot hatches.” The chassis, engine, sound and comfort of the Focus ST have been tuned to deliver a sport driving experience with a level of refinement rarely seen in this type of car.



ST Customer INSIGHT

As you prepare for the arrival of Focus ST, it's helpful to understand the ST customer. The Focus ST is designed to appeal to the sport enthusiast who's looking for a car that can handle the daily commute. Likely buyers are “driving purists” who will appreciate owning a fast, fun-to-drive car that's expressive and attention grabbing. These customers are all about the details and will seek out any available information on the Focus ST.

Be sure to check out [facebook.com/officialFordST](https://www.facebook.com/officialFordST) and racing.ford.com for a look at what Ford is doing to generate awareness and enthusiasm for the new Focus ST among potential customers.



Dynamic Design

From the outside in, the five-door Focus ST showcases sporty styling with a high-performance flavor. Here are key design cues that will make Focus ST turn heads sharply:

- Prominent one-piece grille with distinctive hexagonal mesh
- Front spoiler has deep central splitter framed by small motorsports-inspired spoiler blades
- Headlamps with black-finish bezels
- Bold red ST badge on the grille
- 18-inch Y-spoke aluminum wheels
- Muscular extended rocker panels
- Prominent diffuser-style vents on rear lower bumper — fascia
- High-performance exhaust with centrally located dual outlets
- Integrated roof spoiler
- Available in six exterior colors including an ST-exclusive color, Tangerine Scream

Design INSIGHT

More than just a pretty face. Great looks aside, the prominent one-piece grille with distinctive hexagonal mesh has a large opening for increased airflow. This increase in airflow is important for keeping the engine cool, as well as enabling the cooler outside air to more easily reach the air-to-air intercooler.



Engage the Road

Sophisticated performance styling continues inside with the bold, high-contrast sport cockpit that echoes the high-performance exterior design cues. Along with all the interior refinement that makes the Focus so inviting, the Focus ST includes unique features such as:

- RECARO®(1) front sport bucket seats
- Unique ST gauges with red needle pointers
- Three additional gauges for turbo boost pressure (PSI), oil pressure and oil temperature
- Metal, racing-inspired clutch, brake and accelerator pedals



Interior INSIGHT

What's in a name? Known throughout the world as a top name in performance automotive seats, the RECARO front seats featured in the Focus ST are specially designed for performance driving with unique cushions and side bolsters to provide support.

(1) RECARO is a registered trademark of RECARO Beteiligungs - GmbH.

Rewarding the Purist

Hatch buyers are looking for responsive performance, powerful road-handling skills and uncompromised exhilaration — and Focus ST will not disappoint. Here's a look at key performance features:

- High-output 2.0L EcoBoost® I-4 engine with 17.4 psi of turbo boost
 - 252 horsepower @ 5500 rpm⁽¹⁾
 - 270 lb.-ft. of torque @ 2500 rpm⁽¹⁾
- 6-speed manual transmission optimized to match the performance characteristics of the EcoBoost engine
- Unique suspension architecture with European-inspired tuning
- Goodyear® Eagle F1 summer compound⁽²⁾ asymmetric tires
- 4-wheel disc brakes with performance brake pads
- Variable ratio steering rack plus electric power-assisted steering (EPAS) with torque steer compensation
- Enhanced Torque Vectoring Control with cornering understeer control
- Three-mode AdvanceTrac® electronic stability control

Key engine technologies

The Focus ST is powered by the 2.0L I-4 EcoBoost engine, which offers an uncompromising mix of performance and efficiency. The lightweight, all-aluminum EcoBoost is designed to provide the power of a larger engine in a fuel-efficient smaller displacement using three key technologies:

- High-pressure direct injection
- Low-inertia turbocharging
- Twin independent variable camshaft timing (Ti-VCT)

Performance INSIGHT



Characteristics of the 6-speed manual transmission.

A short first-gear ratio provides quick off-the-line acceleration, while second through fifth gears are calibrated to be close-ratio. A close-ratio transmission will have smaller rpm drops between gears to keep the engine within its “power band.” The broad, flat torque curve of the EcoBoost engine means the engine can stay within its power band for a longer rpm range, providing maximum torque when needed for passing or merging onto the highway. A tall overdrive sixth gear provides fuel economy benefits by lowering the engine rpm at highway speeds.



(1) Figures achieved using premium unleaded gasoline.

(2) Ford does not recommend using summer tires when temperatures drop to approximately 40°F or below (depending on tire wear and environmental conditions) or in snow or ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires.

Performance INSIGHT



Why an intercooler is important to the performance equation. When the turbocharger compresses air, it creates heat. The job of the intercooler is to cool this air before it enters the intake and ultimately the cylinders. While the boost from the turbocharger creates more power, the heat generated by the turbo reduces the density of the intake air. The less dense the air that enters the combustion chamber, the less power will be generated. An intercooler helps decrease the heat significantly, allowing for cooler, more dense air to enter the intake. The colder the air is, the more oxygen it carries and the more oxygen you have, the more fuel you can burn, which increases power output.

Performance INSIGHT



The plus side of Torque Steer Compensation. Front-wheel-drive performance vehicles tend to suffer from torque steer, which is the unwanted sensation of steering wheel pull under hard acceleration. When the engine is mounted transversely or sideways, the torque output of the engine is transferred to the front wheels, which also steer the vehicle. The Focus ST uses Torque Steer Compensation to help eliminate torque steer by subtly providing steering torque assistance with the electric power-assisted steering (EPAS) motor. This helps keep Focus ST going straight under hard acceleration and reduces any unwanted steering kickback, enabling drivers to easily and accurately control the car.

Three-mode AdvanceTrac

Further enhancements have been made to the Focus ST's AdvanceTrac Electronic Stability Control System, with emphasis placed on driver enjoyment. Drivers will have three modes to choose from — Standard, Sport and Off. These can be selected according to weather and road conditions or simply to match the driver's desire for help from additional driving aids.

Standard mode — AdvanceTrac, but specifically tuned for the ST to be nonintrusive. Designed for all road surfaces and road conditions — dry, wet or snow. Provides confidence to drive safely regardless of the conditions.

Sport mode — Traction control Off, AdvanceTrac On. Traction is controlled by the driver and AdvanceTrac will activate only when necessary. Provides more spirited driving performance.

Off — designed for racetrack use, gives full control of chassis to the driver. AdvanceTrac and traction control fully Off. Torque Vectoring Control remains active, optimizing the sporty handling characteristics the Focus ST.

Performance INSIGHT

Performance tire design

Asymmetric tires, such as the Goodyear® Eagle F1 tires found on Focus ST, are designed with vehicle performance in mind, and are commonly found on sports cars. An up-close look at an asymmetric tire reveals a tread pattern that's different across the width of the tire. Asymmetric tires have large blocks of tread on the outside of the tire to help increase cornering stability, and narrower blocks of tread along the inside, designed to better handle wet-weather driving.



Techno Talented

True to the Focus nameplate, the ST offers an array of impressive and thoughtful tech features, including:

- SYNC® Services
- SYNC with MyFord Touch®
- Voice-activated Navigation System with SiriusXM Traffic and SiriusXM Travel Link
- EasyFuel® capless fuel filler
- Intelligent Access with push-button start
- MyKey®



Model Lineup



Performance/Handling

- Brakes – 4-wheel disc
- Engine – 2.0L EcoBoost® I-4
- Exhaust – high performance with dual outlets
- Full-size spare
- Drivetrain – front-wheel drive
- Instrument panel- mini cluster gauges, analog, includes turbo boost, oil pressure and oil temperature
- Steering
 - Electric power-assisted steering (EPAS)
 - Variable ratio rack-and-pinion
- Suspension, front – ST-specific tuned Independent MacPherson strut with stabilizer bar
- Suspension, rear – ST-specific tuned independent control blade with stabilizer bar
- Enhanced Torque Vectoring Control
- Tires – 235/40YR18 Goodyear® Eagle F1 asymmetric summer compound⁽¹⁾
- Transmission – 6-speed manual

Design/Styling

- Aluminum clutch, brake and accelerator pedals
- Badging
 - Red "ST" on grille
 - Red "ST" at rear
- Bumpers – body-color
- Door handles – body-color
- Exhaust – dual bright tips, central exit
- Extended side rocker panels
- Fog lamps
- Glass – solar tinted
- Gauge + (PSI), oil pressure and oil temperature
- Grille – piano black, one-piece hexagonal mesh
- Headlamps – halogen reflector with black finish bezels

Design/Styling Cont'd

- Instrument panel – unique ST gauges with red needle pointers
- Mirror caps – body-color
- Scuff plates – "ST" branded
- Seats – ST logo on seat back
- Spoilers
 - Optimized high-mounted rear
 - Front chin
- Wheels – 18-inch painted Y-spoke aluminum

Comfort/Convenience

- Accessory delay
- Air conditioning – manual, single zone
- Air filtration system
- Audio – CD/MP3 capability
 - 110 watts
 - 6-speakers
 - Speed-sensitive volume
- Coat hooks, rear (2)
- Console – center, armrest with storage
- Cupholders – front (2)
- Defroster – rear window
- Door locks – power
- Easy Fuel® capless fuel filler
- Floor mats – front and rear, carpeted
- Front door stowage bins
- Glove box
- Intelligent Access with push-button start
- Interior illumination
 - Map lights
 - Dome lamps with map lights
- Instrument cluster with temperature gauge, compass and trip computer
- Mirrors – exterior, side marker lamps and integrated blind spot mirrors
- Powerpoints – 12V (2)
- Remote keyless entry

Comfort/Convenience Cont'd

- Seats – cloth
 - Second-row with 3 adjustable head restraints
 - 60/40 split fold, rear
 - Map pockets on front seat backs
- Steering column – leather, tilt/telescoping with cruise controls and redundant audio controls
- Sun visors – dual
- SYNC®
- Windows – power front and rear, one-touch-up/-down front driver
- Windshield wipers – variable front, intermittent rear

Safety/Security

- Airbags:
 - Dual front
 - Front-seat side
 - Side curtain
- Battery saver
- Belt-Minder® – driver and front passenger
- Center high-mounted stop lamp (CHMSL)
- Child safety locks – rear door
- Electronic stability control (ESC)
 - Anti-lock braking system
 - Traction control
- Illuminated entry
- LATCH (Lower Anchors and Tethers for Children)
- MyKey®
- Perimeter anti-theft alarm
- Personal Safety System™
- Safety belts
 - Height-adjustable, front
 - Pretensioners
- SecurILock® Passive Anti-Theft System
- SOS Post-Crash Alert System™
- Tire Pressure Monitoring System (TPMS) – excludes spare

Quality/Reliability/Durability

- Battery – maintenance-free
- Battery saver
- Intelligent Oil-Life Monitor®

ST Equipment Groups

Equipment Group 200A

- Includes ST standard equipment

Equipment Group 201A

- **ST2**
 - Audio – Sony® with 10-speakers
 - Dual-zone electronic automatic temperature control
 - HD Radio™
 - My Ford Touch®
 - RECARO® cloth/leather-trimmed seats with accent color (Smoke Storm, Tangerine Scream or Performance Blue)
 - SiriusXM Radio

Equipment Group 202A

- **ST3**
 - Ambient lighting
 - Cornering lamps
 - LED signature lighting
 - Heated exterior mirrors
 - HID (high-intensity discharge) headlamps
 - Overhead console
 - Rear-seat armrest
 - RECARO leather-trimmed heated front seats
 - Voice-activated Navigation System with SiriusXM Traffic and SiriusXM Travel Link

Freestanding Options

Comfort/Convenience

- Moonroof (43M)
- Voice-activated Navigation System with SiriusXM Traffic and SiriusXM Travel Link (586), 201A

Design/Styling

- Tangerine Scream tri-coat paint (LP)

Standard Colors

- Ingot Silver Metallic (UX)
- Oxford White (YZ)
- Performance Blue (L1)
- Race Red (PQ)
- Tuxedo Black Metallic (UH)

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2013 Focus ST Specifications⁽¹⁾

Dimensions

Wheelbase	104.3
Length	171.7
Height	58.4
Track (Front/Rear)	61.2/60.4
Curb Weight (approx. lbs.)	3223

Seating

Seating Capacity	5
Head Room (Front/Rear)	39.1/37.9
Shoulder Room (Front/Rear)	55.6/52.6
Hip Room (Front/Rear)	53.9/52.8
Leg Room (Front/Rear)	43.1/33.4

Passenger/Luggage/ Fuel Capacity

Passenger Volume (cu. ft.)	90.7
Luggage Capacity (cu. ft.) (rear seat up)	23.8
Total Interior Volume (cu. ft.)	114.5
Fuel Tank Capacity (gal.)	12.1

Engine

Engine Type	2.0L EcoBoost® I-4
Engine Layout	Front engine, front-wheel drive
Displacement (liters/cu. in.)	2.0/122
Horsepower @ rpm	252 @ 5500 ⁽²⁾
Torque (lb.-ft. @ rpm)	270 @ 2500 ⁽²⁾
Compression Ratio	9.3:1
Bore and Stroke	3.4" x 3.27"
Fuel System	Direct Fuel Injection
Fuel Requirement	87 octane (min.)/91 (recommended)
Exhaust System	Single stainless steel with catalytic converter

Fuel Economy (city/hwy.)

2.0L EcoBoost with manual transmission (city/hwy. mpg)	Not available at time of publication
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Transmission

Type	6-speed manual
Final Drive Ratio	4.06:1 (1st, 2nd, 3rd and 4th gears) 2.95:1 (5th and 6th gears)

Gear Ratios

Gears	1st	2nd	3rd	4th	5th	6th	Rev.
6-Speed Manual	3.23:1	1:95:1	1.32:1	1.02:1	1.12:1	0.94:1	4.60:1

Front Suspension

Type	Independent MacPherson struts with Reverse-L lower control arms
Springs	Coil
Shock Absorbers	Integral strut, gas-charged hydraulic
Stabilizer Bar (dia.)	25mm

Rear Suspension

Type	Independent short- and long-arm (SLA) with one upper and two lower control arms
Springs	Coil
Shock Absorbers	Gas-charged hydraulic
Stabilizer Bar (dia.)	22mm

Steering

Type	Variable ratio rack-and-pinion with electric power-assisted steering (EPAS)
Variable Ratio	13.7:1 – 10.1:1
Turning Diameter – Curb-to-Curb (ft.)	39.4

Brakes

Standard	Four-wheel disc with Anti-lock Braking System (ABS)
Front Rotors (dia.)	12.6"
Rear Rotors (dia.)	10.7"
Brake Linings	High-performance low-metallic compound

Trailer Towing

Not recommended

⁽¹⁾ Dimensions are in inches unless otherwise specified.

⁽²⁾ Figures achieved using premium unleaded gasoline.



Retailer Education & Training

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