



NEWS

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IMMEDIATE RELEASE

NEW HIGH-TECH FORD FOCUS IS NAMED OFFICIAL CAR OF THE 2011 INTERNATIONAL CES

- The new Ford Focus will be the official car of the 2011 International CES held on Jan. 6-9 in Las Vegas
- The all-new Focus is an ideal matchup for CES; demonstrating that high-end, high-demand tech features such as Ford SYNC, MyFord Touch, HD Radio, and in-car Wi-Fi capability can be expertly blended into a fun-to-drive car expected to deliver 40 mpg on the highway
- Focus four-door sedan and sporty five-door hatchback models are set to go on sale in early 2011

DEARBORN, Mich., Nov. 9, 2010 – With its global launch nears, the all-new Ford Focus takes on the role of official vehicle for the 2011 International CES, considered the largest technology trade show in the world.

The tech-packed Focus is a perfect match for CES, which runs from Jan. 6-9 in Las Vegas. As the official car, Focus will have a prominent presence during the show, including more product-specific signage, displays, demonstrations and materials. Focus follows in the footsteps of the 2010 Ford Taurus, which was the official car at the 2010 CES held earlier this year.

“The all-new Focus harnesses the best of what Ford Motor Company has to offer, delivering class-leading features and technologies as well as an expected 40 mpg,” said Ken Czubay, vice president, U.S. Marketing, Sales and Service, Ford Motor Company. “We’re excited for Focus to reach dealers in North America and Europe in early 2011 and want to share that excitement and

the unprecedented level of technology Focus has to offer with the global consumer electronics industry – an increasingly important influence on new vehicles.”

The new Focus will share the spotlight at CES with Ford President and CEO Alan Mulally, who will deliver a keynote address at the trade show for the third consecutive year. Further upping the ante at CES, Ford is also increasing its display’s floor space fourfold for the 2011 show and expects to have more than twenty vehicles on display throughout the event.

“We welcome Ford, Alan Mulally and the new Focus to the 2011 International CES,” said Gary Shapiro, president and CEO of the Consumer Electronics Association (CEA), producer of the International CES. “Vehicles such as the Focus are built with the latest technologies that address consumer demand for on-the-go innovations.”

Chockfull of tech

Studies by the Consumer Electronics Association (CEA) show that as many as 77 million adults make up the so-called technology enthusiast drivers population, more than half of whom express the desire for a connected communications and information system in their vehicles.

The all-new Focus features Ford SYNC, MyFord Touch driver connect technology, Intelligent Access with Push Button Start, Sony Audio with HD Radio and Active Park Assist, among other advanced technologies more often associated with larger, premium vehicle segments.

For avid in-car tech lovers, Focus with MyFord Touch will feature a Wi-Fi radio that will provide Internet access when a compatible USB mobile broadband modem is inserted into SYNC’s USB port producing a secure wireless connection that will be broadcast throughout the vehicle. This secure connection will allow passengers with Wi-Fi-enabled mobile devices to access the web while on the go.

Tech enthusiasts as well as music lovers also will appreciate that Focus will be the first car in its class available with an audio system supplied by global consumer electronics leader Sony®. Featuring a class D digital amplifier developed specifically for Focus, this system has 10

speakers, three-layer soft dome tweeters and a subwoofer offering up 355 watts of continuous power. Coupled with MyFord Touch, the Focus audio system also features HD Radio technology with iTunes Tagging – also a first in its class.

“Customers want smaller cars with outstanding fuel economy, but without sacrificing any of the style, technology, connectivity and driving quality they demand from larger vehicles,” said Czubay. “With the all-new Focus leading the pack, our next-generation of smaller cars and utilities will prove that Ford is ready to meet that challenge.”

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About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 163,000 employees and about 70 plants worldwide, the company’s automotive brands include Ford, Lincoln and Mercury, production of which has been announced by the company to be ending in the fourth quarter of 2010. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford’s products, please visit www.ford.com.