

# ALL-NEW FORD FOCUS DRIVER ASSISTANCE TECHNOLOGIES



Go Further

The all-new Ford Focus features the most sophisticated range of driver assistance technologies ever offered to Ford customers



## ADVANCED TECHNOLOGIES

Sophisticated **Ford Co-Pilot360 technologies** enhance protection, driving and parking, and are designed to make the driving experience more comfortable, less demanding and safer. **Ford Co-Pilot360 technologies** on the all-new Focus include:

- **Adaptive Cruise Control (ACC)** with Stop & Go, Speed Sign Recognition and Lane-Centring for effortlessly negotiating stop-start traffic
- **ACC** helps the vehicle maintain a comfortable driving distance from vehicles ahead **Stop & Go** enables the ACC system to bring the vehicle to a complete halt and automatically pull away
- **Speed Sign Recognition** can adjust the speed to within legal limits by monitoring speed signs when ACC is active
- **Lane-Centring** monitors road markings and gently steers to help keep the Focus centred in its lane when ACC is active
- **Active Park Assist 2** operates gear selection, acceleration and braking to enable fully-automated parking manoeuvres at the push of a button

- **Pre-Collision Assist with Pedestrian and Cyclist Detection technology** can detect and brake for people and cyclists in or near the road ahead, or who may cross the vehicle's path



- **Adaptive Front Lighting System** with new camera-based **Predictive Curve Light** and **Sign-Based Light** improves visibility by monitoring the road and road signs ahead, and adjusts headlamp beams before reaching bends, junctions and roundabouts. **Glare-free high beam** blocks light that could otherwise temporarily blind other drivers and cyclists

All-new Focus driver assistance technologies are seamlessly integrated to enable an intuitive, stress-reducing and refined driving experience

## SOPHISTICATED FEATURES



Ford's first **Head-up display** to be offered in Europe helps drivers focus their attention on the road ahead

**Blind Spot Information System** with **Cross Traffic Alert** warns drivers reversing out of parking spaces of vehicles that may soon be crossing behind them. The system can apply the brakes to avoid or mitigate the effects of collisions if drivers do not respond to warnings



**Rear wide-view camera** offers a near-180 degree view to the rear of the vehicle for improved visibility when reversing from parking spaces or driveways

**Wrong Way Alert** provides drivers with audible and visual warnings when driving through two "No Entry" signs on a motorway ramp\*

**Post-Collision Braking** helps reduce the impact of a potential secondary collision by automatically applying moderate brake pressure when an initial collision is detected

**Evasive Steering Assist** helps drivers steer around stopped or slower moving vehicles to help avoid collisions

\*Wrong Way Alert will first be available for customers in Germany, Austria and Switzerland