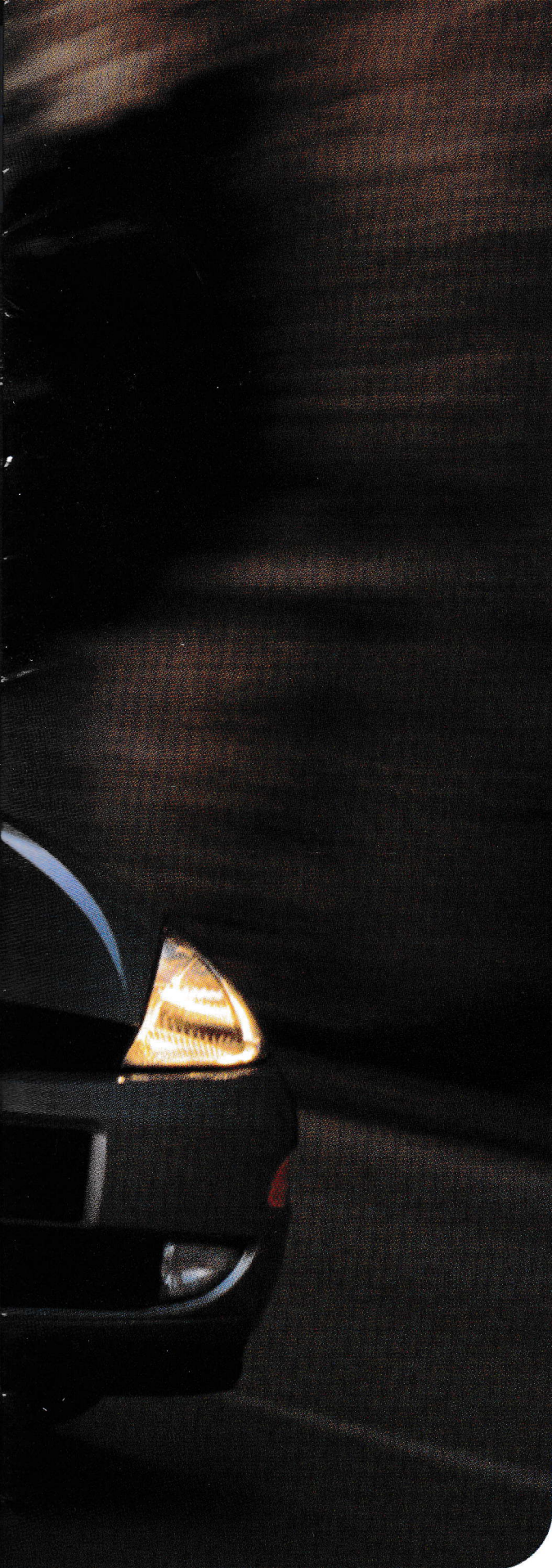








The Ford Focus is a dramatic expression of design that has been worked and built around consumers. Not just a philosophy of design, this has been executed as one of the boldest, most dynamic and striking examples of passenger vehicle design in this century.

From a relatively small platform, space, safety and driveability have been combined in such measure to prove a delight to see, drive and be driven in.

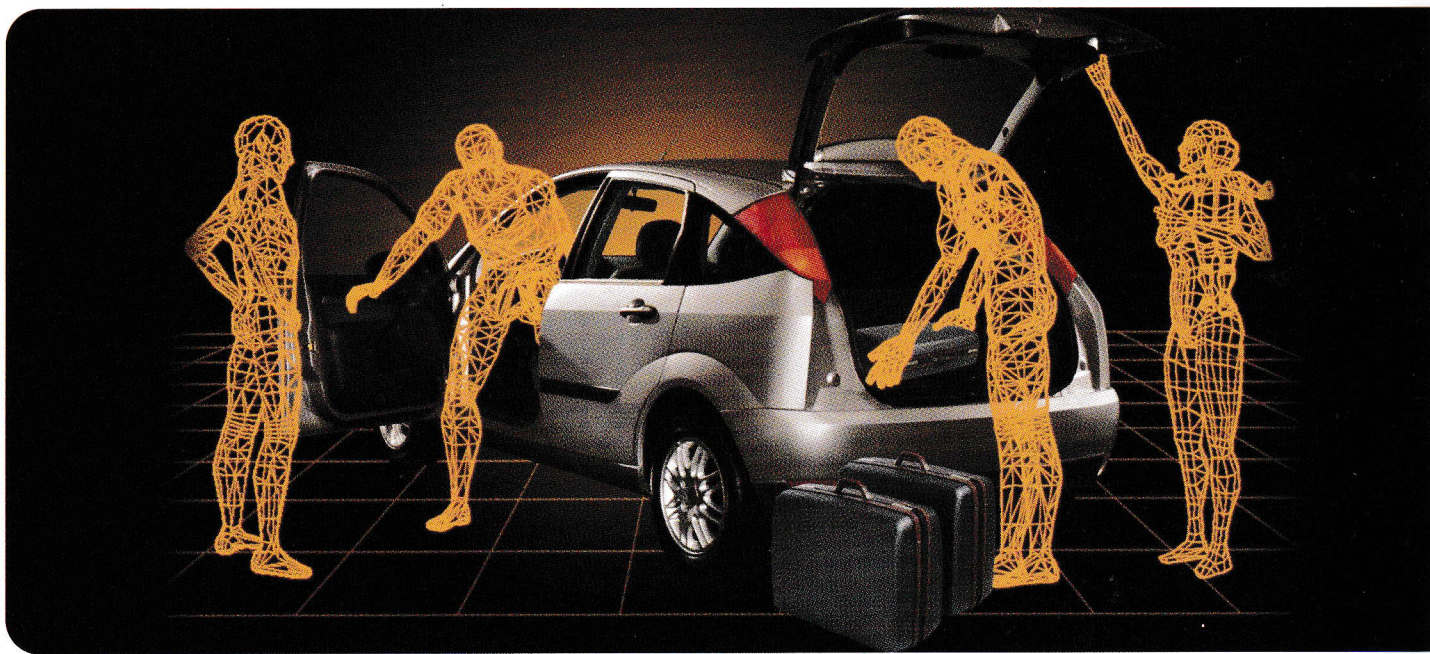
As it stands, it is the only car to have won the European Car of the Year and the North American Car of the Year awards back-to-back including numerous other awards.

Over the next few pages, the ideas and intricacies inherent in the design of the Ford Focus will reveal itself to you. Enjoy.

Style that doesn't square off against space.

There is no compromise with the design of the Ford Focus - distinct, sweeping lines belie a roof height which is higher and a wheelbase that's longer and wider than anything in its class. Taller doors provide greater ease of access to 3190 litres of interior space.

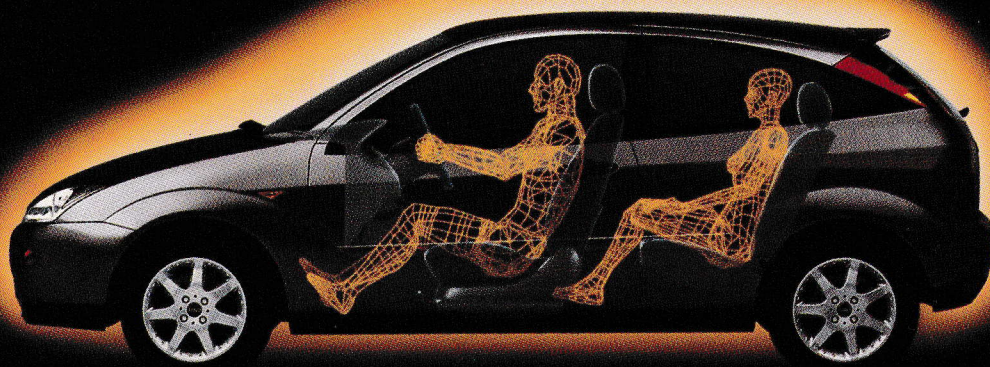
The bold design was created around the consumer to give the most space in a body that will remain in your mind and stoke your imagination.



Glancing over the smooth beltline from the distinct lights sweeping up to the equally distinct 'Kamm tail', the athletic stance, oval-eyebrow fenders and high mounted tail lamps represent the 'New Edge' styling that reflects precision engineering and enhanced vehicle dynamics. A good example is its drag coefficient - measured at a slippery 0.32.

Paradoxically, passenger comfort is high in a vehicle that appears lighter, leaner, more agile and stable.

Being as different and bold as it is, the Ford Focus certainly stands out amongst the competition and will continue to turn many heads around the world for a while to come.



Interior space is designed to fit from the 5th to the 95th percentile of passengers.

Design Awards



- European Car of The Year 1999

- North American Car of The Year

Power vs Economy.

Rare is the engine that provides performance and economy. Even rarer still is one that requires low maintenance. The 1.8 litre Zetec 16-valve DOHC engine on the Ford Focus represents the best of both worlds.

Sequential fuel injection and a distributor-less ignition system are controlled by Ford's EEC-V electronic engine management system.

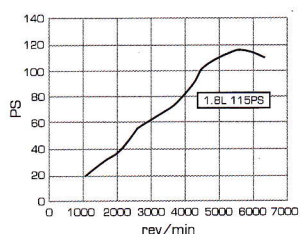
Power output of 115 PS@5750 rpm and a flat torque curve peaking at 158 Nm@3750 rpm with 80% of peak torque from idle to 6000 rpm, allows for outstanding throttle response and high levels of fuel efficiency in the city.

A hydraulic clutch and five-speed gearbox with a cable operated gear shift reduces effort and noise while improving precision and durability.

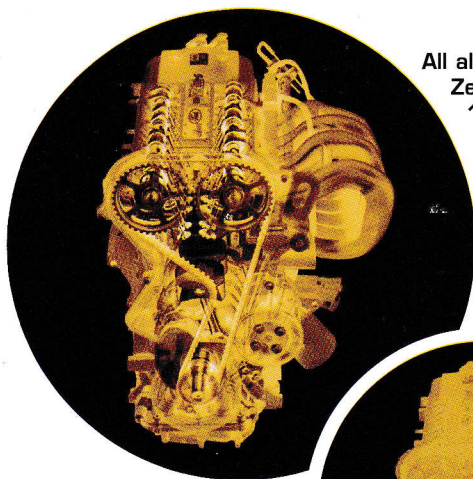
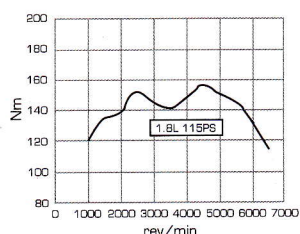
Maintenance is low, requiring servicing every 10,000 km, spark plug renewal every 60,000 km and valve clearance attention only every 150,000 km.

Noise, vibration and harshness (NVH) is well controlled with the engine's torque roll axis mounting system. Lightweight pistons and con rods also reduce secondary shaking forces.

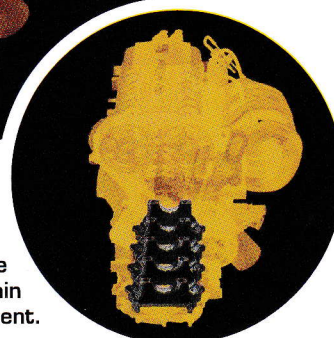
ZETEC E 16V POWER CURVES



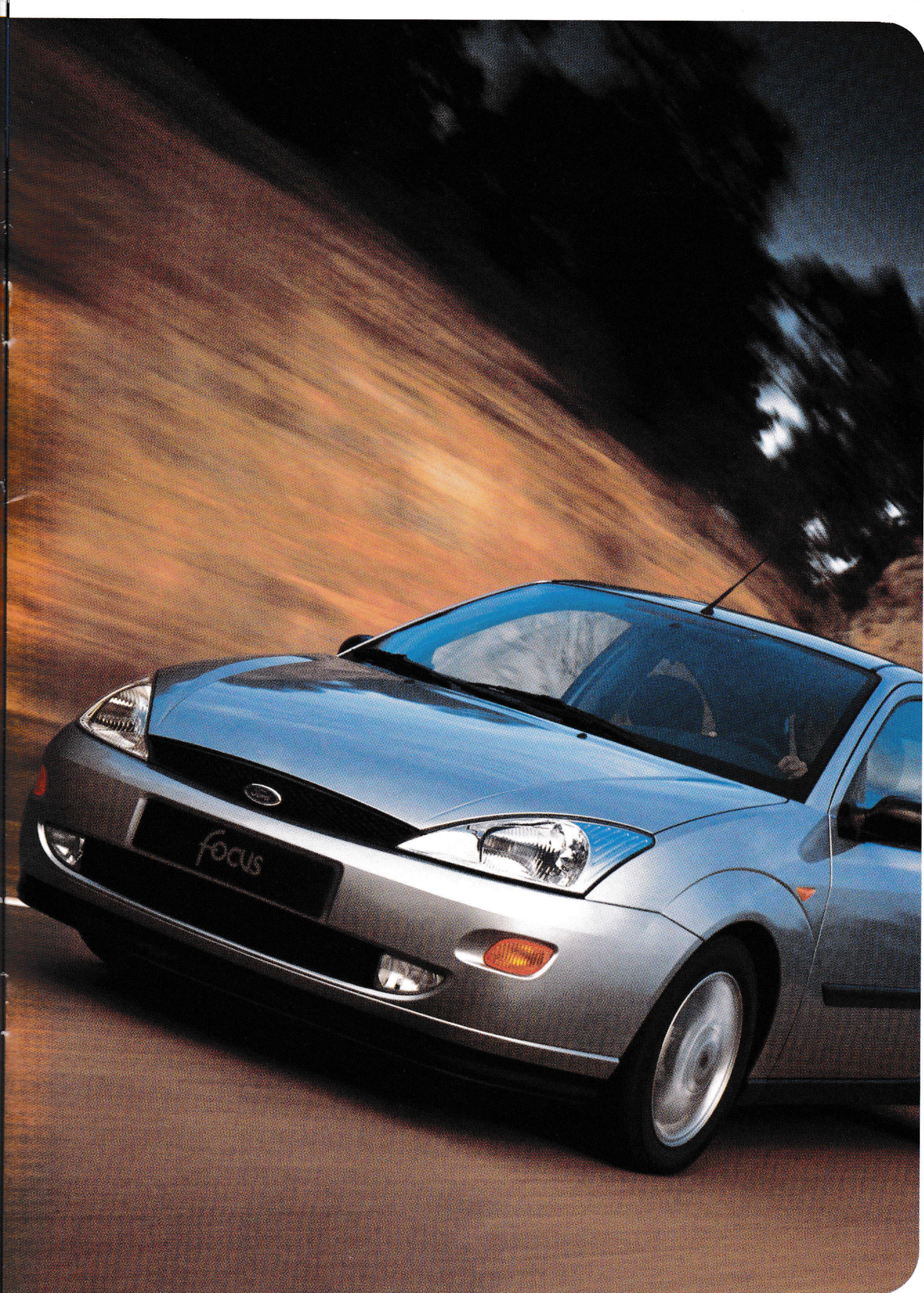
ZETEC E 16V TORQUE CURVES



All alloy
Zetec E
1.8 litre
16-valve
engine.



Alloy ladder frame
boosts drivetrain
rigidity by 30 percent.



Designed to protect the most precious of cargo.

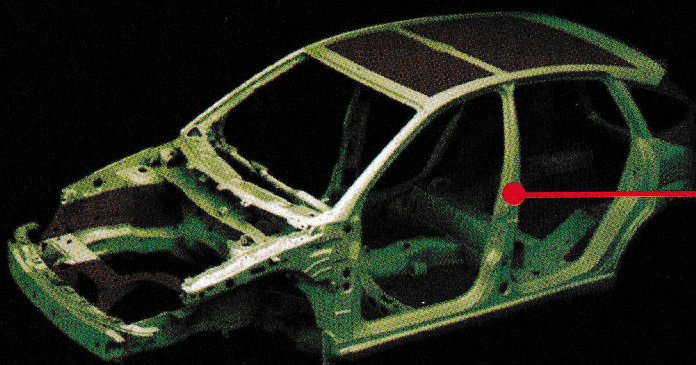
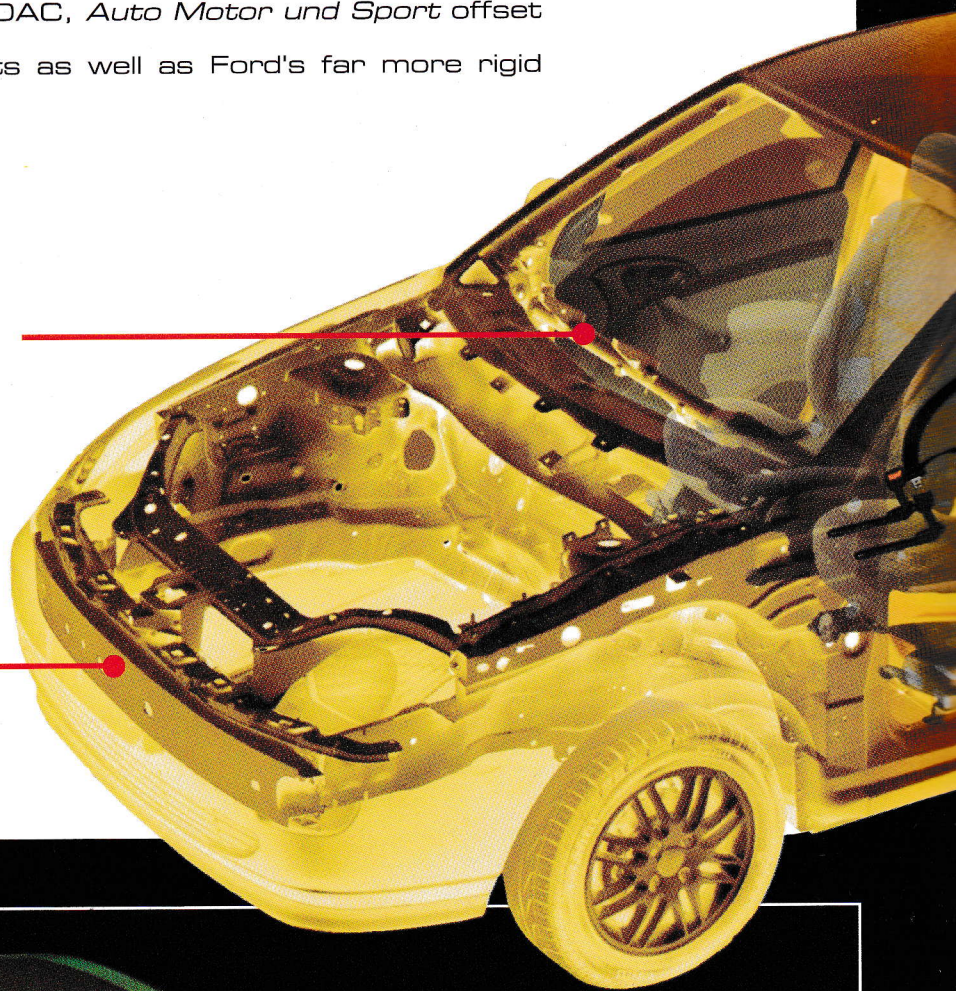
Ford's safety engineers used more computing power than ever to gain a higher understanding of what happens in a crash so they could design, test and refine the passive safety of the Ford Focus.

In standard form, there's already four airbags (driver's and passenger's plus two side impact bags) in an ultra stiff structure protecting the passenger cell.

In fact the safety levels meet and exceed all mandatory European and US destructive tests, Euro NCAP, German ADAC, *Auto Motor und Sport* offset and angled impacts as well as Ford's far more rigid internal tests.

Cross car beam stiffens safety cage, minimises steering column's rearward movement and provides stable platform for driver's airbag.

Highly stable cross-member channels energy into lower side rails spreading loads to maximise absorption.

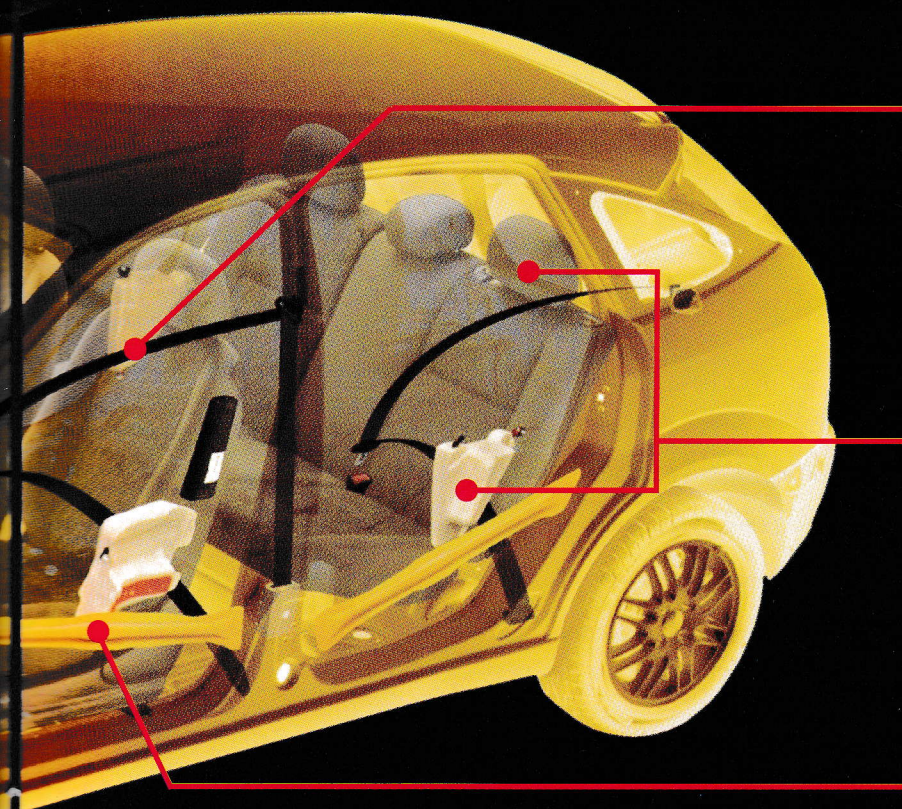


B-pillar designed to resist bending feeds crash energy into the roof rail and rocker instead.



Within 100 milliseconds of impact the Ford Focus restraint system - airbags, inertia reels, safety belts, and steering column - work in harmony to provide maximum occupant protection.

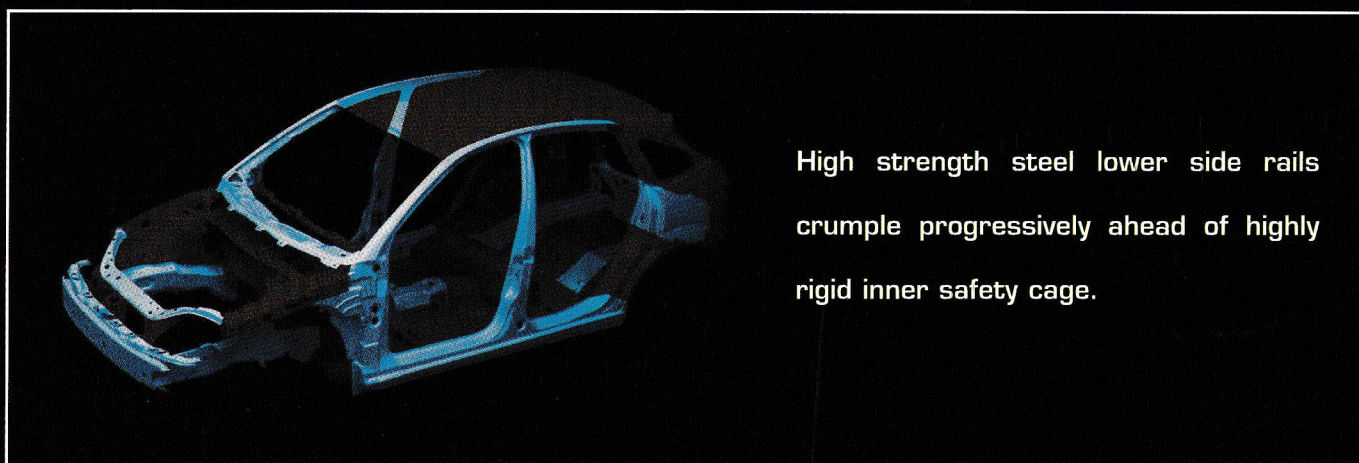
Side airbags deployed 30 milliseconds after impact protect the head and upper portion of body from lateral injury.



Lap and shoulder seat belts and reinforced mounting points with belt pre-tensioners work with anti-submarining pans within the seats to keep passengers safe.

Energy-absorbing foam in head restraints and 'pushers' between outer panel and inner trim help absorb excess impact energy.

High tensile boron steel-alloy door bars help minimize side intrusion.



High strength steel lower side rails crumple progressively ahead of highly rigid inner safety cage.

The most dangerous curves are only the ones others can't handle.

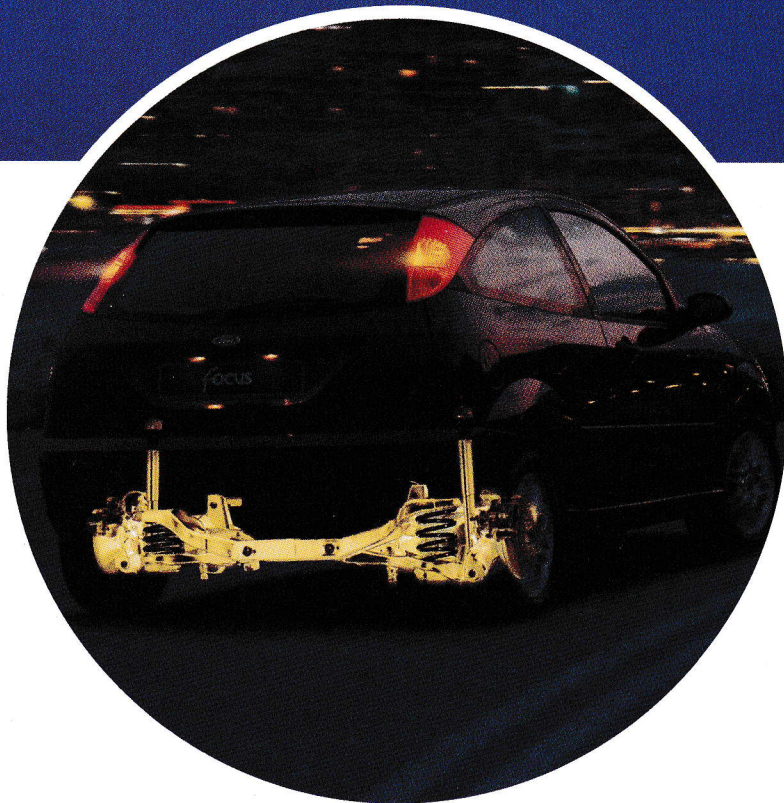
Reassuring, rewarding and simply fun to drive, the Ford Focus manages all drivers in all driving conditions with a chassis that's stable and responsive and thus, safer.

Part of the active safety on board, there's switchable traction control, ABS and disc brakes on all four wheels.

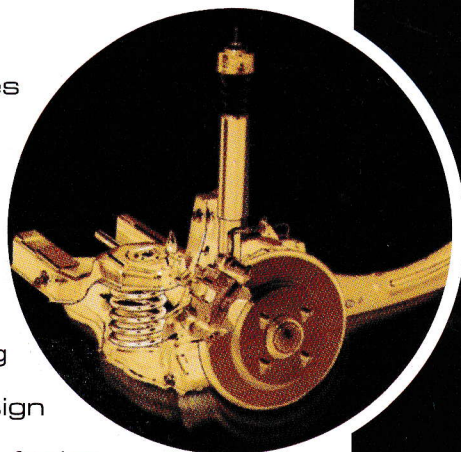
The Ford Focus has the stiffest yet lightest bodyshell in its class. Low friction front steering and independent rear suspension emphasises the four key attributes of agility, stability, precision and comfort.

At the wheel, cornering force is pleasantly transferred to the driver's hand with a response that is fluid, progressive and intuitively predictable. Anti-roll bars and ultra stiff cross-members control body roll and increase steering precision.





Passive rear-wheel steering provides sharper turn in and better high speed control. Control Blade multi-link system at rear allows wheels to react independently to bumps in the road, moving upwards and rearwards cushioning impact and providing a plush ride. Its design also allows for more damping of NVH (noise, vibration and harshness).



An effortless flow of form and function.

Designed to be as striking as the exterior shape, the interior is fresh, dynamic and uniquely bold for its class.

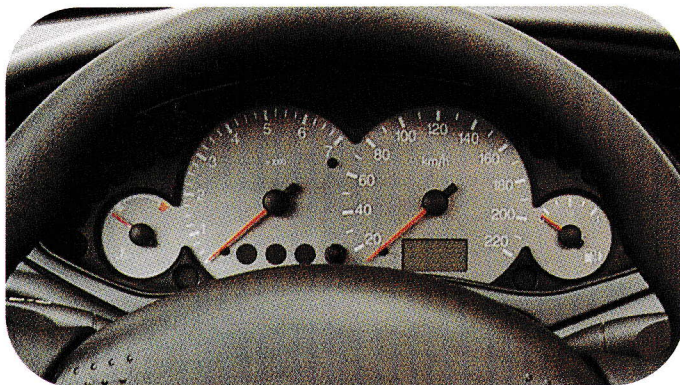
The sweeping dashboard and instrument panel graphics are just but an overview of a class leading package with attention to the tiniest ergonomic details.

The intuitively placed controls from the safety power windows down to the door trim panels that distribute crash energy evenly across occupant's body and limbs are part of the design philosophy for the Ford Focus - the passenger is first, everything else is designed around that.

**Tailgate release is
located high on the
instrument panel in
a very accessible
location.**



**Siamesed analogue
instruments reduce
re-focus and
eyes-off-the-road time.**





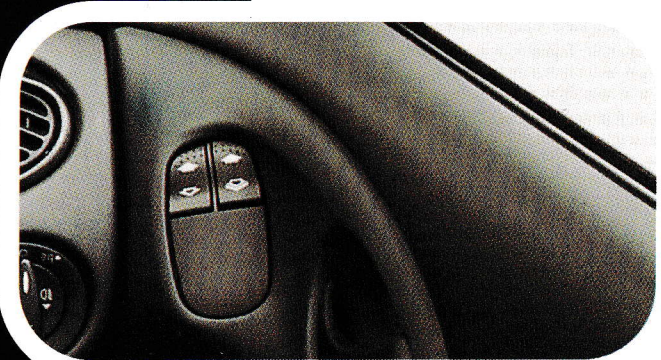
Door trim panels are 'sympathetically moulded' ie. designed to fit and provide ample elbow room.



Door release levers, power window buttons, hazard buttons and rotary air-con dials and all switchgear use rubberised push/pull buttons and silicon pads for a pleasing tactile operations.



Functional air-vents are designed for ease of use, low noise and draught free distribution.



Driver's-side power window incorporates one-click window operation.

Design that goes into finer details.

350 litre luggage compartment can be opened by release button on dashboard or by remote control.



Fluid shape of mirror housings draw water away from side windows keeping the glass clean.

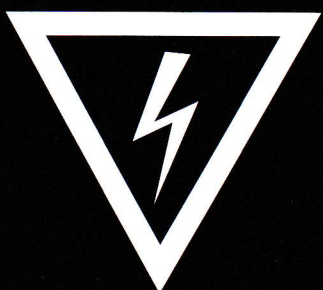


Combined effect of roofline and undershield minimises dirt contamination of tail lamps and rear windscreen.

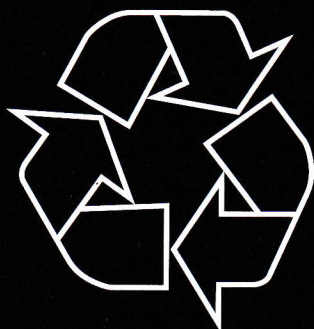




Bonnet lock and passive anti theft system. Keys have miniature transponders and several trillion possible codes. Remote keyless entry system also operates remote boot release.

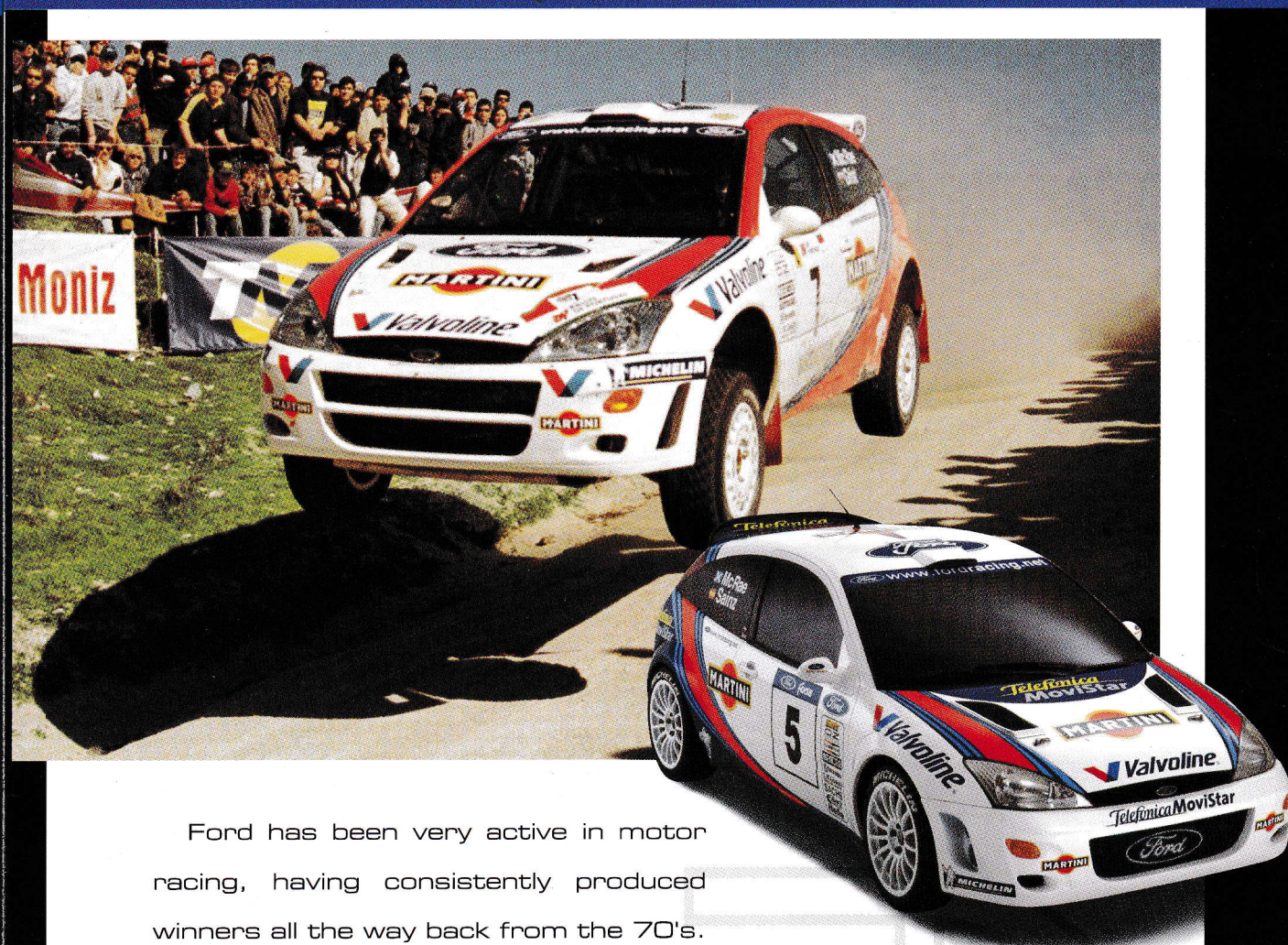


Smart charge system delivers charge voltage that suits conditions and battery power usage boosting durability, cold start reliability and systems performance.



The Ford Focus is more than 85% recyclable by weight. No refrigerant containing CFC's are used and all friction materials and insulation are asbestos-free.

The Ford Focus Cosworth WRC

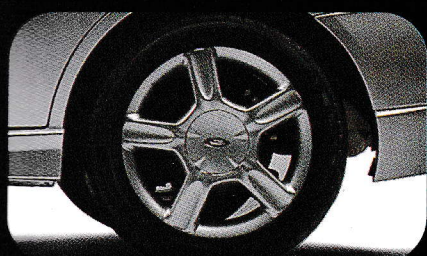


Ford has been very active in motor racing, having consistently produced winners all the way back from the 70's. In only the second year of competition, Colin McRae and Carlos Sainz are behind the wheel of some of the most exciting maneuvers in the World Rally Championships, a highly demanding category for vehicle technology. They both drive the Ford Focus Cosworth WRC - a 2.0 litre, turbocharged and intercooled four wheel drive vehicle putting out over 300hp. Needless to say they're growing larger in the competition's rear view mirrors. For Ford, that's just another day at work in the familiar arena of motorsports.

**The automotive equivalent
of dressing for a black-tie event.**



Presenting the optional Rally Sport styling, handling and appearance package featuring remodeled front bumper with integrated driving lamps, front grille, side skirts, rear bumper and 5-spoke 16-inch alloy wheels with Michelin 205/50 low profile unidirectional tyres.



Custom 5-spoke
16-inch alloy wheels.



Aluminium finish
scuff plate.



Specifications

ENGINE SPECIFICATIONS

1.8i 16V Zetec

cylinders 4 in-line • electronic fuel injection with EEC V engine management system • electronic breakerless system • catalytic converter

Engine size (cc)	1796
Maximum power	115 PS (85 kW) at 5750 rpm
Maximum torque	160 Nm at 4400 rpm
Maximum speed (km/h)	198

Fuel consumption in L/100 km

Urban	10.3
Extra urban	16.0
Combined	17.6

Note:

Urban: An engine started from cold in laboratory conditions operated at varying speeds - maximum 31 mph, average 12 mph over a theoretical distance of 2.5 miles.

Extra Urban: Conducted immediately after the urban cycle, it consists of half-steady speed driving and half-varying speed driving, maximum 75 mph over a distance of 4.3 miles.

Combined: This is an average of the two parts of the test, weighted by the distances covered in each part.

WEIGHTS AND DIMENSIONS

Kerbweight (Kg)	1140
Gross Vehicle Mass (GVM) (Kg)	1650
Max Towing Limit GVM (Kg)	1200

Exterior (mm)

Overall length	4152
Overall width without mirrors	1702
Overall width with mirrors	1998
Unladen height	1430
Wheelbase	2615

Interior (mm)

Front

Headroom	1995
Maximum legroom	1095
Maximum shoulder room	1358

Rear

Headroom	1982
Minimum legroom	1882
Maximum shoulder room	1358

Stowable luggage (cu m ³)	0.350
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Turning circle

Wall to wall	10.9 m
Lock to lock	12.9 turns

TECHNICAL SPECIFICATIONS

Brakes

Diagonally split, with dual-line servo-assistance, ABS and traction control
Ventilated discs on front and rear discs

Fuel tank

55 litres (usable capacity). Fuel cut-off inertia switch

Steering

Power-assisted rack-and-pinion

SUSPENSION AND BODY

Anti-perforation body - galvanised

Front suspension	Independent with MacPherson struts, angled coil/spring damper units and lower A-arms, anti-roll bar
Rear suspension	Independent Control Blade multi-link system anti-roll bar
Steering column	Additional bracing

SAFE AND SECURE

• Driver's and front passenger's airbags and side airbags • Immobiliser - Safeguard Passive Anti Theft System (PATS) • Locks - Remote with two-stage central, double locking. High security, anti-burst, shielded with strengthened mountings • Childproof locks on rear doors, key-operated • Locking fuel filler door • Visible vehicle identification number (VIN) • Side impact door beams, front and rear, steel safety cage

INTERIOR ASPECTS

Seats and seatbelts

Front seats - Driver's side manual height adjustment, fully reclining, sports-style, anti-submarining, height adjustable head restraints
Rear seats - 60:40 split back with three head restraints, height adjustable
Seat belts - Front : inertia reel, with grabbers, pre-tensioners and height-adjustable mounts
Rear : three inertia reel, lap and diagonal

Comfort and convenience

• Accessory socket/cigar lighter • Integrated air-conditioning • Air recirculation switch • Centre console with front cup holders, coin holder, pen storage, cassette/CD storage and rear ashtray • Digital quartz clock • Grab handles - two front, two rear, folding with coat hooks • Dipping rear-view mirror • Driver's and passenger's sun-flap with mirrors • Pollen filter • Front electronically operated windows with one-shot lowering on driver's side

Audio

• 6000 RDS EON single-CD player with column mounted remote controls, keycode anti-theft coding and 4 speakers
• Roof mounted aerial

Furnishings

• Carpeting - cut pile carpeting • Carpet - luggage compartment floor • Door pull handle/armrest (soft-feel)
• Interior door release handle - black • Gear lever knob - Medium grey metallic finish • Grey metallic door trim inserts and centre stack bezel • Stowage - front seat backs and front door bins

Interior lighting

• Map light and centre-mounted courtesy light with 'theatre' dimming and delayed switch-off
• Luggage compartment light

Other functional attributes

Battery saver switches off interior lights after 20 minutes • Control stalks column mounted for indicators, main beam, dip and flash, wash/wipe functions • Headlight levelling control • Illuminated heater controls - 4-speed fan, four MicronAir filtered vents with temperature and direction control. Windscreen defrost vents including wiper park defrost capability • Instrument cluster - grey metallic dials with red pointers • Instruments - speedometer, odometer, trip recorder, fuel gauge, water temperature gauge • Steering column - reach and rake adjustable • Steering wheel - four spoke incorporating horn function • Tachometer • Tailgate/boot release - interior power release and remote on key • Warning indicators for oil pressure, direction indicators, high beam, ignition/engine, brake system, handbrake on, airbags, door ajar and low fuel level

EXTERIOR APPEARANCE AND STYLING

Bodyside mouldings

black, wide

Bumpers

body colour, front and rear
front: lower black 'speed lip'

Radiator grilles

black, mesh

Side skirts

black

Wheels

6 x 15" alloy with 195/60 R15 tyres, 'space saver' steel spare

Exterior aspects

• Door mirrors - electrical internal control, body colour housings with built-in heater
• Heated rear window
• Tinted glass
• Wipers - front, two-speed plus intermittent with electric heated wash
• Front windscreen - laminated and heated

Exterior lighting

• Headlight and sidelight assembly units with repair efficient lenses
• Lights on warning system
• Front fog lights
• Rear fog light, reversing light, high-mounted rear brake light.

* Specifications are subject to change without prior notice. Colours and trims reproduced within this brochure may vary from the actual colours due to limitations of printing processes used. Car images used are for illustration and may not reflect current build levels.



Moondust Silver



Pepper Red



Panther Black