

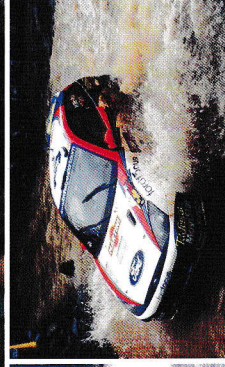
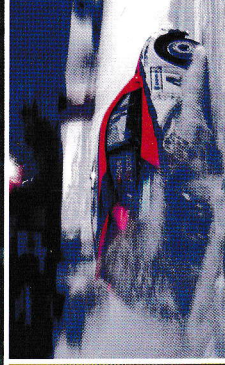
B21

Ford**Focus** RS



"...Ford Motor Company
has made a 100%
commitment to
winning the World Rally
Championship..."

Richard Parry-Jones
Group Vice-President, Product Development,

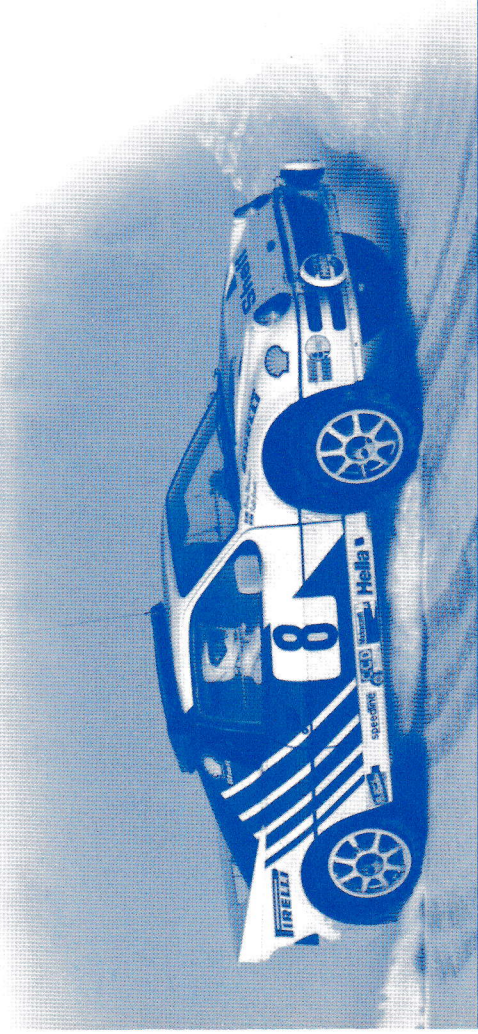


FordFocus RS



The new Ford Focus RS heralds the return of the legendary Ford Rallye Sport brand – the most exciting name in high-performance road and race car history.

The Ford RS Rallye Sport badge holds a unique place in Ford's rich motorsport heritage. From the all-conquering Escort RS1600 of 1970 – the first Ford road car to use an engine designed by Cosworth, and the first to use a 16-valve twin-cam power unit – to the stunningly fast Escort Cosworth of the Nineties, the RS badge has been synonymous with the most desirable, high-performance Ford vehicles.



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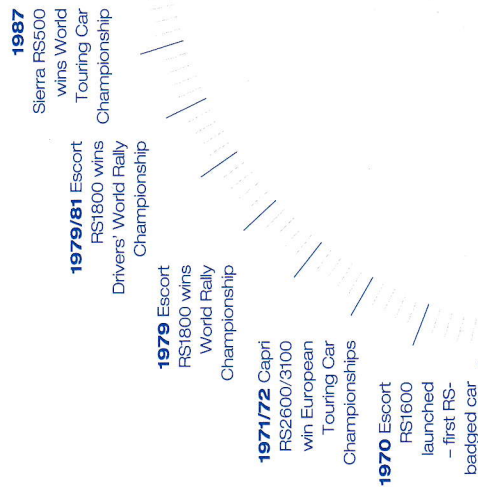


"...FordFocus RS brings Ford's motorsport *passion* to life and makes it accessible to the true enthusiast..."

Martin Whitaker, Director of Ford Rallye Sport

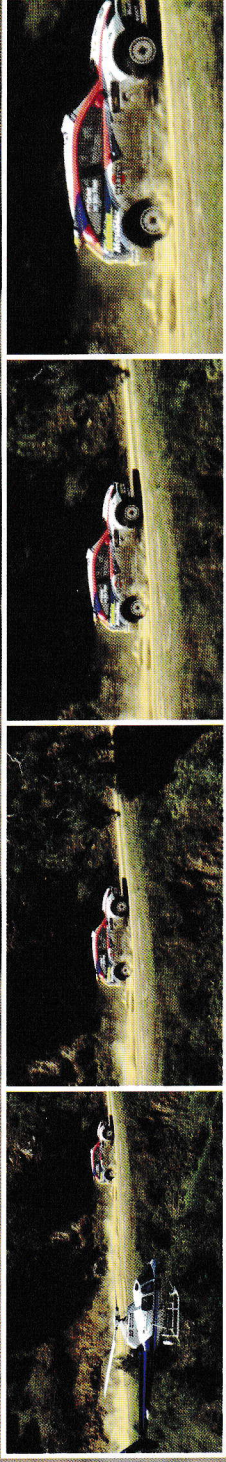
On the track and on the road, Ford RS-badged cars proved to be almost unbeatable. Year after year, they recorded wins in rallying, circuit racing and touring car classes to name but a few. Now we are proud to introduce the latest incarnation of the Ford Rallye Sport range – the sensational new Ford Focus RS. Inspired by the victorious Ford Focus RS World Rally Car, the 215 PS (158 kW) Ford Focus RS has been created as an exhilarating, no frills, no compromise road-going rally car. A car true to its motorsport roots. In effect, the closest a driver can get to the Focus RS WRC driving experience.

**The new Ford Focus RS.
The legend continues.**



“...the steering response,
the way the car turns
in, the throttle and
engine performance is all
absolutely **outstanding**...”

Martin Leach
Chief Operating Officer
and President – Ford of Europe



FordFocus RS





2001 World Rally Championship Results

Round	Driver	Position
1: Monte Carlo Rally	Carlos Sainz	2
	François Delecour	3
2: Swedish Rally	Carlos Sainz	3
	François Delecour	5
	Colin McRae	9
3: Rally of Portugal	Carlos Sainz	2
	François Delecour	5
4: Catalunya Rally	Carlos Sainz	5
	François Delecour	6
5: Rally Argentina	Colin McRae	1
	Carlos Sainz	3
	François Delecour	7
6: Cyprus Rally	Colin McRae	1
	Carlos Sainz	3
7: Acropolis Rally	Colin McRae	1
	François Delecour	5
8: Safari Rally	François Delecour	4
9: Rally Finland	Colin McRae	3
	Carlos Sainz	6
10: Rally New Zealand	Colin McRae	2
	Carlos Sainz	4
	François Delecour	12
11: San Remo Rally	Carlos Sainz	4
	François Delecour	6
	Colin McRae	8
12: Tour of Corsica Rally	François Delecour	10
	Colin McRae	11
13: Rally Australia	Colin McRae	5
	Carlos Sainz	8
14: Rally of Great Britain	No placings	

The 2001 FIA WRC season saw the Focus prove its durability by achieving second place for Ford in both the Manufacturer's and Driver's championships.

As usual, Colin McRae led by example. After a slow start he turned up the heat with consecutive victories in Argentina, Cyprus and Greece to take him into the championship lead. He started the final round in Britain ahead of three other drivers in the tightest finale ever to a season, but an accident ended his challenge and he had to settle for runner-up in the series, just two points behind the winner.

Helped by five podium finishes in the early rounds, Carlos Sainz finished in sixth place, while François Delecour was a creditable ninth overall, with one podium placing.

The World Rally Championship is the toughest form of endurance motorsport in the world. It tests cars in the most extreme environments where only the strongest survive.

The task of the Ford Rallye Sport team is made easier by the strength of the Focus

"...Ford**Focus** has posted **fastest** stage times almost everywhere as the championship wound its way around five continents..." Nicky Grist, Co-driver, Ford Rallye Sport

road car. Its bodyshell (15% stiffer than the competition) means that less strengthening is required for the rally car. Combine this with the long wheelbase of the Focus and you have a highly stable car, perfect for rallying. The Ford Focus is now well into its fourth year as the WRC car for the Ford Rallye Sport team. During this time it has achieved an incredible record of eleven World Rally wins, as well as many more podium positions and two notable 1-2 victories at the hands of Ford Rallye Sport drivers Colin McRae and Carlos Sainz. They are joined for the 2002 season by the Estonian rising star Markko Märtin, forming one of our most powerful teams yet. At the time of writing, victories for Sainz in Argentina and McRae in The Acropolis and Safari Rallies (the toughest two of the year) have ensured that the remarkable Focus story continues.

2002 World Rally Championship Schedule	
January 17-20	Monte Carlo Rally
Jan 31-February 3	Swedish Rally
March 8-10	Tour of Corsica Rally
March 22-24	Catalunya Rally
April 19-21	Cyprus Rally
May 17-19	Rally Argentina
June 14-16	Acropolis Rally
July 12-14	Safari Rally
August 9-11	Rally Finland
August 23-25	Rally Germany
September 20-25	San Remo Rally
October 3-6	Rally New Zealand
Oct 31-November 3	Rally Australia
November 15-17	Rally of Great Britain

All dates shown are provisional.

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www.fordrallysport.com

“...coming out of the hairpin in 1st gear,
with front-wheel drive and **215 PS**,
normally it would have smoked
the tyres – but it didn’t!”

Colin McRae, Driver
Ford Rallye Sport



3

FordFocus RS

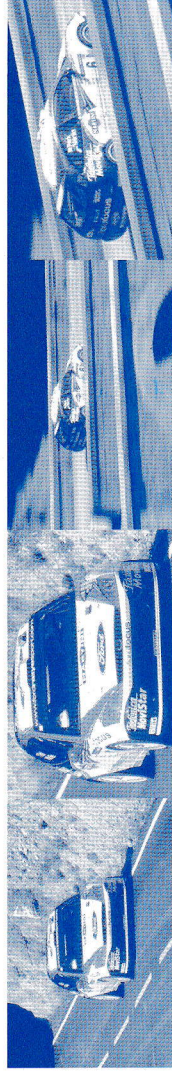
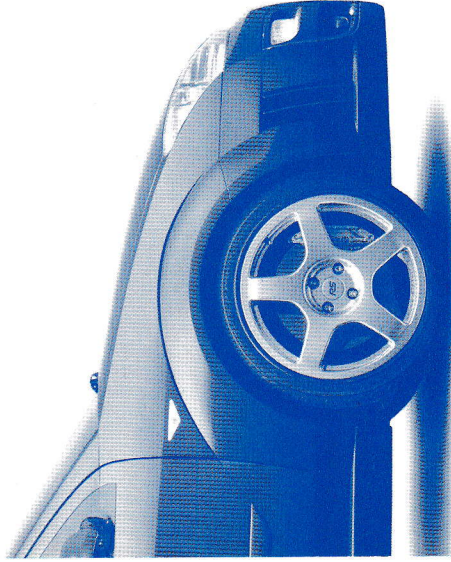


**Instantly recognisable from its WRC-style
bodystyling, ground-hugging bumpers and
dramatic 5-spoke alloy wheels, the all-new
Ford Focus RS will quicken the pulse of
every motorsport enthusiast.**

Using the acclaimed Ford Focus chassis as its foundation, the Focus RS delivers a stable ride and crisp responses. After all, the standard Focus is already more than a match for any comparable car. But its wider track (identical to the WRC car in tarmac specification), specially-tuned suspension, Sachs dampers and the fastest-responding steering ever fitted to a Ford road car, put the Focus RS on a different plane.

To deliver the power from the 2.0i 16V turbocharged Duratec RS engine to the road, Focus RS drives through an uprated MTX-75 5-speed transmission.

A short-throw shifter, revised gear ratios and an AP Racing clutch give it a punchy, competition feel. But the really good news for a front-wheel drive car is the vast amount of traction available – and a marked lack of torque steer.



**“...FordFocus RS combines all the thrills
of a track car in a **driver-orientated**
package that can be driven daily on
the road...”**

Martin Leach, Chief Operating Officer and President
– Ford of Europe

Much of this is due to the Quaife Automatic Torque Biasing Differential. By sensing which wheel has better grip and biasing power to it without ever completely removing power from the other wheel, the Quaife ATB helps the Focus RS maintain traction and cornering ability – without the need for electronic traction aids.

Nesting behind the fabulous OZ Racing alloy wheels (identical in design to the WRC tarmac wheels) and unique 225/40 R18 tyres – specially developed for the Focus RS – are seriously large ventilated disc brakes, gripped by Brembo calipers at the front for confident stopping power.

Inspired by the victorious Ford Focus RS WRC car, the Ford Focus RS is the best driver's Ford yet. It captures the very essence of the WRC experience. And is guaranteed to put a smile on your face every time you get behind the wheel.

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www.fordrallyesport.com

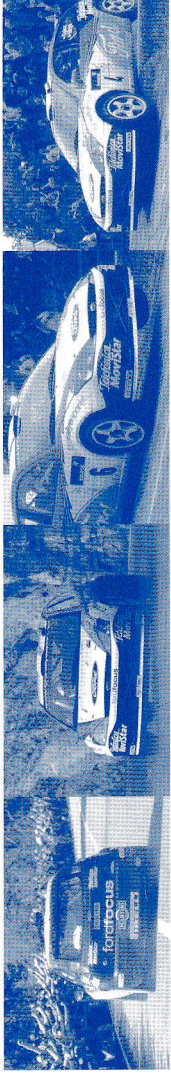
"...with a 215 PS **turbocharged** engine,
front-wheel drive and a chassis tuned for
sports responsiveness, Ford**Focus** RS
will appeal directly to purists..."

Martin Leäch
Chief Operating Officer
and President - Ford of Europe



Ford**Focus** RS





Throughout the development of the Ford Focus RS, Ford Racing engineers worked closely with M-Sport in Cumbria, taking inspiration from the WRC challengers to create a true rally-derived thoroughbred.

Behind the speed and glamour of Ford's WRC cars is a determined line-up of more than 150 talented individuals. Located at M-Sport's multi-million pound headquarters, every team member's input is vital to securing success in the world's toughest sporting arena. But M-Sport's expertise is not confined to the rally stage. It pays dividends on the road too.

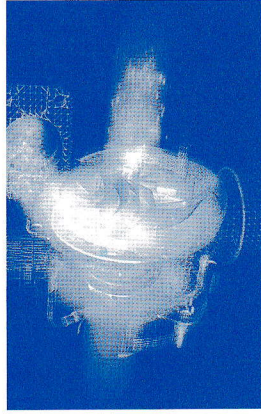
The deep front spoiler and rear wing of the Focus RS are similar to those of the WRC car – themselves fine-tuned in Ford's full-size wind tunnel in Cologne – to improve aerodynamics and cooling. Wider wheel arches accommodate the huge 18-inch 5-spoke OZ Racing wheels. Even the wheelbase and track are identical to the WRC car, for superb balance and dynamics.

Just like the WRC car, the Focus RS is powered by a 2.0-litre 16V intercooled Duratec turbo engine. The unit is expertly

“Feedback from the FordFocus RS WRC drivers throughout the programme was crucial in developing the ‘rally car for the road’ feel.” Mike Kilpin, Chief Programme Engineer

reworked to unleash 215 PS (158 kW), with superb low- to mid-range torque and response. Built in limited numbers at Ford's Saarlouis plant, the Ford Focus RS is a car to be enjoyed by the fortunate few.

**The new Ford Focus RS.
Pure motorsport technology,
engineered for the road.
Live the dream.**



Vehicles shown are being driven on a closed rally stage, track or circuit by professional drivers, using appropriate safety equipment. Ford encourages safe driving at all times.

"...we took cues for the WRC car from the **original** road-going Ford**Focus**. Now they're taking pointers from us on where the Ford**Focus** RS should go..."

Malcolm Wilson
Ford Rallye Sport Team Director



Ford**Focus** RS





Rallying and racing are the toughest proving grounds of all, for every event can represent a lifetime of normal use for mechanical components.

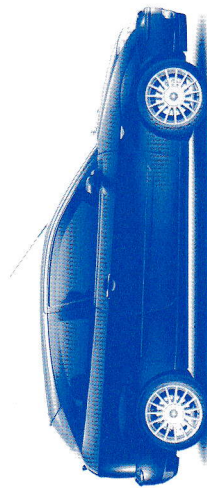
rallying and racing provide the ideal proving ground for new ideas and technology. we race. you win

Ford and motorsport. The two are inseparable – and have been for the last 100 years.

World Champions, like Jim Clark and Jackie Stewart, trusted Ford engines to power them to Grand Prix glory, while the fabulous Ford GT40 notched up four wins at the Le Mans 24-hour race, with Aston Martin and Jaguar also recording victories.

Our extensive motorsport programme operates at all levels, from grass roots events through National Championships to the World Championships, continuing to provide the ultimate test bed for the latest innovations in automotive technology and safety.

Racing brings home more than just trophies.



Ford Focus 2.0i ST170

Engine: Ford 2.0-litre Duratec engine, 4-cylinder, 16-valve. Ford electronic engine management system. Catalytic converter

Power: 173 PS (127 kW) @ 7000 rpm

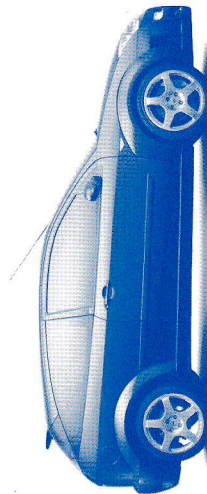
Torque: 196 Nm @ 5500 rpm

Drive system: Front-wheel drive

Transmission: Getrag 6-speed

Suspension: Front: MacPherson struts, sports-tuned Rear: Control Blade multi-link, sports-tuned

Brakes: Front: 258 mm ventilated discs Rear: 253 mm solid discs Electronic ABS/TCS



Ford Focus RS

Engine: Ford 2.0-litre Duratec RS engine 4-cylinder, 16-valve. Ford electronic engine management system. Garrett turbocharger. Catalytic converter

Intercooler: Water/air intercooler

Power: 215 PS (158 kW) @ 5500 rpm

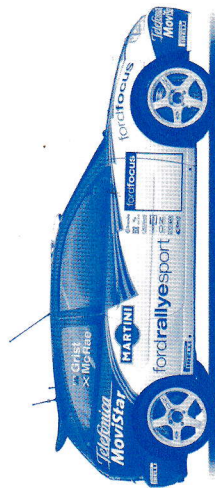
Torque: 310 Nm @ 3500 rpm

Drive system: Front-wheel drive with Quaife Automatic Torque Biasing Differential

Transmission: Upgraded MTX-75 5-speed, unique gear ratios, AP Racing clutch

Suspension: Front: MacPherson struts, Sachs dampers Rear: Control Blade multi-link, Sachs dampers

Brakes: Front: 324 mm ventilated discs with Brembo 4-pot calipers. Rear: 280 mm ventilated discs. Electronic ABS



Ford Focus RS World Rally Car

Engine: Ford 2.0-litre Cosworth Duratec R engine, 4-cylinder, 16-valve. Ford electronic engine management system. Garrett turbocharger with 34 mm FIA inlet restrictor. Catalytic converter

Intercooler: Air/air intercooler with external water spray

Power: 296 PS (218 kW) @ 6500 rpm

Torque: 550 Nm @ 4000 rpm

Drive system: Permanent 4-wheel drive with M-Sport active front, centre and rear differentials. Electronic differential control units

Transmission: M-Sport/Xtrac 240 6-speed sequential gearbox

Suspension: Front and rear: MacPherson struts with adjustable dampers and links

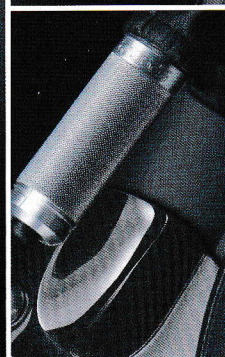
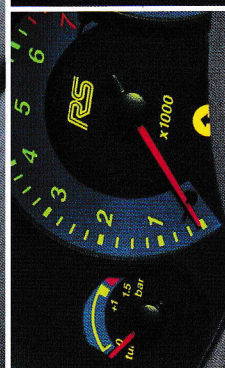
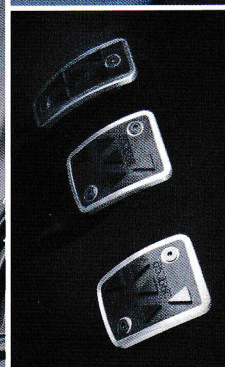
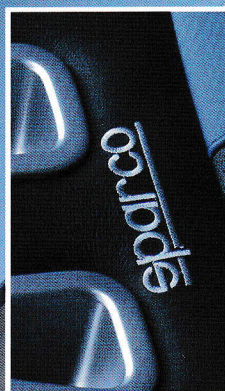
Brakes: Front and rear: 370 mm ventilated discs with 8-pot calipers (asphalt), 300 mm ventilated discs with 4-pot calipers (gravel). Hydraulic handbrake. Adjustable front/rear bias

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www.fordrallyesport.com

"...the Ford**Focus** RS
will put a smile on your
face - it's the **best**
driver's Ford yet..."

Martin Leach
Chief Operating Officer and President
- Ford of Europe





Many Ford customers are motorsport enthusiasts; impressed by the performance of the products on the track and convinced by their driving dynamics on the road. The Focus RS will not disappoint.

“...the new FordFocus RS captures the very essence of the WRC car, on the road...”

Martin Leach, Chief Operating Officer and President – Ford of Europe

From the moment you climb inside the Ford Focus RS, everything feels right.

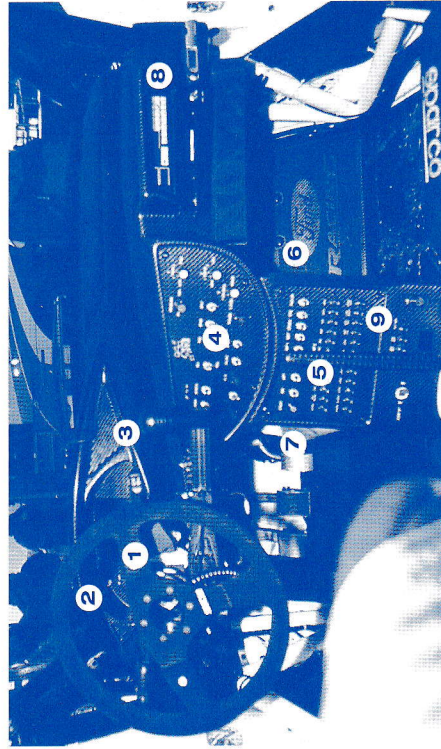
Settle into the deep, leather and Alcantara-clad Sparco road-race seats. Grip the chunky leather-wrapped steering wheel.

And let your feet fall on the Sparco metal-finished pedals, carefully positioned for sporting driving.

The seating position is superb, completely natural. You are sitting upright, close to the steering wheel, just like the WRC car.

The polished alloy gear knob is close at hand, ready to exploit the engine's full potential. So too is the green starter button, just waiting to be pressed.

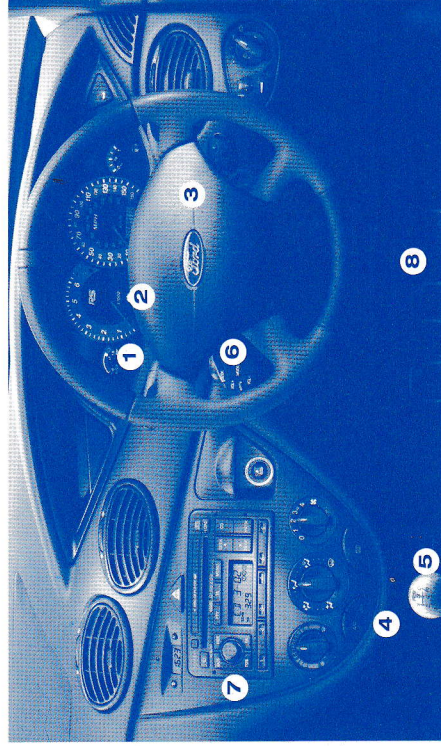
**The Ford Focus RS.
Are you ready to ride?**



Ford Focus RS WRC

Looking more like the cockpit of an aircraft than a car, the Focus RS WRC is packed with banks of controls; each of the switches and buttons allowing the car's major functions to be controlled from the driver's or co-driver's seat.

1. 'Push to talk' 2-way radio control
2. LCD instrument display
3. Sequential gear selector
4. Central control panel
5. Quick-release handbrake
6. Horn button
7. Engine starter button
8. Computer and data-logger
9. Lower control panel



Ford Focus RS

In contrast to its racing cousin, the Focus RS interior is a much less daunting place, but by no means less purposeful. The Sparco seats, turbo boost gauge, short-throw gearshift and 'change-up' light all help to reinforce its rally-bred heritage.

1. Turbo boost gauge
2. 'Change-up' light
3. Leather-wrapped steering wheel
4. Air conditioning
5. Short-throw gearshift
6. ICE remote control
7. Ford 6006E 6-disc CD autochanger
8. Metal-finished Sparco pedals

"...some cars sacrifice
comfort for performance.
Ford**Focus** RS gives
you both..."

Martin Leach
Chief Operating Officer and President
— Ford of Europe



Ford**Focus** RS



The Focus RS gives keen drivers the best of both worlds: exhilarating race-bred performance and supreme comfort.



The Ford Focus RS is a very special car.

From its distinctive appearance to its wonderfully rewarding performance, every aspect has been fashioned with imagination and passion.

But unlike many performance road cars, the Focus RS is no stripped-out racer.

Indeed, it is one of the most comprehensively equipped cars in its class, with a range of features designed to enhance your comfort and safety.

Inside, the Focus RS is graced by a pair of body-hugging Sparco road-race seats. Swathed in luxurious black and blue leather and black Alcantara, they will hold you securely in place, even when exploiting the RS's agile handling. The split-fold rear seats are clad in the same trim, with the two-tone theme continuing throughout the interior.

Sitting prominently on the carbon fibre centre console is the green starter button – inspired by the Focus RS WRC. This button and the vehicle ID number disc are strong reminders of the car's racing heritage.

Designed around the driver, the dramatically styled instrument panel is enhanced by a set of blue-faced dials. Naturally, there's a turbo boost gauge and a prominently sited rev counter, complete with a unique RS logo.

Further interior highlights include a Sparco alloy gear knob, a knurled Sparco handbrake grip, bright metal door release handles and stylish sill scuff plates, again embossed with the RS script.

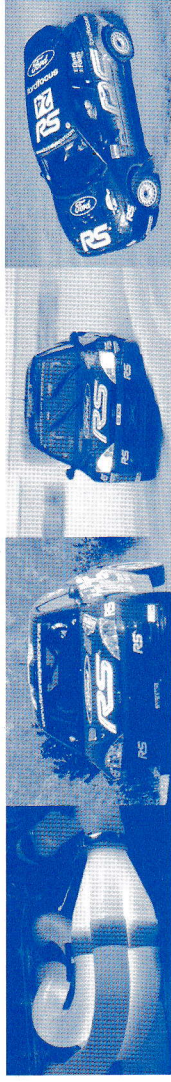
Air conditioning and a superb-sounding 6-disc CD autochanger simply add to your comfort. Because at Ford we believe that the more comfortable you feel, the more in control you will be.

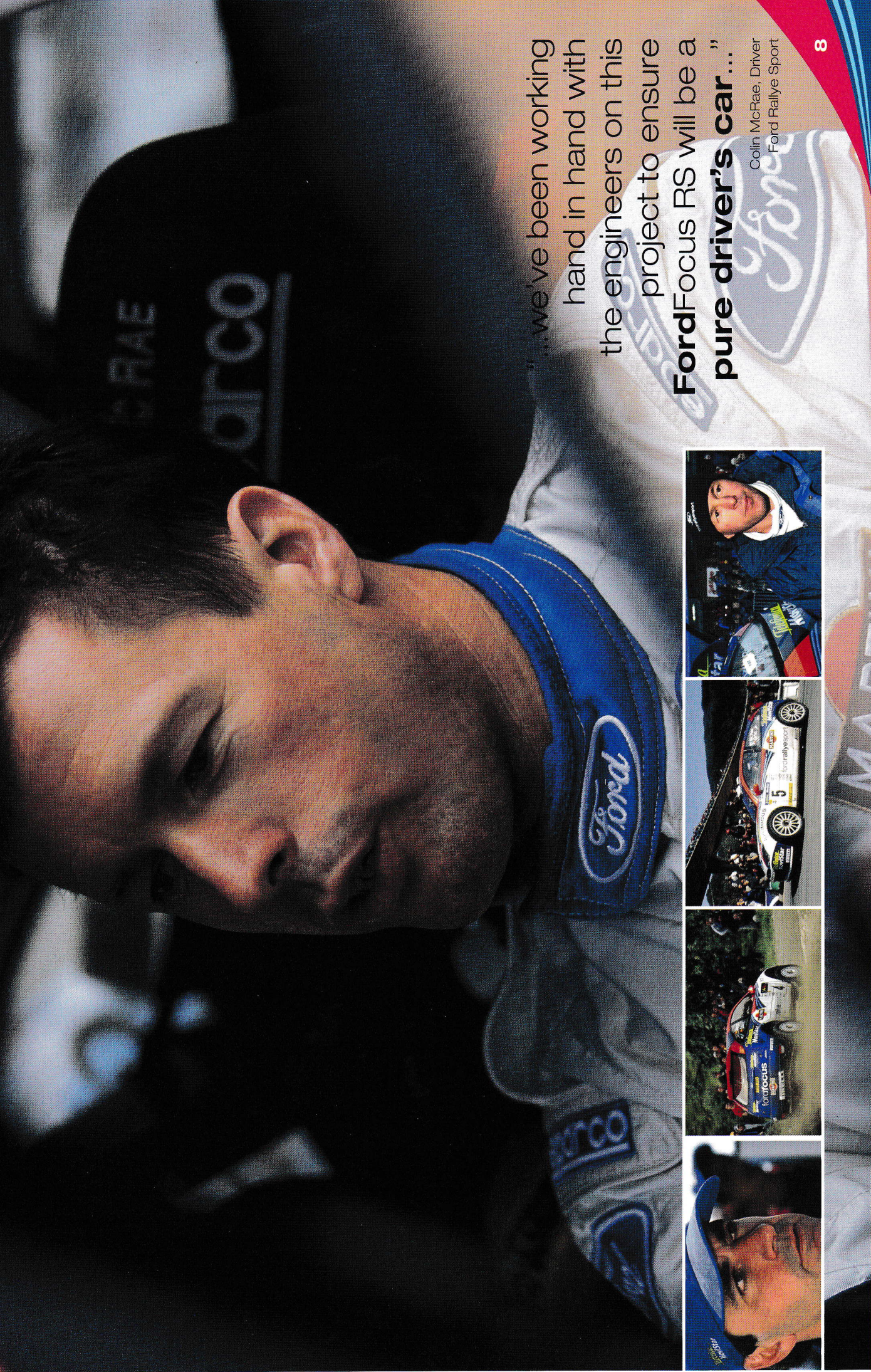
Naturally, the Ford Focus RS helps to look after your safety too. The ultra-stiff passenger safety cell and energy-absorbing crumple zones are designed to provide optimum passenger protection. Front airbags are fitted as standard for the driver and front passenger*. And both front doors feature high-tensile boron steel-alloy bars, designed to minimise side intrusion.

***Note: A rear-facing child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with a front passenger's or side airbags.**

“...the whole team really enjoyed designing the FordFocus** RS interior – and I think it shows...”**

Martin Whitaker, Director of Ford Rallye Sport

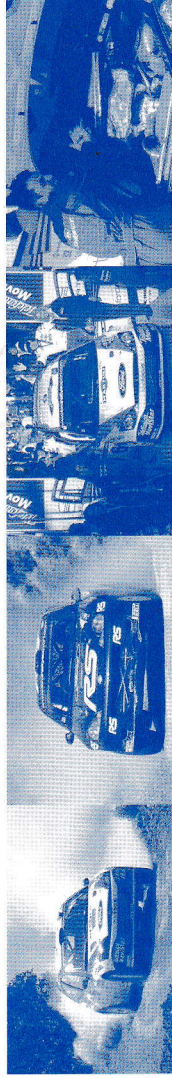




"...we've been working
hand in hand with
the engineers on this
project to ensure
**FordFocus RS will be a
pure driver's car...**"

Colin McRae, Driver
Ford Rallye Sport





The Ford Focus RS was born out of Ford's rallying success. So who better to help with its development than the men who know the WRC car best – the 'works' drivers.

At the San Remo WRC event, the FIA gave Ford Rallye Sport permission to drive the Focus RS prototype over a special stage during the official 'shakedown' session. Colin McRae and Carlos Sainz put the car through its paces to provide additional technical input for the final chassis specification.

"To take a standard road car through a stage like that is not something you'd normally do," said Colin when he returned to the service area. "We went through quickly and the car coped superbly – even over the bumps and jumps.

"Coming out of the hairpins it really got the power down well. So I found a slippery place on the circuit, stopped, pulled on the handbrake and tried to spin the wheels because I simply couldn't believe it didn't have traction control!

"The ride was great too," he continued, "not harsh like a lot of performance cars."

Carlos agreed: "The balance and handling of the standard Focus is already far ahead of any comparable car. The brakes feel very good. And I was surprised by the amount of traction."

"...it's always difficult to give a road car a rally car feel, but I believe we've found **the right balance** with the **FordFocus RS...**"

Colin McRae, Driver, Ford Rallye Sport

**The all-new Ford Focus RS.
Born from a passion
for motorsport.**



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www.fordrallysport.com

FordFocus RS specifications

Mechanical Features

Engine data

Ford 2.0-litre Duratec RS 4-cylinder, 16-valve
Minimum power - 215 PS (158 kW)

Construction

Cast aluminium alloy cylinder head with modified valve seats and sodium-filled exhaust valves
Cast iron cylinder block with improved oil system
Garrett GT 2560 SG water-cooled turbocharger, 1.2 bar maximum boost, large bore stainless steel exhaust system, water/air-cooled intercooler, new throttle body and redesigned air induction system
Increased capacity water pump, high-efficiency oil cooler, uprated engine cooling fans and turbo heat shielding

Transmission

Uprated Ford MTX-75 5-speed, unique gear ratios and heavy-duty AP Racing clutch

Front-wheel drive with Quaife Automatic Torque Blasing differential and uprated driveshafts

Suspension

Front: Redesigned suspension with wider track, performance-tuned MacPherson struts, uprated offset coil springs, Sachs racing dampers, modified lower A-arms, revised static negative camber and 18 mm anti-roll bar
Rear: Performance-tuned Control Blade multi-link system, Sachs racing dampers, uprated springs, increased track width, revised static negative camber and anti-roll bar

Brakes

Front: Brembo 4-pot callipers and 324 mm ventilated discs
Rear: 2-pot callipers with 280 mm discs
Electronic anti-lock braking system (ABS)

***Note: A rear-facing child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with a front passenger's airbag.**

Steering

Power-assisted rack-and-pinion, 2.9 turns lock-to-lock

Wheels and tyres

OZ Racing alloy 8 x 18-inch rims with Michelin 225/40R/18 Pilot Sport low-profile tyres

Body

Computer-optimised, high-efficiency, unitary-welded steel body incorporating rigid occupant protection cell, front and rear energy-absorbing crumple zones and side impact protection system

Exterior Appearance and Styling

Body colour - Imperial Blue metallic paint

Wider front and rear pressed steel wings

Unique front bumper and grille with auxiliary air intakes and aerodynamic splitter

Roof-mounted aerodynamic rear wing, mounted side sills and modified lower rear apron

Interior Features

Driver's and front passenger's* airbags

Air conditioning - CFC-free

Sparco road-race-style front seats, trimmed in blue and black leather and black Alcantara

Four-spoke sports steering wheel, black leather wrapped with blue leather inserts

Carbon fibre centre console with starter button and limited edition number plaque

Sparco aluminium handbrake, gear knob and pedals

Revised instrument binnacle with new graphics and instrumentation incorporating turbo boost gauge and 'change-up' light

Bright metal scuff plates with RS script

Front carpet mats with embroidered RS logo

Stereo radio/CD - Model 6006E RDS EON, 6-disc, in-dash mounted CD autochanger, column-mounted remote controls, removable control panel, 'Keycode' anti-theft coding, 4 speakers
Thatcham CAT 1 alarm

Dimensions

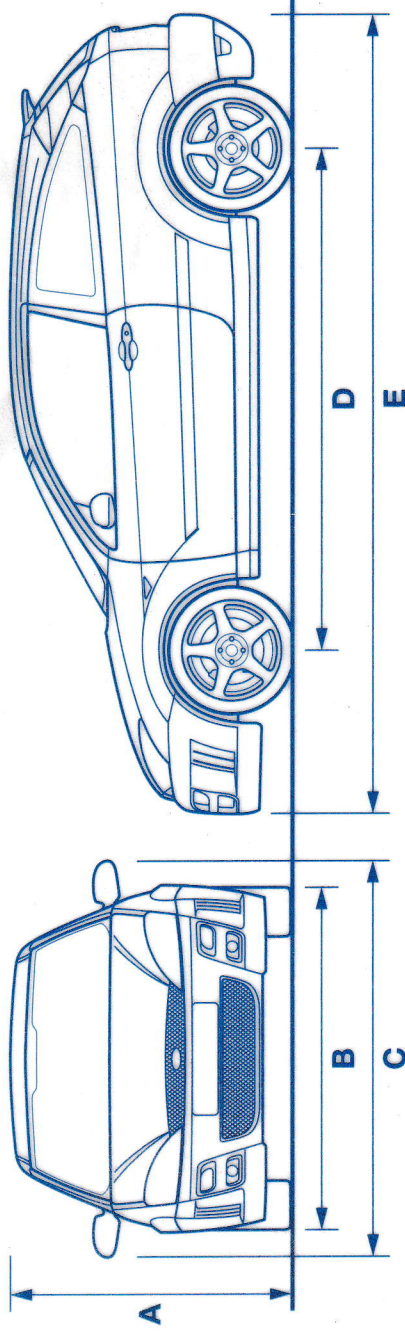
A	Overall height (in kerb position)	1460 mm
B	Track (front and rear)	1514 mm
C	Overall width (inc. door mirrors)	1998 mm
D	Wheelbase	2615 mm
E	Overall length	4183 mm
Tyres 225/40R/18 Michelin Pilot Sport HE spec.		
Wheels 18-inch unique to RS - OZ Racing alloy wheels		

Fuel

Grade	Petrol 97RON
Tank capacity	55 litres
Consumption	10.1 litres/100 km (27.9 mpg)

Performance

Maximum speed	144 mph
0 - 60 mph	6.4 sec
31 - 62 mph	8.2 sec
60 - 100 mph	9.8 sec
Maximum torque	310 Nm at 3500 rpm





Germany's most dependable car:
A 3-year-old European Ford.



BY APPOINTMENT TO
HER MAJESTY THE QUEEN
MOTOR VEHICLE MANUFACTURERS
FORD MOTOR COMPANY LIMITED
BRENTWOOD ESSEX



BY APPOINTMENT TO
H.M. QUEEN ELIZABETH THE QUEEN MOTHER
MOTOR VEHICLE MANUFACTURERS
FORD MOTOR COMPANY LIMITED
BRENTWOOD ESSEX



BY APPOINTMENT TO
H.R.H. THE PRINCE OF WALES
MOTOR VEHICLE MANUFACTURERS
FORD MOTOR COMPANY LIMITED
BRENTWOOD ESSEX

Ford Focus wins for Europe

The German TÜV, an authoritative industry body, controlling and approving quality standards of industrial and consumer products, declared the Ford Focus the industry leader in reliability for cars between one and three years old, in their 'Auto Report 2002'.

The Ford Focus is the first German-built car to secure this coveted No.1 position since 1987.

Dealer

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