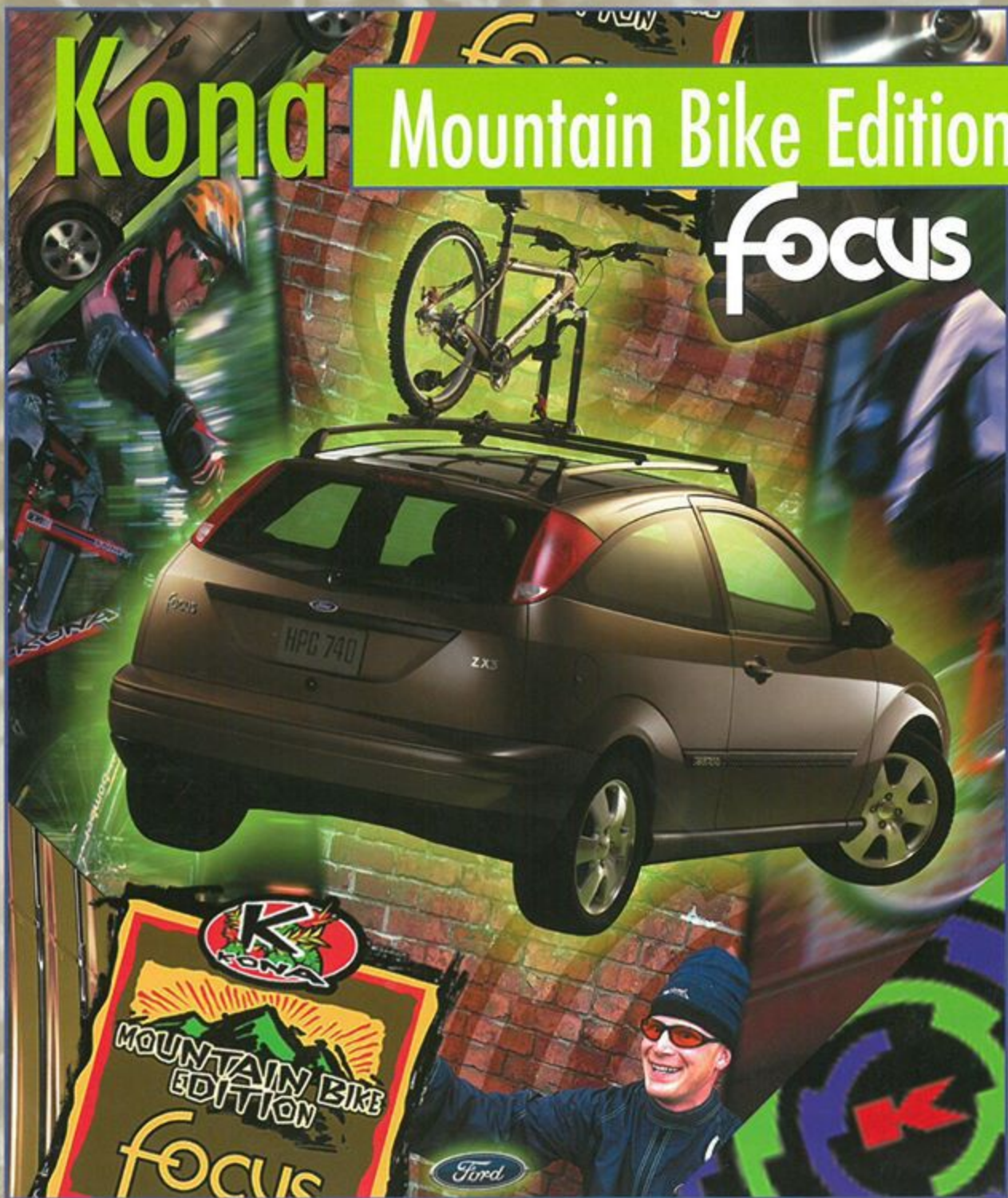


This is what happens when you put mountain bikers on your product development team.

Kona

Mountain Bike Edition

focus



Not just a car... a lifestyle

Bikes, blades and boards — three key necessities of Echo Boomers. Now, you've got a limited edition Focus equipped for the bike part of that equation. Keep in mind, too, that this isn't another "bike-and-rack-packaged-with-car" program. Instead, this Focus has been designed inside and out with unique features that give it the look, functionality and attitude that trendsetting outdoor types are looking for.

Why Kona?

Because it's one of the most respected names in mountain bikes. No, it's not coffee we're talking about. It's hard-core mountain biking and a Focus limited edition vehicle that meets the needs of these people head-on.

Creating the ultimate piece of mountain biking equipment

The extreme mountain bike designers at Kona joined forces with the Focus team to develop a great bike and a great vehicle — together it's a package with a whole lot of unique features that scream "outdoor lifestyle" to the rest of the world.

It really is a limited edition

Like the popular Sony Xplōd™ Edition that preceded it, the Kona Mountain Bike Edition Focus is limited in availability, too — only 5,000 will be made. It's not just a marketing term. These models (and others to come) will only be available for a short time. Together, they extend the "launch" of Focus. Individually, they give you a great opportunity to attract customers in very specific ways. But they won't be around forever.

The Kona Mountain Bike Edition Focus

Offered on the Focus ZX3 model only, with these unique vehicle features...

- **Available in an exclusive color — DIRT.** Yes, dirt — as in what these bikes are most comfortable in — and the same color as the bike itself (kind of a chocolate-brown/muddy-gray color). The vehicle is also available in CD Silver and Rainforest Green
- **Head-turning 6-spoke, 16-inch wheels with a machined finish** — the larger size fills the wheel wells and provides an athletic, performance-oriented look
- **Bike-tire treaded side moldings** — 3-D, bike-tire tread look that runs the length of Focus — complete with a full-color Kona decal embedded within the molding in the rear quarter panel. Does this say "mountain biker" or what?
- **A bolted-on roof cargo rack** — bolted-on is the key term here. The Kona version is sturdy and can handle up to 160 lbs.
- **A "Mont Blanc" fork-mounted bike holder/rack (holds one bike)** — your mountain biking customers will appreciate this rack's design. Any serious biker knows that mounting the bike after removing the bike's front wheel (fork-mounted) is easier because a bike without the front wheel is lighter. Plus, all high-end bikes (like the Kona BLAST 2001) are designed for quick and easy front-wheel removal — this style of rack acknowledges that fact and is designed accordingly
- **Kona front seat covers** — inspired by Kona's K-Nine line of bikewear, these covers look like a pair of rugged biker shorts that have been morphed into a seat cover. Besides their obvious visual appeal, they are tough and durable, are easy to remove, and can be washed and put back on after a grueling workout. Mountain bikers and other outdoor enthusiasts simply love these covers!

**Ready for the details?
Just keep reading.**

- **Kona front floor mats** — these thick black rubber mats (much like a bike tire) provide deep grooves to collect mud, dirt and water — and to clean, simply hose them down. Are you starting to get the idea, here? This is a pretty functional package

So what about the bike?

KONA BLAST 2001 SPECIFICATIONS

Frame Sizes	S (15"), M (17"), L (18")
Frame Tubing	Kona 7005 DH Aluminum
Fork	INSync 565K
Braze-on Fittings	1 Bottle, Rear Disc Mount
Headset	Tioga ST2
Crankarms	Truvativ Firex
Chainrings	44/32/22
Bottom Bracket	Shimano LP-27
Pedals	Wellgo Slalom
Chain	Shimano IG31
Freewheel	Sun Race 12-30 8-speed
Front Derailleur	Shimano Alivio
Rear Derailleur	Shimano Deore
Shifters	Shimano Alivio B48
Handlebar	Kona DB Aluminum Riser
Stem	Kona Control
Grips	Kona Pseudopod (Black/Glow)
Brakes	Kona Disc by Joytech
Brake Levers	Avid 1.9L
Front & Rear Hub	Kona Disc
Spokes	Stainless 14g front and rear
Tires	WTB Enduroraptor 26 x 1.9
Rims	Sun DitchWitch Silver
Saddle	SDG Comp
Seatpost	Kona Thumb
Seat Clamp	Kona QR

Oh yeah, the Kona Mountain Bike Edition Focus also comes with an exclusive Focus Kona mountain bike. It's called the Kona BLAST 2001 and it's... well, a blast! The specifics are shown in the chart above, but the bottom line is this: You've got a serious, high-end mountain bike here — one that would retail for upwards of \$1,000 and it comes from a leading name in the industry.

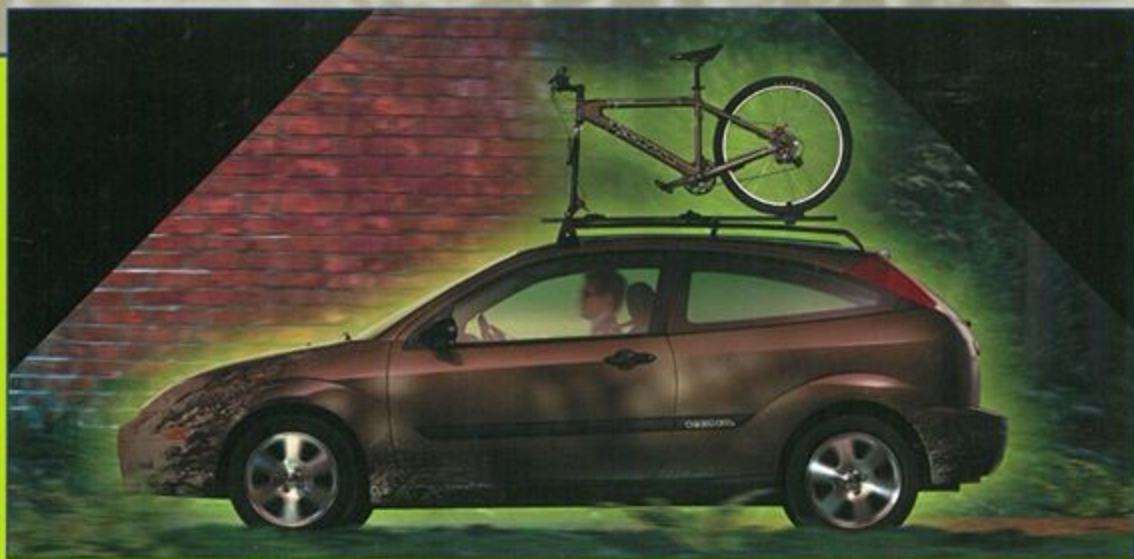
Your dealership will receive one Kona Mountain Bike for every Kona Focus ordered. For more information on the bike, you or your customers can call the Kona Mountain Bike Company toll free at **1-800-KONAUSA** (8:30 a.m. to 5:00 p.m. Pacific Time).

What else does my customer need to know?

Customers will receive a bag of information with each bike. They'll get details on using the bike, bike rack and seat covers. There will also be information about the bike warranty and a list of authorized Kona dealers. Sales Managers at participating dealerships will also receive a copy of this information. You will want to review these materials so you can demonstrate to customers how the bike, bike rack and seat covers are installed. When the customer takes delivery of his or her bike at your dealership, he or she will likely look to you to demonstrate how to mount the bike on the rack. Listed below are the steps you can pass along to your customers:

1. Loosen the pin at the front of the bike rack. This pin will hold the front bike fork securely.
2. Rotate the quick-release lever and the retention nut on the bike's front wheel to loosen the front wheel. Raise the front wheel a few inches off the ground and tap the top of the wheel to knock it out of the fork ends and remove.
3. Lift the bike frame (minus the front wheel) up onto the roof placing the rear wheel in the rear wheel cradle of the bike rack.





4. Mount the front bike fork into the front of the bike rack, and tighten the bike rack's fork pin to secure the fork to the rack.
 5. Tighten and lock the rear-wheel lash around the rear wheel so the rear wheel is securely mounted to the rack's rear-wheel cradle.
 6. If you would like to use the separate front-wheel holder, attach the front-wheel holder to the luggage rack by removing the mounting screw. Slide the front-wheel holder onto the luggage rack crossbar and reinstall screw to secure.
 7. Lift bike's front wheel up into the front-wheel holder, placing the wheel axle into the depressions on the top ends of the holder.
 8. Tighten the wheel pin around the holder ends, so the front wheel is securely mounted.
- When the customer takes delivery of the Kona Focus, allow him or her to try out the bike(s) at the dealership to determine which one is preferred
 - Nearly all customers will be satisfied with a bike from your dealership. They will be able to take the bike home immediately
 - If the customer wants a different bike size than those available at the dealership (there are only three sizes — small 15", medium 17", and large 19"), you will need to locate the correct size bike at another Ford dealership and do a bike-for-bike trade. If you need assistance locating another Ford dealership to trade with, call Program Headquarters toll free at 877-411-5912
 - In the rare instance when you are unable to trade for the correct size bike, call Program Headquarters. They will direct the customer to visit the local Kona Bike Shop where they can get the correct bike size in a different — but comparably equipped — bike model (the Kona Cinder Cone) at no charge. Later, the Kona Bike Shop will pick up the extra Kona bike from your dealership for resale

So, how do I get one?

That's what a whole new breed of customer will be asking. Here's the answer:

- Customer decides on the Kona Mountain Bike Edition Focus and the Sales Consultant places the order
- Your dealership will receive one Kona Mountain Bike for every Kona Focus ordered. The bike will be assembled and delivered to your dealership ready to be displayed and sold with the car

Be sure to inform your customers that when they buy or lease a Kona Mountain Bike Edition Focus, the bike is theirs to keep — even if they return the vehicle at the end of the lease.

Note: All Kona Mountain Bike Edition Focus units will arrive at your dealership with the bike rack packaged inside the trunk. The service department at your dealership must install this rack on the vehicle. Complete installation guidelines will be provided separately.



© Copyright April 2000 by Ford Motor Company. Information contained herein is intended for use by Ford dealership personnel only and cannot be used in advertising without permission from the Office of the General Counsel of Ford Motor Company. Specifications and descriptions contained within are based upon the most current information available at the time of release.



50%
TOTAL RECYCLED FIBER
10% POST-CONSUMER FIBER