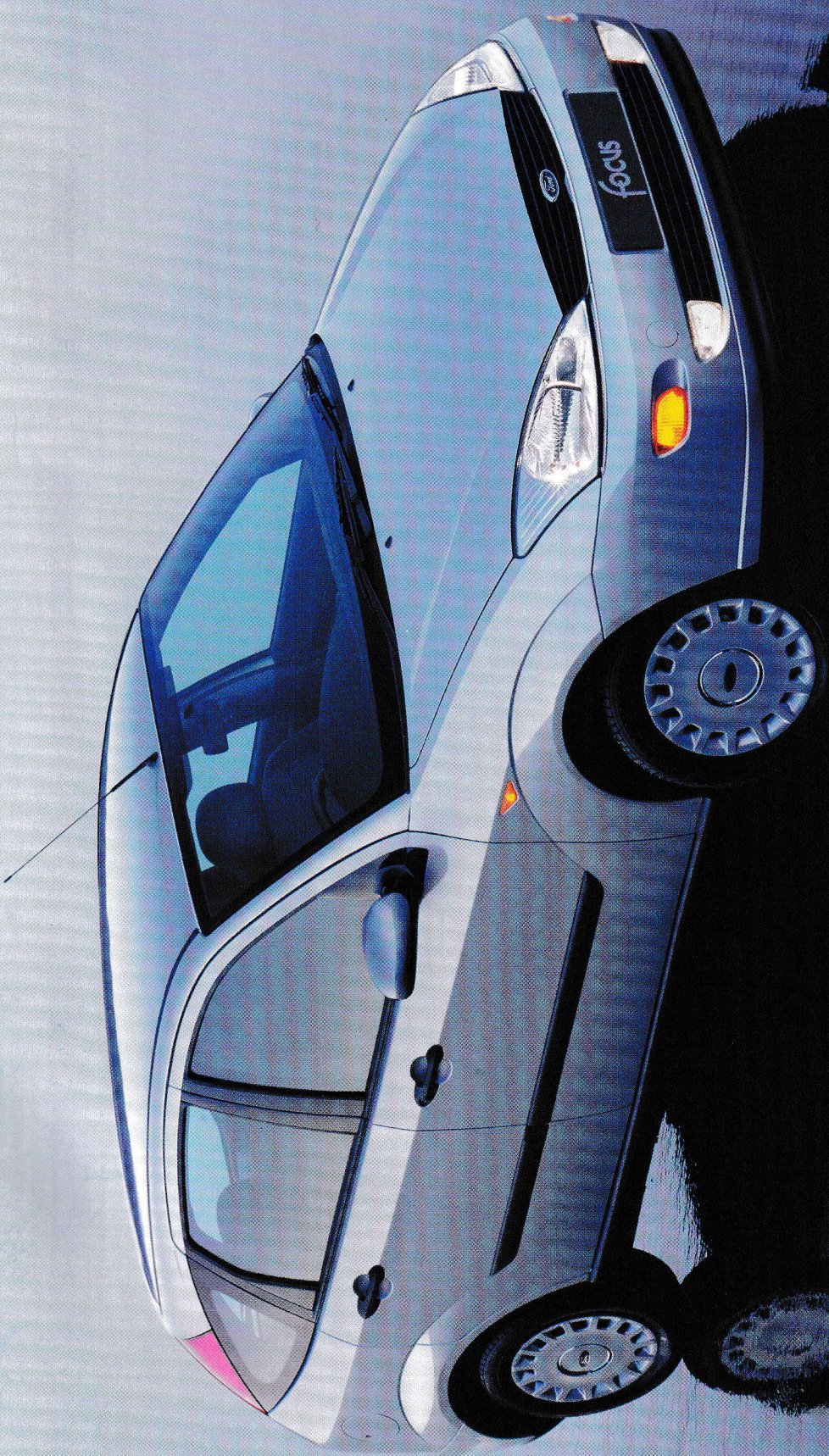


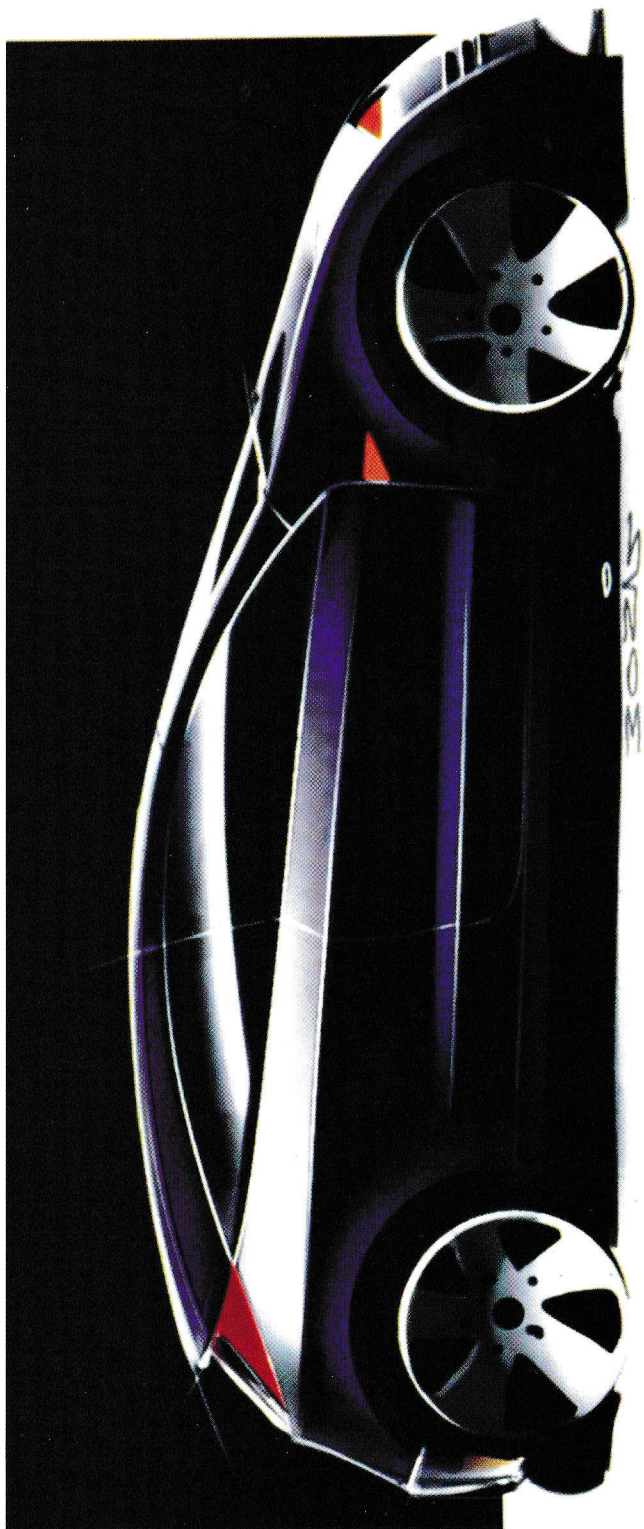
M4



the new ford**focus**

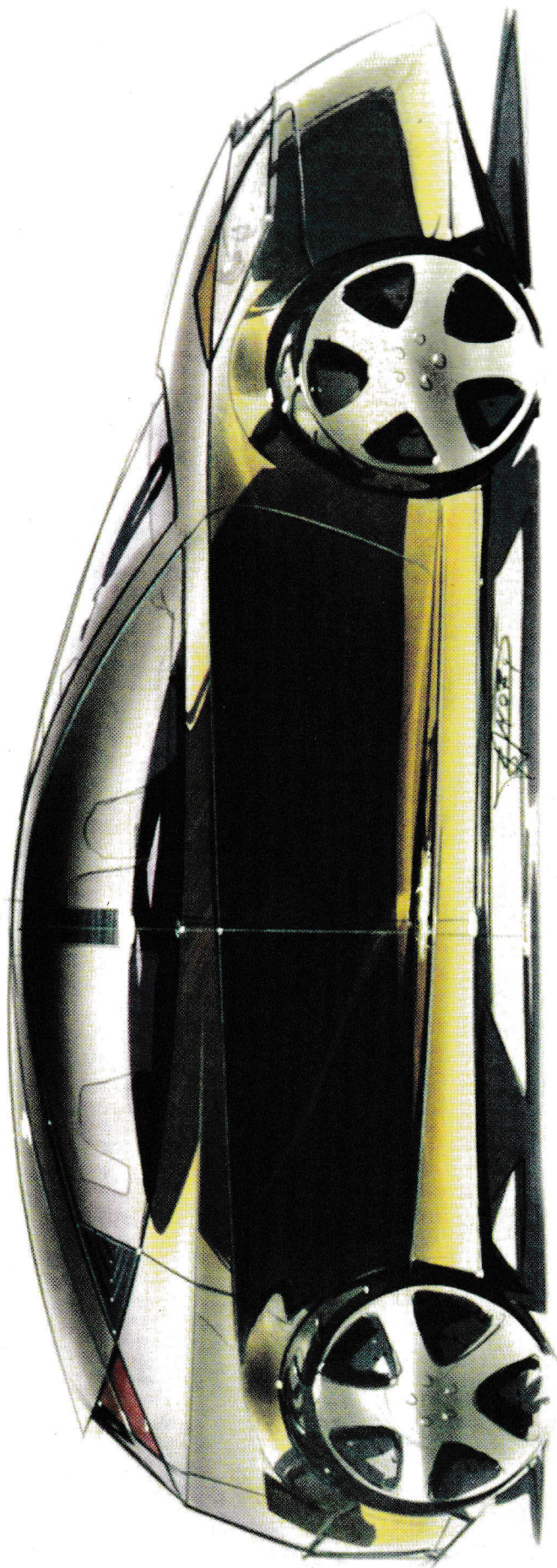
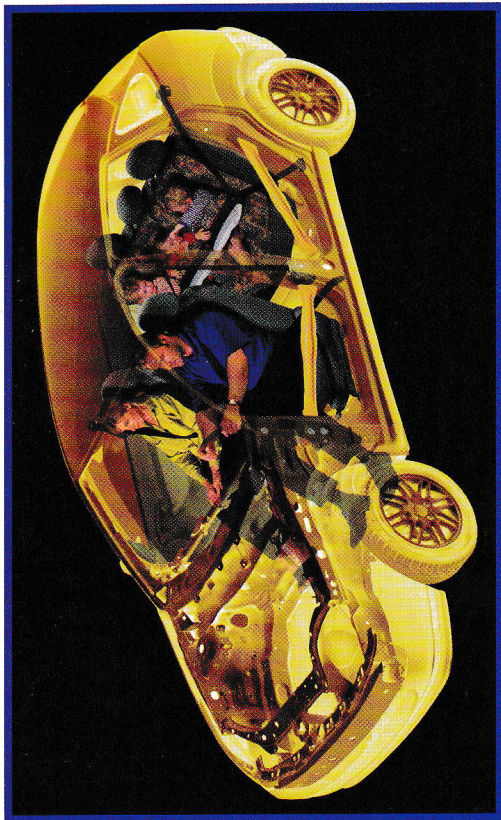
1999 calendar







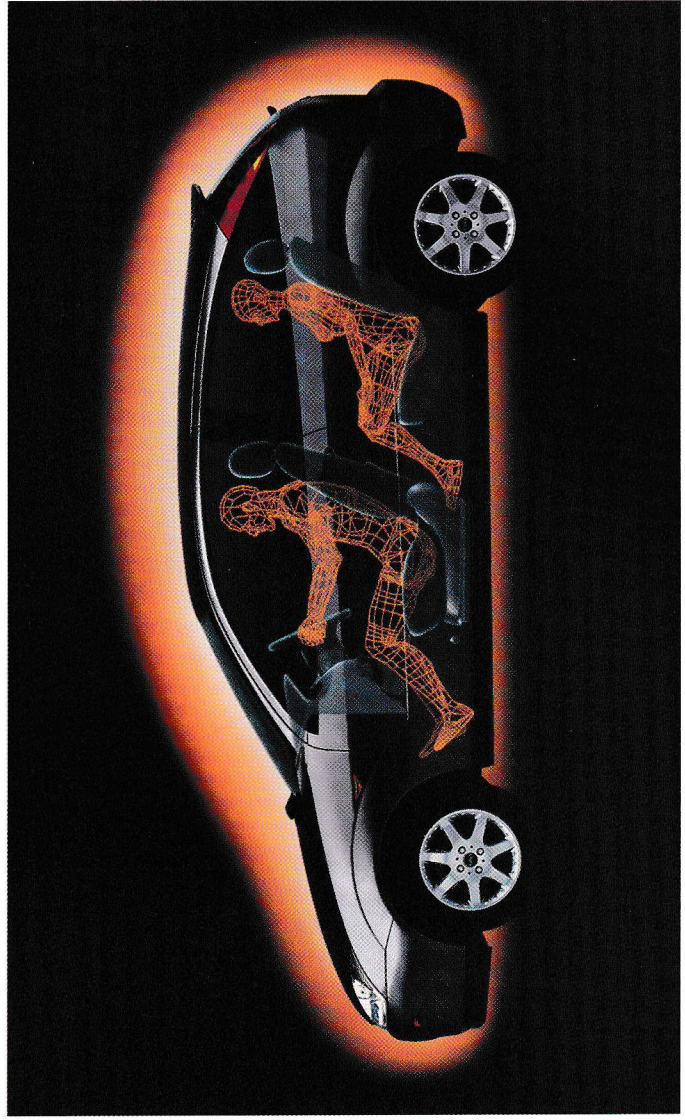
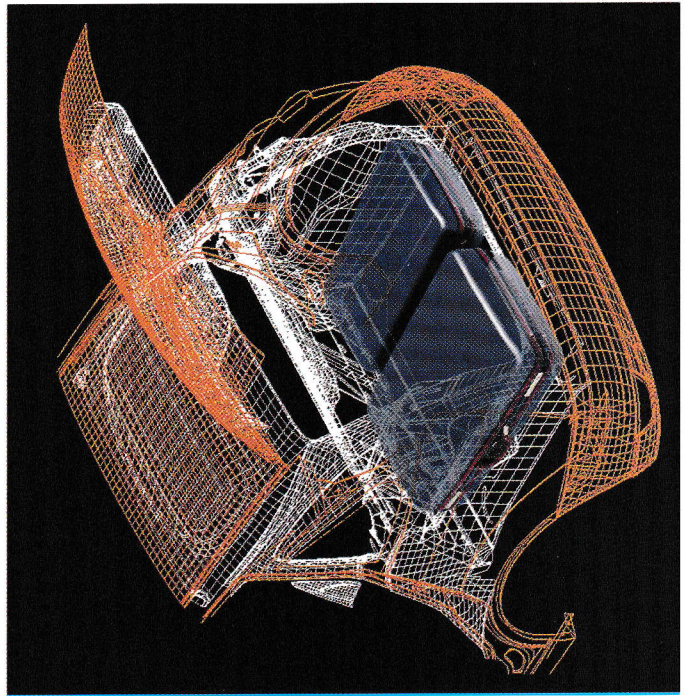
People. From day one, Ford Focus was designed around people. How could it be otherwise? We all expect a car to transport us in comfort and safety, with quality and style. Potentially conflicting elements. Ford Focus delivers completely, with no shortcut or compromise. The result: an automotive landmark which has changed the way people think about cars.







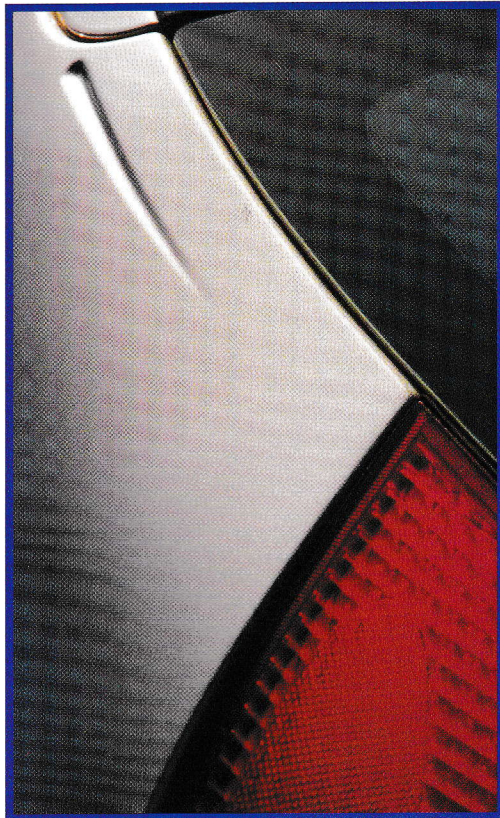
Ford Focus 'New Edge' design is as functional as it is stunning. The full might of Ford's computing power was brought to bear on the Focus, creating a machined, taut, athletic look which mirrors the dense precision of its under-skin engineering — and which boldly answers a growing world demand for individual cars that stand out from the crowd.







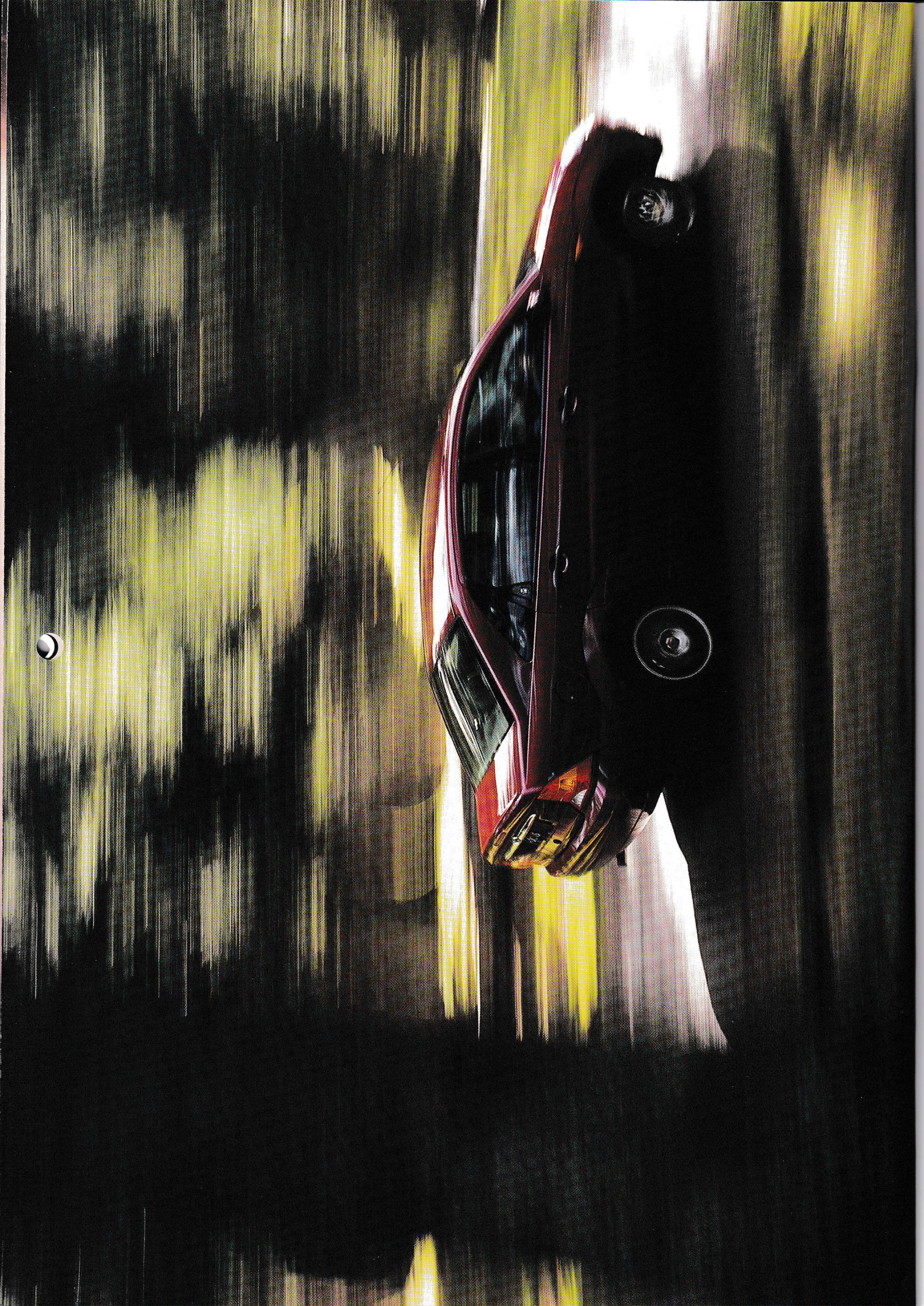
In a crowded market, with expectations running high, anti-climax is always a risk when a new car is launched. But Ford Focus doesn't just live up to expectations, it has redefined the standards by which all cars are judged. Awarding an extremely rare five-star test rating, Autocar described the Ford Focus 1.8 Zetec 5-door as 'the best car we've road tested all year'.



january **1999**

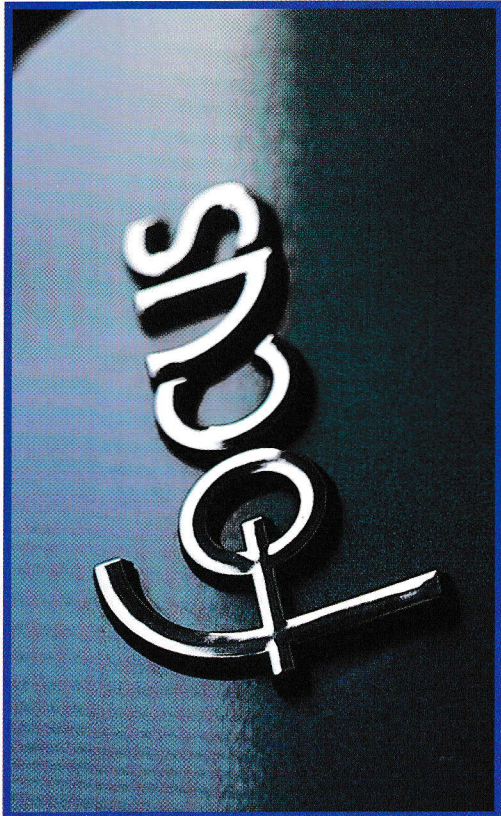
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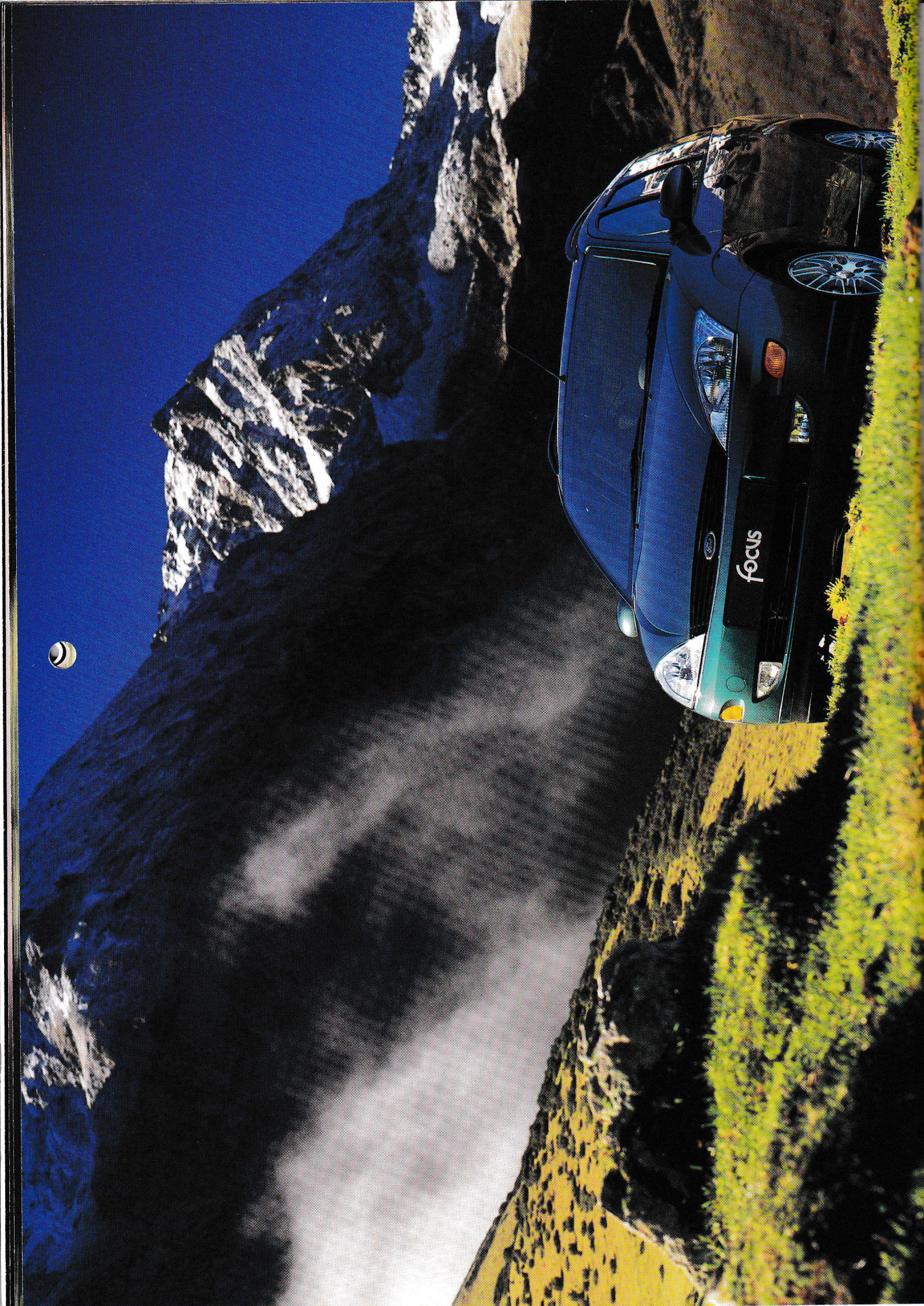


State of the art.
Luxurious. Every bit
as nimble and agile
as the stablemates with which it shares
Ford's ground-breaking, fully independent
Control Blade rear suspension, allied to
a highly sophisticated anti-lock braking and
traction control system. That's the
2.0-litre 4-door Ford Focus. Discerning
car drivers have never had it so good.



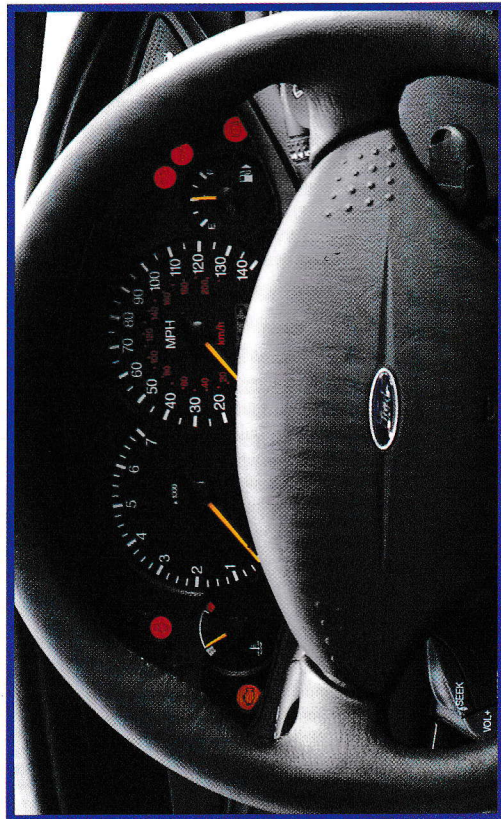
february**1999**

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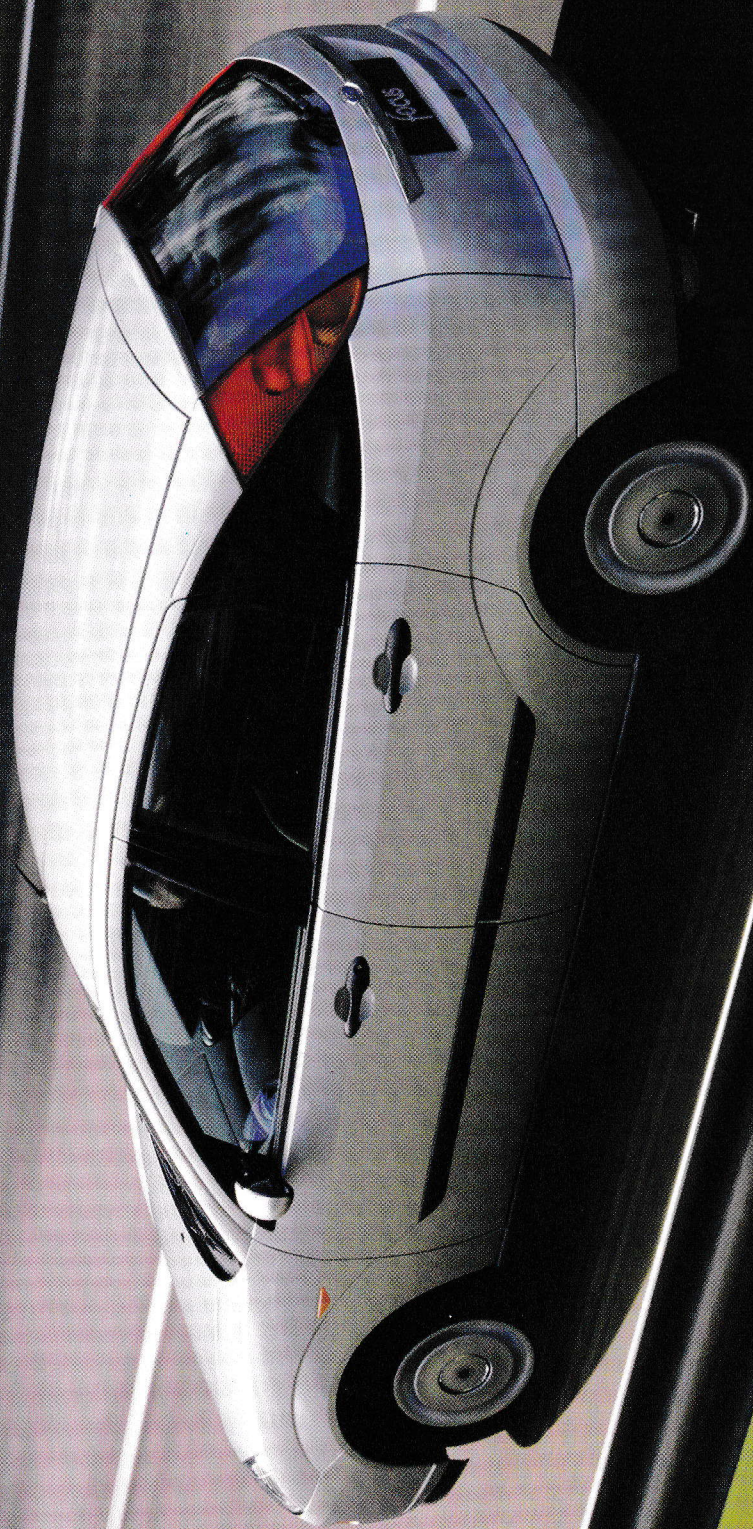


Dynamically, many estates seem to lose out in comparison to their saloon and hatch relations. Not the Focus Estate. It comes with all the advantages of the ultra-rigid Focus platform, a stiff and lightweight chassis designed to optimise crash-worthiness, minimise noise, vibration and harshness — and deliver real driving pleasure.



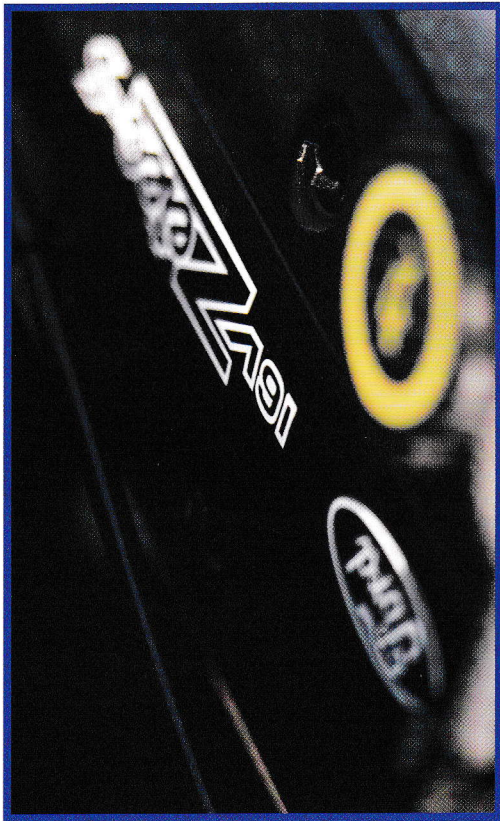
march **1999**

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Powered by a range of Zetec engines (1.4, 1.6, 1.8 and 2.0-litre) and a 1.8-litre turbodiesel, Ford Focus offers up to 130PS peak power allied to beefy low-end torque. And, returning average fuel consumption figures of between 31.7 and 57.6mpg on the European Combined Cycle, Ford Focus engines are all among the most economic in each engine category.



april **1999**

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Chiselled from clean, sharp steel bonded to high-tech composites, powered by a punchy range of efficient petrol and diesel drivetrains, the 3-door Focus hatchback combines matchless style with superb handling and practicality. More than any other mainstream car that has gone before, Ford Focus bridges the gap between what you want and what you need.



may **1999**

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Making the Ford
Focus interior every
bit as striking as its
exterior — whilst not sacrificing function —
was a challenge brilliantly met by Ford
engineers. All Focus controls are
ergonomically shaped, optimally sited in the
high-quality cabin, and carefully crafted to give
the most pleasing, precise operation possible.

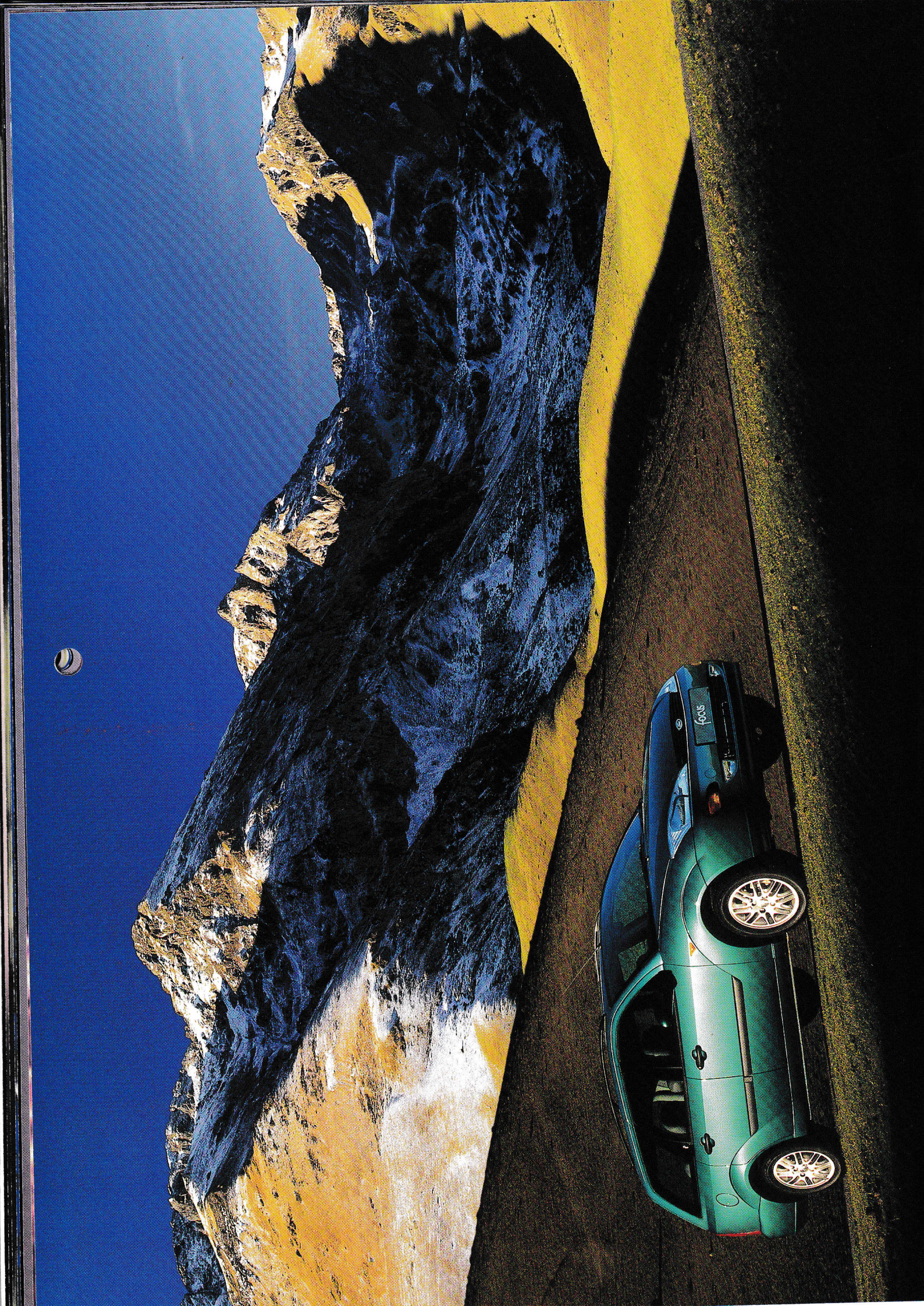
The gearchange action is, quite literally, a
positive delight.



june **1999**

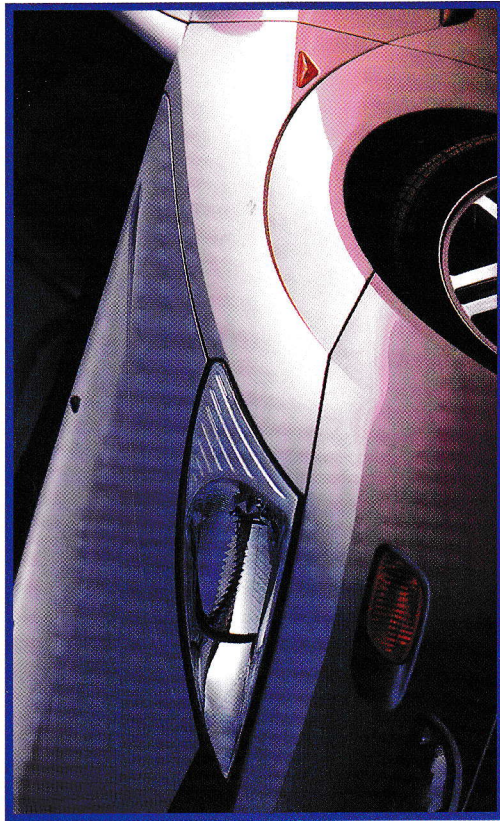
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There's more than mere elegance to the Ford Focus Estate. The Focus platform's long wheelbase links perfectly with intelligent space utilisation and a full-width tailgate to give the Focus Estate the largest load area in its class. And in Ghia trim, as above, equipment levels are impressive. Total luxury, at an affordable price.



july 1999

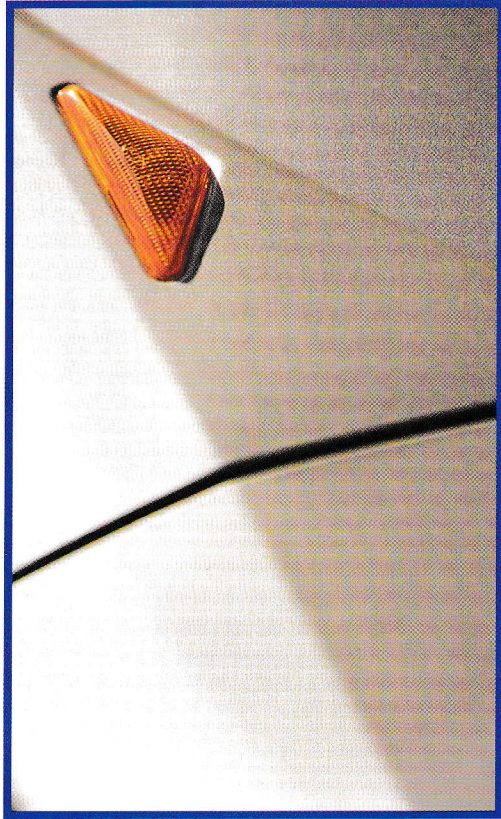
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Ford Focus delivers
driving pleasure.
Super-responsive
steering, braking,
handling and roadholding helped
Ford Focus lift the 1999 European
Car of the Year title, with the
biggest winning margin in the
36-year history of the award.



august**1999**

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Safety was a core concern in the planning and development of Ford Focus. 'Active' safety through confidence-inspiring steering and braking complements passive safety features such as driver and front passenger airbags, ISOFIX child safety seat fixings, high-tensile steel-alloy door bars and a host of energy-absorbing elements to protect occupants.



september**1999**

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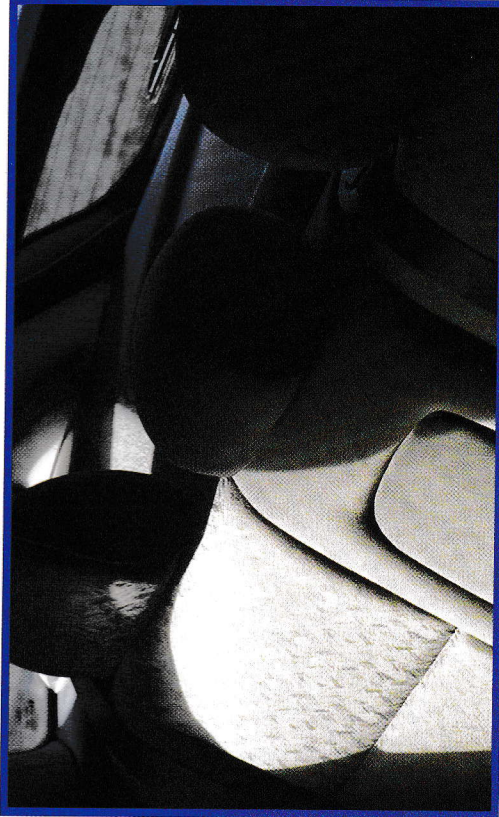






In developing the Focus, Ford ran a global customer research programme to establish the needs and wishes of potential owners. Ford's own engineers made a personal investment in the programme by putting themselves in a Focus owner's shoes. The big question: would they want their own families to travel in a Focus?

The answer: unconditionally, yes.

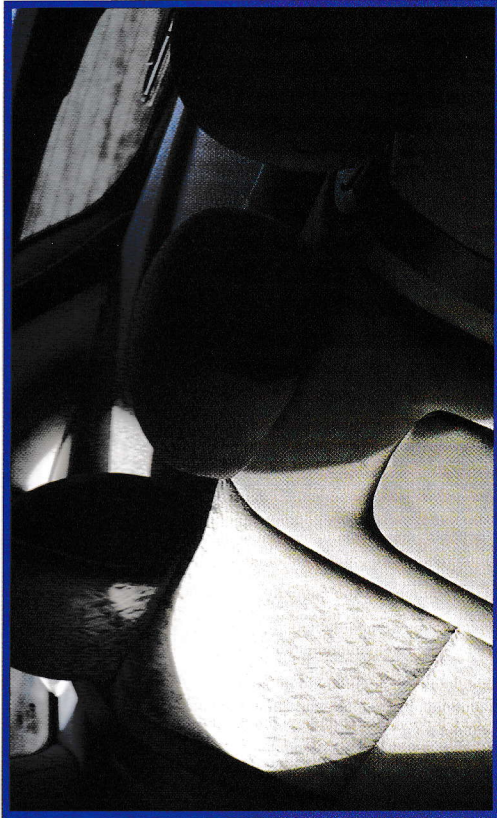


october**1999**

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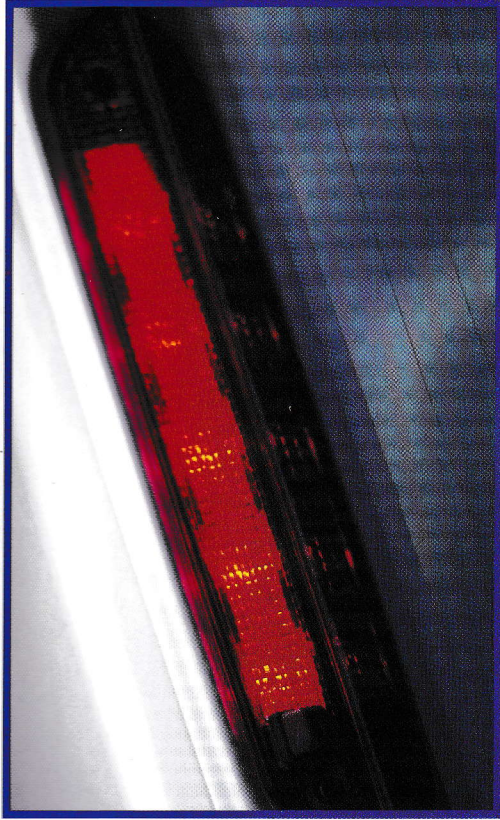
october**1999**

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Fine build quality and environmental compatibility were key considerations in the Ford Focus project. Quality standards were based on cars in the class above Focus, rather than from the same class. Every Focus is more than 85 per cent recyclable by weight. And recycled consumer goods — including old blue jeans — are widely used in the manufacturing process.



november 1999

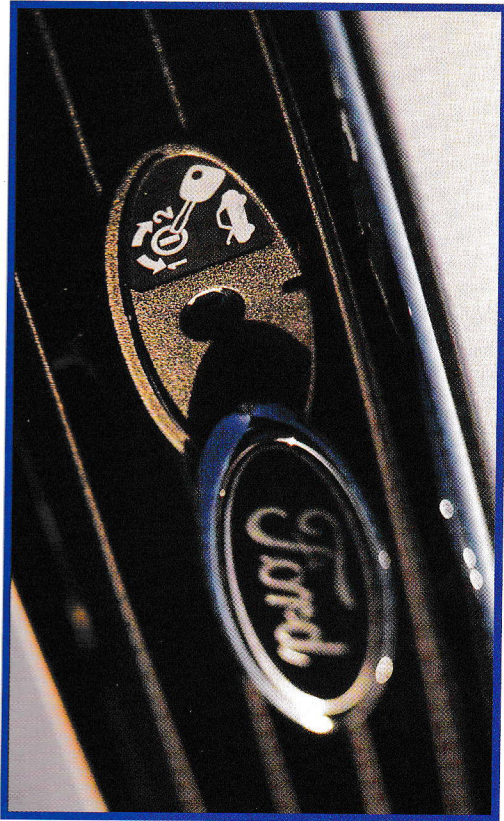
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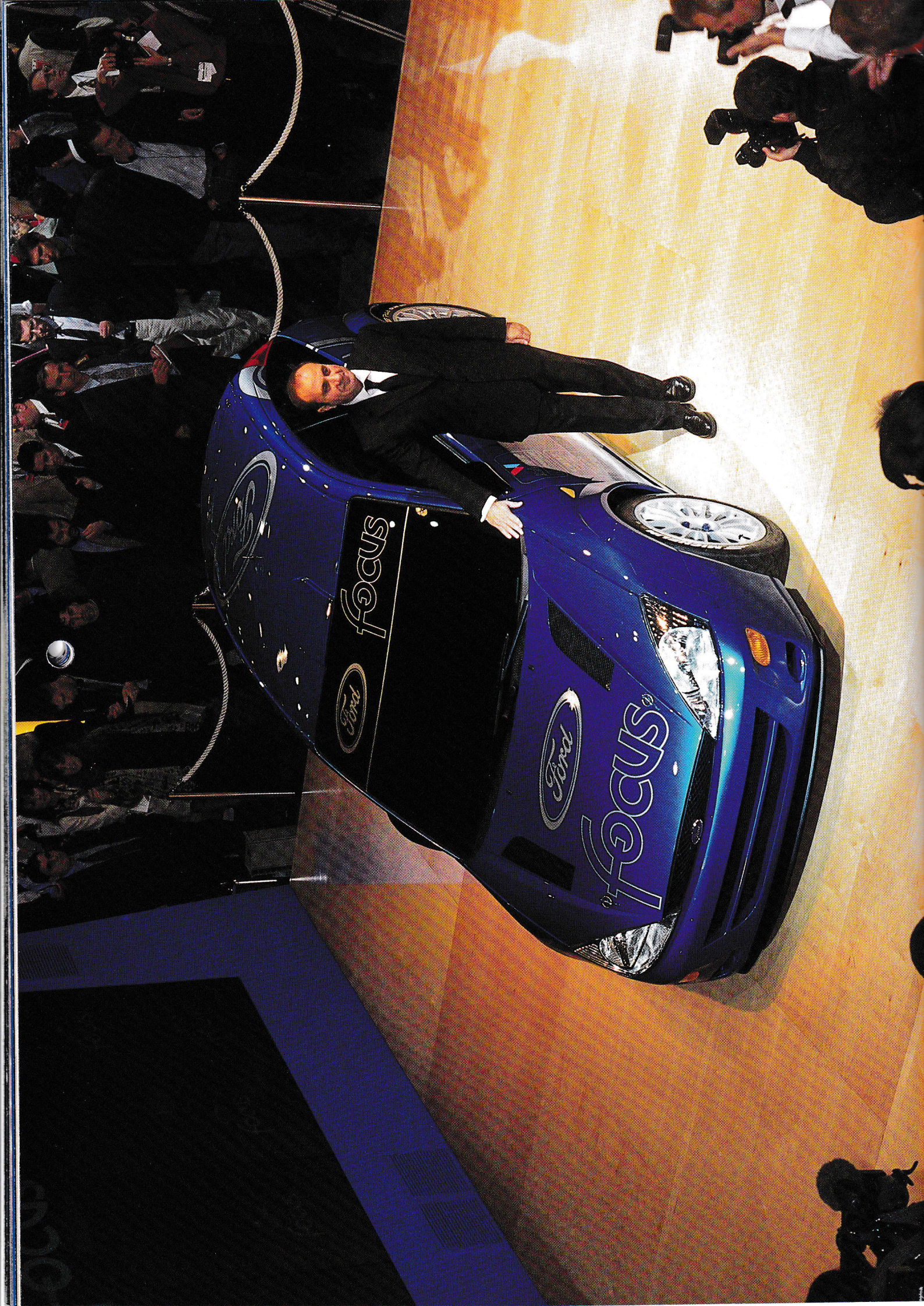


Security and low running costs always occupy the minds of today's motorists. Ford Focus addresses these areas through long service intervals, a high-security immobiliser and easily-replaced front end assemblies — all of which have played a big part in keeping insurance ratings (and therefore running costs) low. A key-locked bonnet virtually eliminates hot-wiring.



december **1999**

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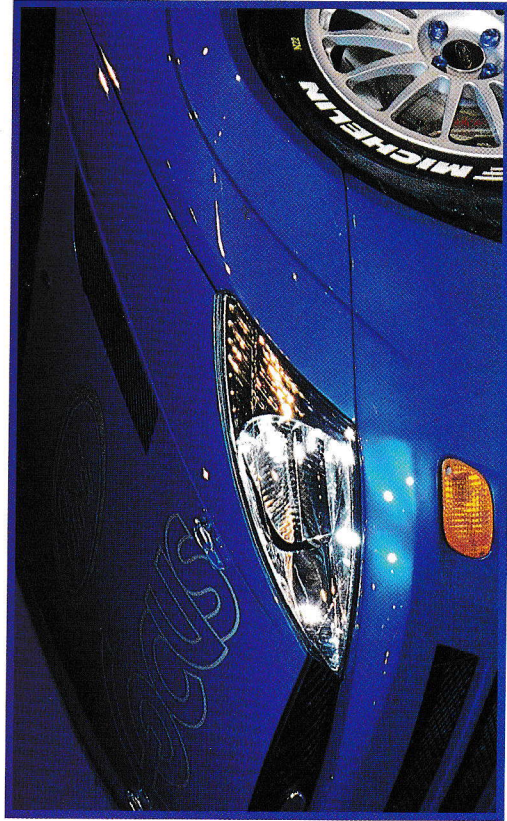




As you might expect,
the radical new Ford

Focus even breaks
new ground in its World Rally Car iteration.

Running permanent four-wheel drive with
electronically controlled differentials, carbon
fibre doors, and 300bhp from its intercooled,
turbocharged 2-litre Zetec engine, it's the first
major rally car to combine a transverse engine
with a longitudinal gearbox.



For more information on the all-new Ford Focus range, please call
0845 600 3000 or visit our web site **www.ford.co.uk**

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Design Karen Bates **Photography** David Burgess **Art Direction** Dave Alexander

