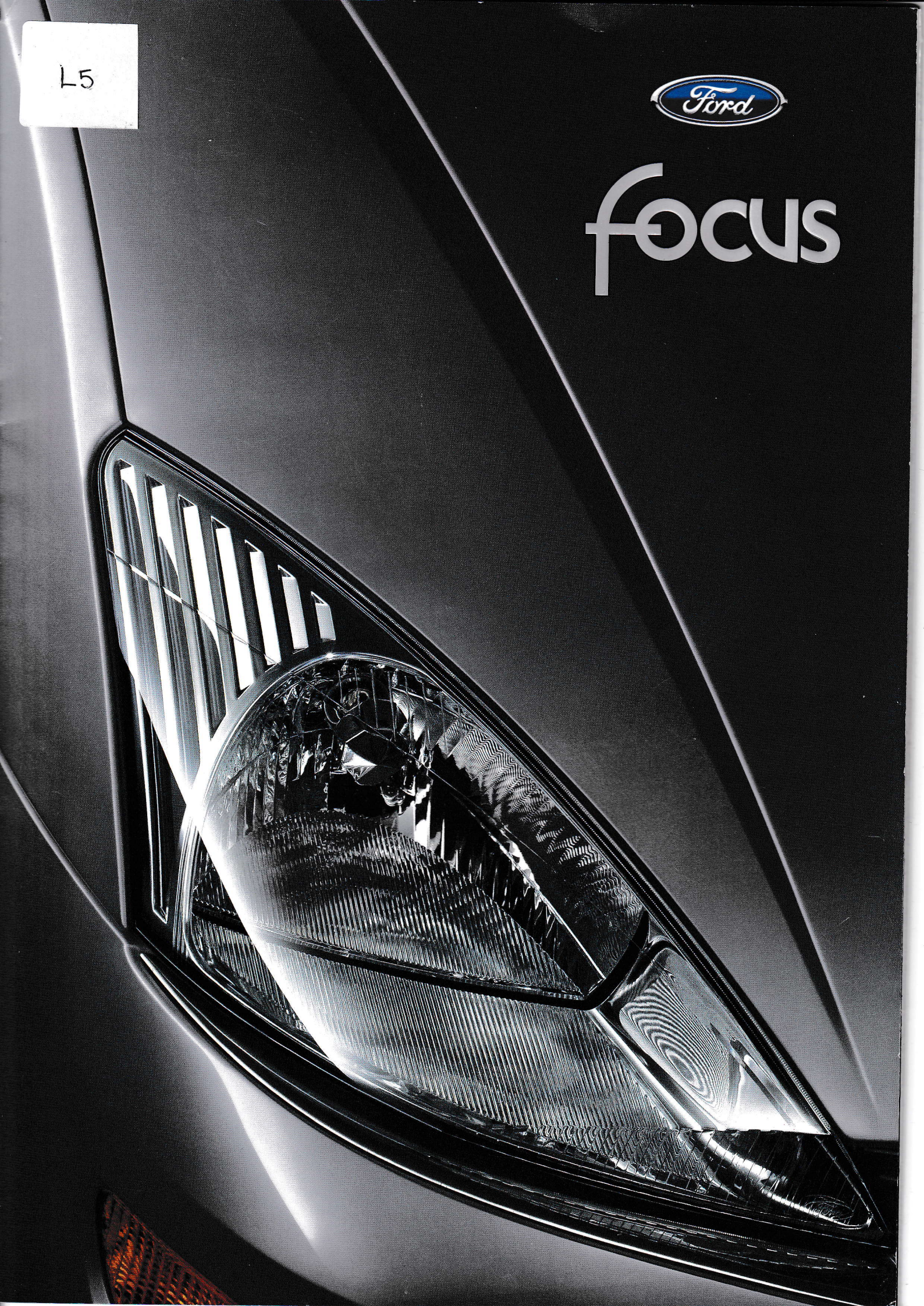


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focus





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***FOCUS: SPIRIT OF THE NEW FORD***



















GENEVA

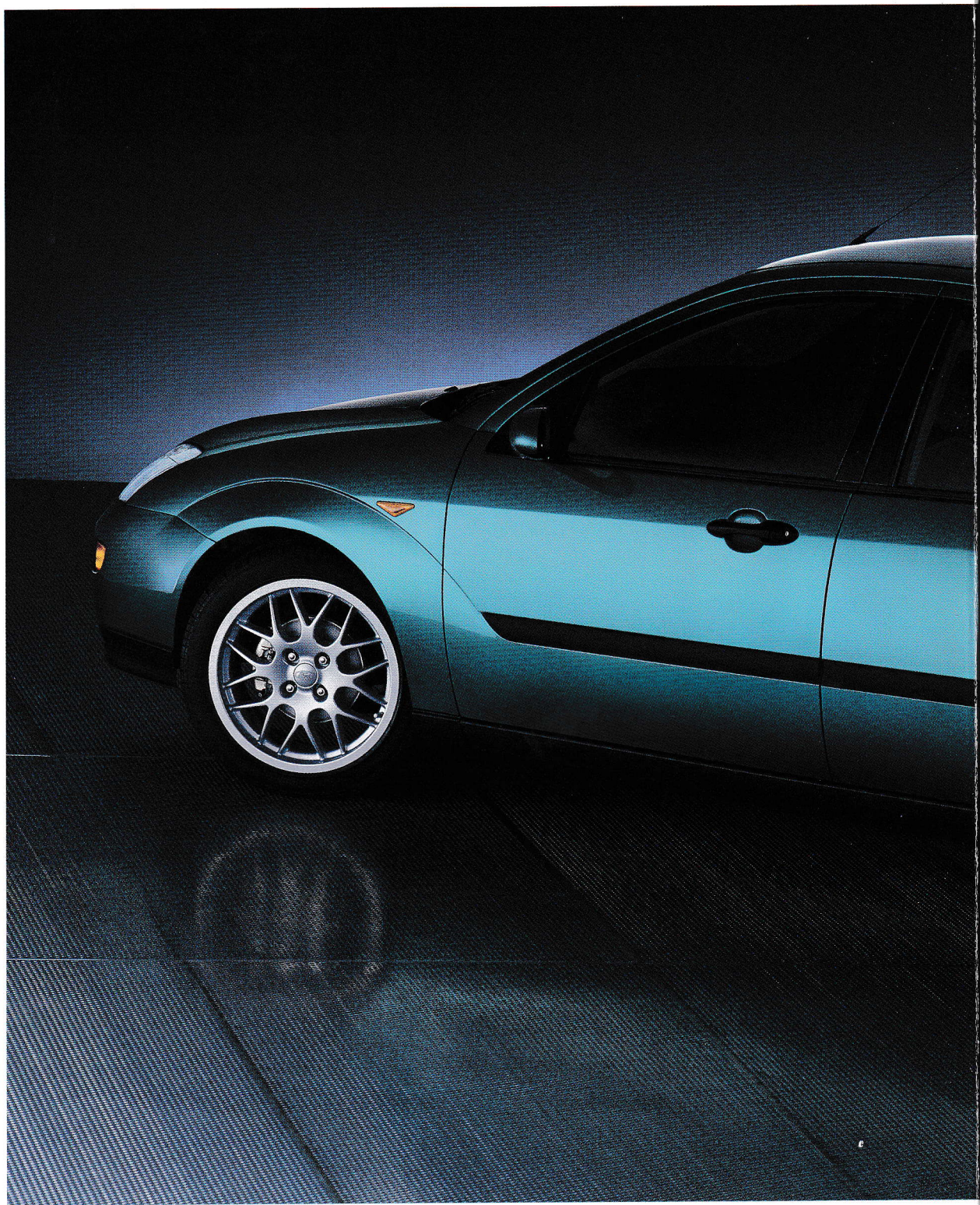


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## CONNECTING WITH YOU

*The new Ford Focus is the essence of Ford.*

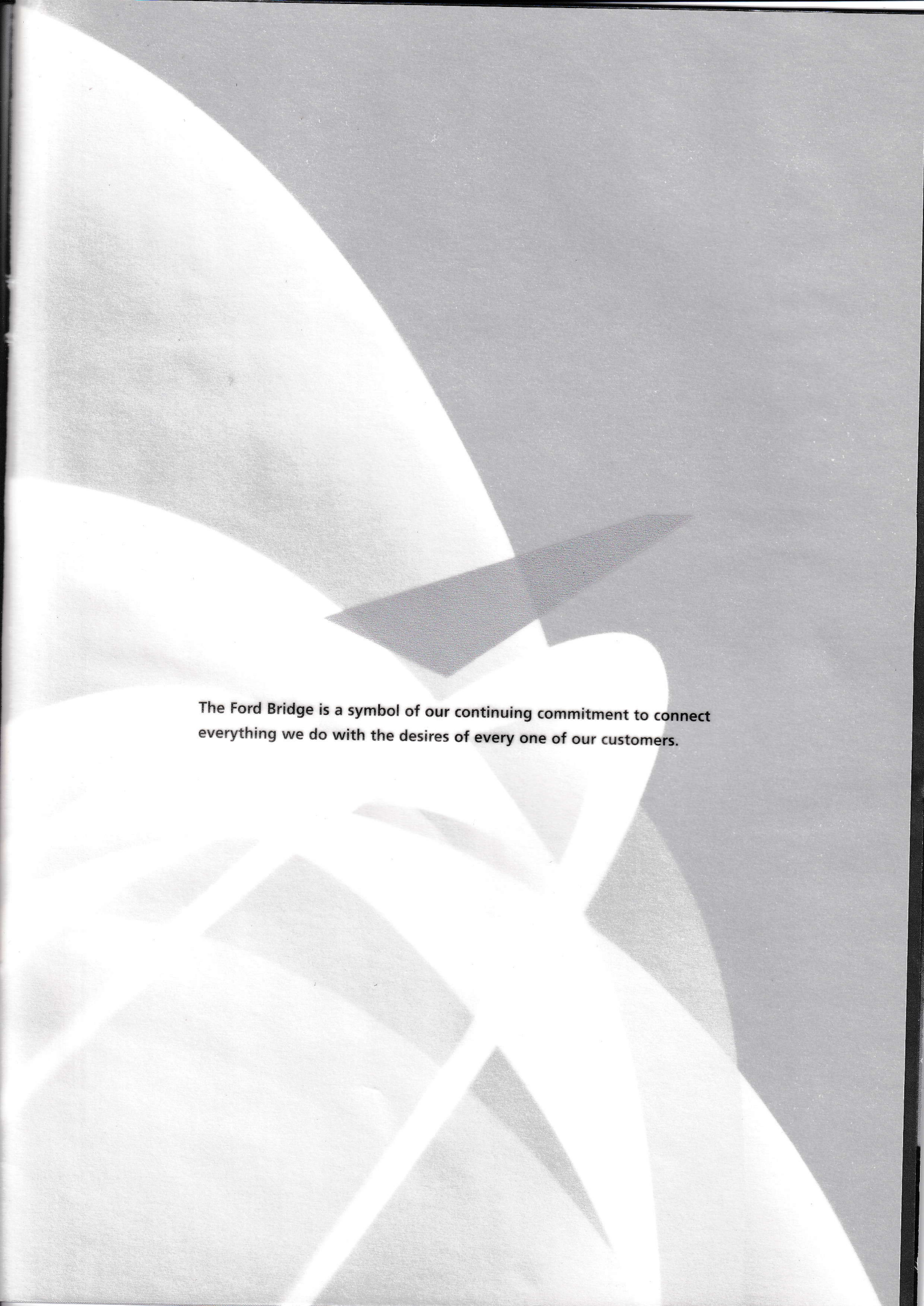
*With captivating 'New Edge' styling and a dynamic spirit, Ford Focus follows closely on the excitement of other recent Ford models: Ka, Puma and Cougar. Indeed, this stunning car could only have come from the new way of thinking at Ford.*

*Although striking to look at, much of what makes Ford Focus so ingenious is under its skin.*

*With its 'unique to class' independent rear suspension and highly efficient engines, Focus is not only exhilarating to drive but a responsible choice in today's changing world.*

*An energising balance of substance and style, this pioneering new Ford is our connection with you.*





The Ford Bridge is a symbol of our continuing commitment to connect everything we do with the desires of every one of our customers.









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