


carlos' and colin's names are on theirs
put your name on yours

 **Sainz**
 **McRae**

Telefónica
Movistar



Ford Motor Company Limited

PO Box 25149
GLASGOW G2 4XF

Mr AB Sample
1 Any Street
ANY TOWN
Any County
AB12 3CD

June 2001

Dear Mr Sample,

As a valued Ford Escort owner, we would like to invite you to discover the amazing similarities between Ford Focus Zetec and the Ford Focus RS World Rally Car.

As you can see, the Ford Focus Zetec and the Ford Focus RS WRC share those striking 'new edge' lines that have set the Ford Focus apart from the crowd. The Ford Focus Zetec is highly acclaimed as an outstanding driver's car and this is attributable to the rigid bodyshell, fully independent control-blade rear suspension and the 16V petrol engines - all of which are shared with the Ford Focus RS WRC.

In a recent report, Jeremy Clarkson said of the Ford Focus Zetec: "This is way better than a Golf GTi...in fact you'd be hard-pressed to find any front-wheel drive that's better, let alone one that costs £14,000" - The Sunday Times, 18th February 2001.

As a loyal Ford customer with an interest in performance vehicles, I am sure you can see that the Ford Focus Zetec is well worth taking for a test drive. To arrange a test drive, please contact the Ford Information Service on 0845 7111 888 for the name of your Ford Dealer. In the meantime, why not put together your very own Ford Focus RS WRC, with your name on it.

And remember, when you take a test drive, let us know what you think by completing and returning the appraisal form before 31st July, 2001. If you are among the first 1000 customers to reply, you will receive a free scale model of the Ford Focus RS World Rally Car. All responders will be entered into a prize draw to win a VIP trip for two to the Tour of Corsica Rally in October 2001.

Put your name on a Ford Focus today.

Yours sincerely,

Andy Barratt
Brand Manager

the first 1000 customers to take a test drive will receive an all-metal, 1:18 scale model of the ford**focus** RS WRC

To be one of the first 1000 to take a test drive, call now. Then, simply get your Ford Dealer to stamp this test drive appraisal form and return it to us before 31st July 2001. This offer is only open while stocks last. Be quick.



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Once you've taken your test drive, have this form stamped on the reverse by your Ford Dealer. Complete the form and return it in the FREEPOST envelope provided to: Ford Motor Company Limited, World Rally Test Drive Offer, FREEPOST ANG10400, LEICESTER LE2 7YN.

Is your next car likely to be new or used?

new ☐ used ☐

When are you thinking of replacing your current car?

month year

When choosing your next car, what is important to you?

Please rank in order of importance with 1 being the most important and 6 the least.

- price ☐
- style ☐
- luxury and comfort ☐
- sports look/feel ☐
- options as standard ☐
- performance and handling ☐

If any Ford Focus special versions are released in the future, would you like us to send you further details?

yes ☐ no ☐

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also, everyone who takes a test drive has the opportunity to win a trip to the Tour of Corsica Rally 2001 in October

Everyone who returns a stamped and completed test drive appraisal form will automatically be entered into a prize draw to win a VIP trip for two to the WRC Tour of Corsica Rally on 19th-21st October 2001.



Monte Carlo
Sweden
Portugal
Catalunya
Argentina
Cyprus
Acropolis
Kenya
Finland
New Zealand
San Remo
Corsica
Australia
Great Britain



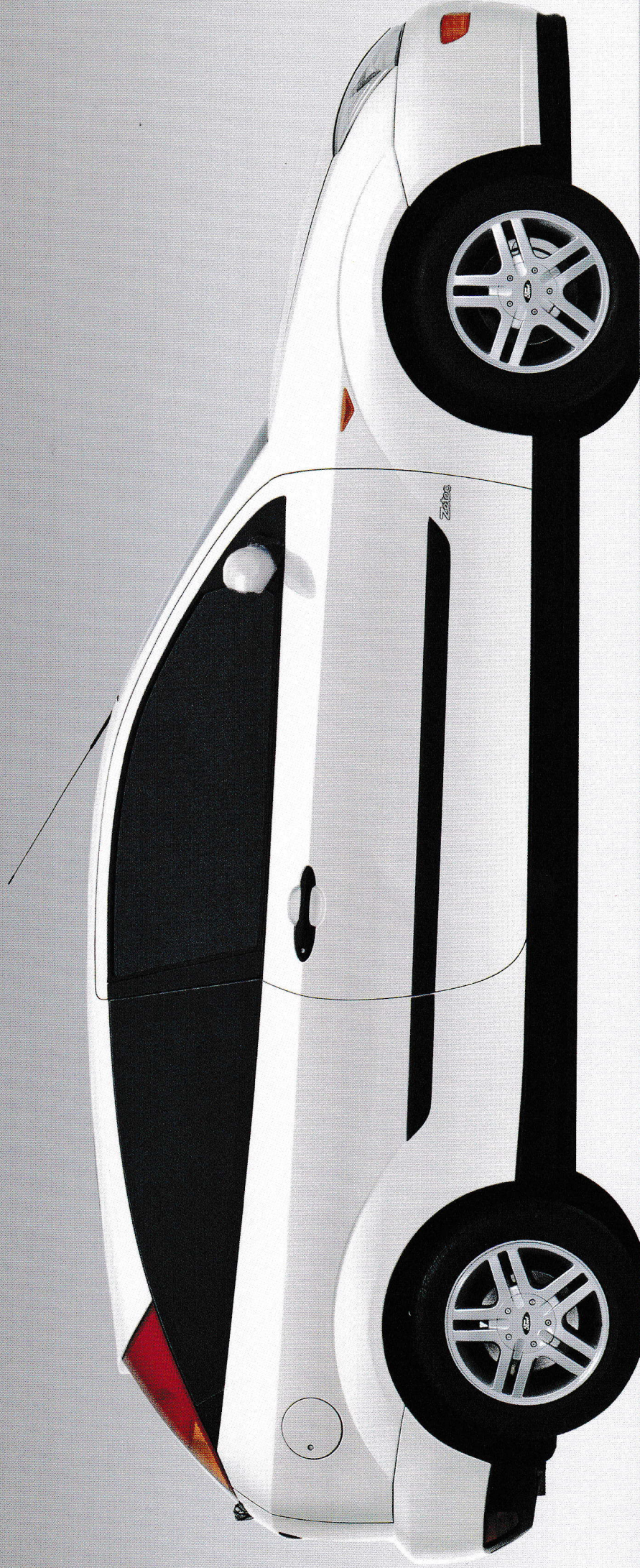
create your own ford**focus** RS WRC



To create your own Focus World Rally Car **with your name on it**, peel off and stick down the decals according to the illustration below.



create your own ford**focus** RS WRC

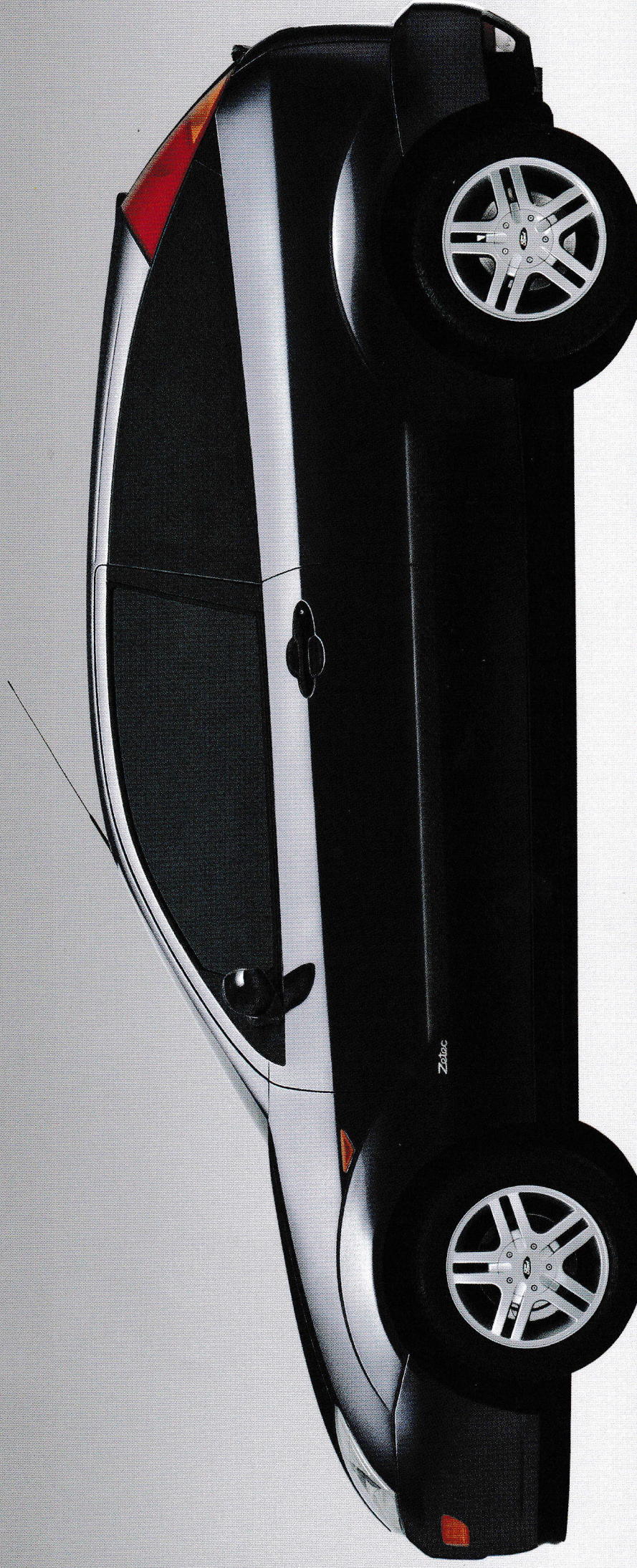


For more details call 0845 7111 888 or visit our website www.ford.co.uk/focus **expect more**



ford**focus** zetec

take a closer look at the ford**focus** zetec

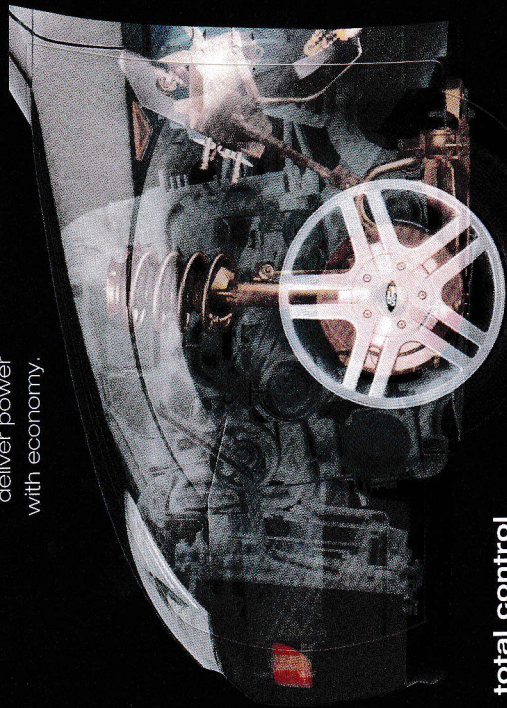


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power

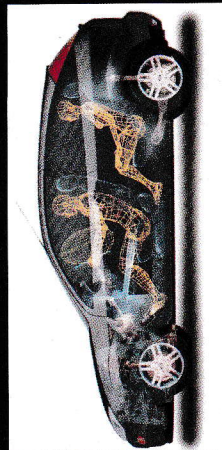
A range of fun-to-drive, free-revving all-alloy 16V engines deliver power with economy.



total control

Finely-tuned front suspension and low-friction steering help to boost levels of comfort and handling.

To see the great features and benefits beneath the skin of Ford Focus, peel off and stick down the decals according to the illustration below.



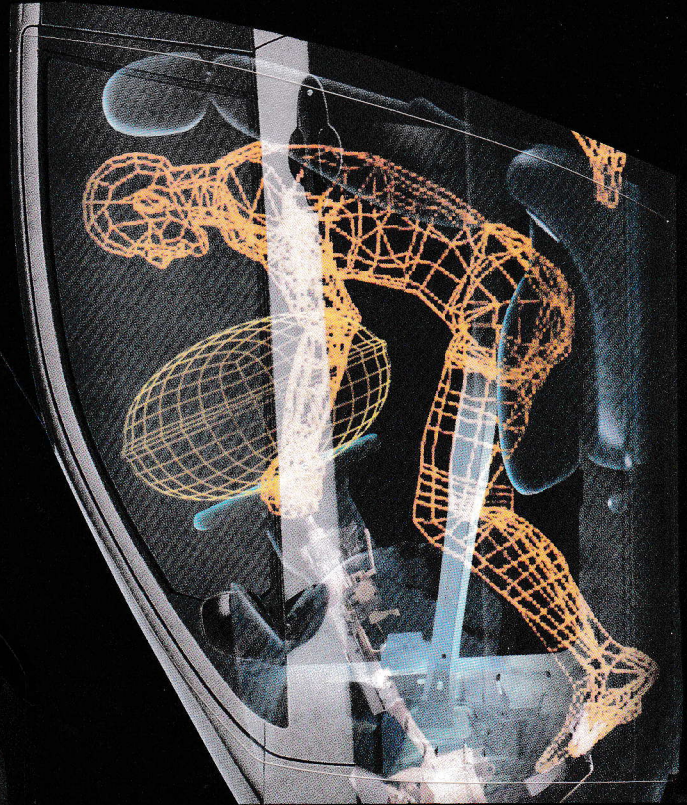
inviting space

Designed from the inside out, Focus Zetec delivers superb space, comfort and versatility.



advanced protection

Thoughtful design, a comprehensive safety package and strong build provide protection for you and your passengers.

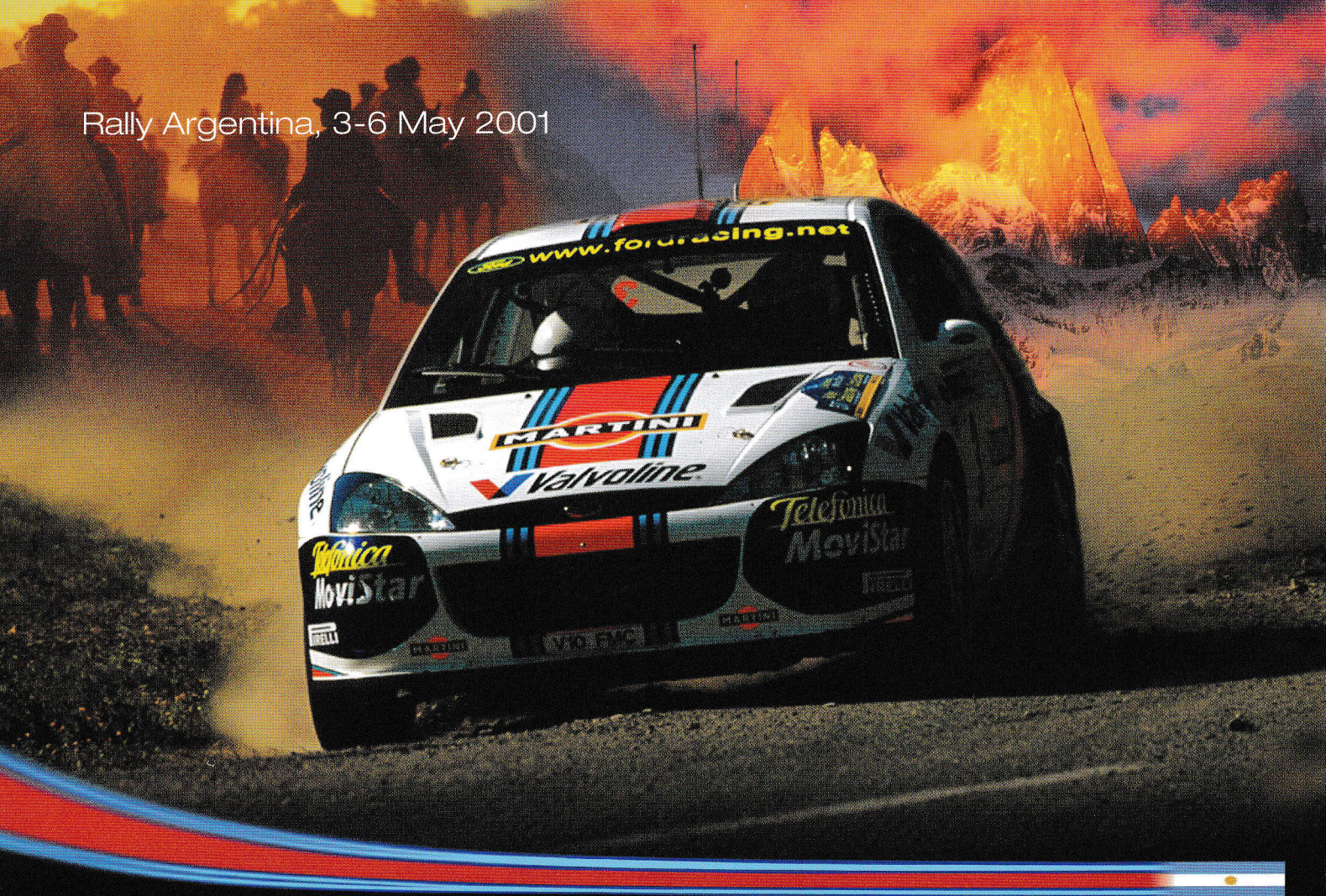


dynamics

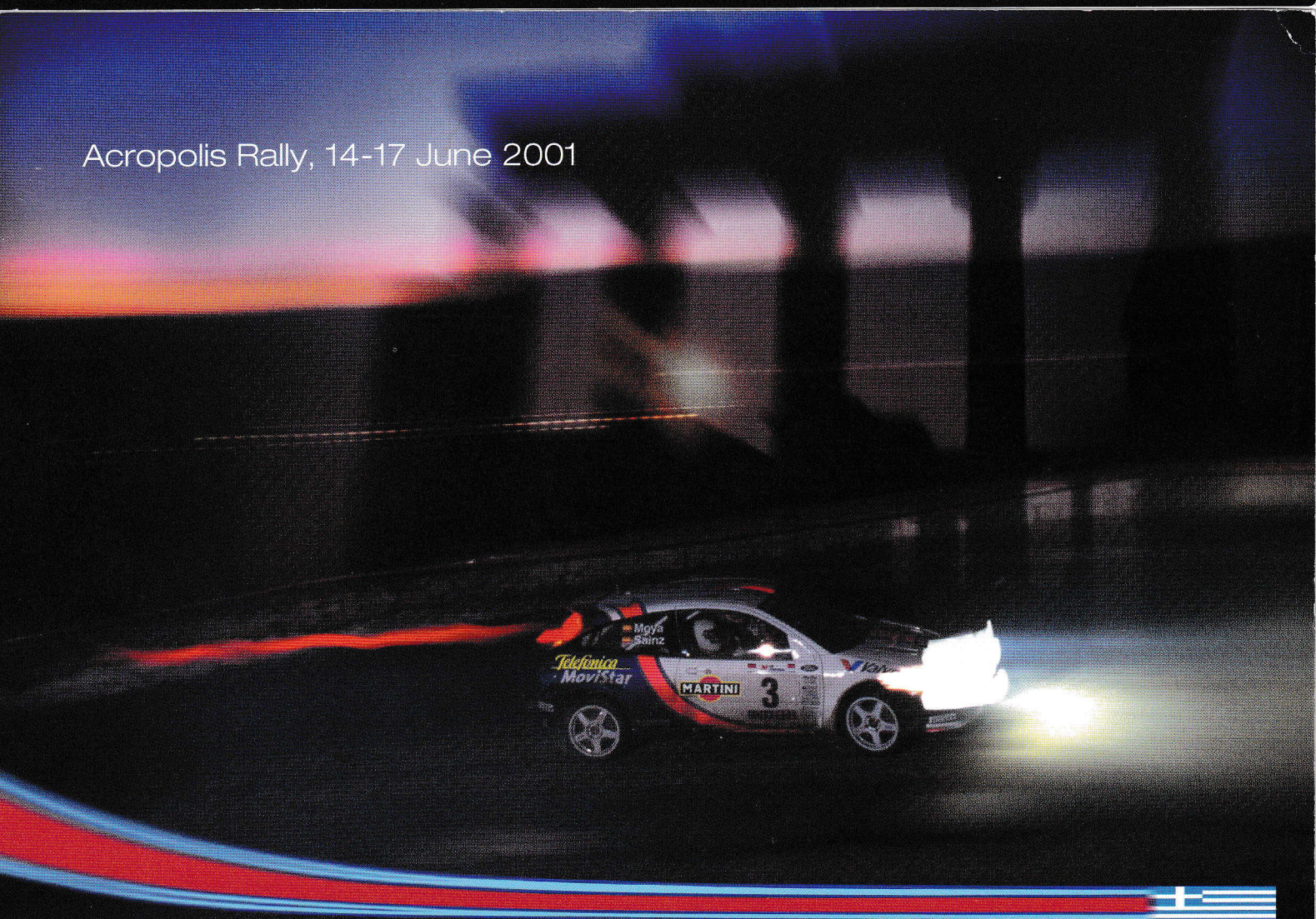
The fully-independent control-blade rear suspension and finely-tuned chassis deliver a feeling of supreme confidence and control.



Rally Argentina, 3-6 May 2001



Acropolis Rally, 14-17 June 2001



Rally San Remo, 4-7 October 2001



Rally Corsica, 18-21 October 2001

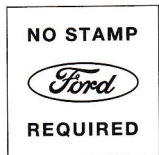


Rally Australia, 1-4 November 2001



Rally Great Britain, 22-25 November 2001





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R3513

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