

focus



key launch**dates**

1

timing**plan**

2

ford**focus room**

3

showroom**materials**

4

key launch**actions**

5

ford**focus merchandise**

6

launch**tools**

7



**This is a list of key dates
that you should be aware
of for the pre-sell and
launch periods.**



Ford Focus in-Dealer training

September 7th – 11th

Ford Focus Drive Appraisal

September 14th – October 9th

Ford Focus Launch Telephone Competition **PLAN**

September 14th – October 15th

Pre-sell mailing to competitive mid-market owners

September 23rd

Ford Magazine insert on Ford Focus

September 23rd

Dealer pre-sell activity starts

September 25th

Dealer to mail first press release to local newspapers

September 25th

Pre-sell brochure – in Dealerships

September 25th

Ford Focus Friends – Dealer Launch Event
(only applicable to participating Dealers)

October 1st

Regional Press Drive Appraisals

Commencing 1st week of October

Business TV – Ford Focus broadcasts

(tbc)

Pre-sell national television advertisement –
two 10-second bursts

October 1st – 5th

October 10th – 14th

Double-page spread Pre-sell advertisement
in national newspapers

October 5th – 10th

Birmingham NEC 'Aurora' brand experience

October 10th – 19th

Dealer Showroom to Moondust Silver

October 14th

Brochures in Dealerships

October 15th

Ford Focus Public Launch

October 15th

Dealer to mail second press release to local newspapers

October 15th

National Television Advertising Campaign

Commencing October 15th

Direct marketing – Ford Focus Door-drop

October 19th – November 21st

Birmingham NEC Motor Show – full Ford Focus
Range Debut

October 20th – November 1st

Dealer to mail third press release to local newspapers

November 2nd

Production dates – Job 1

5-door

August 10th

3-door

October 5th

Estate

November 2nd

Diesel

November 2nd

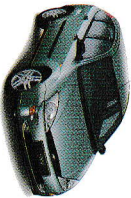

































4-door

November 16th

This timing plan is designed to give you an overview of the pre-sell and launch periods and to assist you in planning your events.



ford**focus**launch

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
September	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday ford focus Drive Appraisal begins	Tuesday
							ford focus in-Dealer training								
October	Thursday Regional Press Drive Appraisals begin	Friday	Saturday	Sunday	Monday Production Job 1 ford focus 3-door	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday ford focus Public Launch
	 ford focus Friends - Dealer Launch Event (only applicable to participating Dealers)														
November	Sunday NEC	Monday Production Job 1 ford focus Estate & Diesel	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
															



ford**focus** Launch Telephone Competition



ford**focus** Direct Mail Launch Door-drop activity

[illegible]

**This section contains details
of the two Ford Focus Room
kits and illustrates how they
are to be set up.**

**You will also find details
of the '5 Step Walk Round'.**

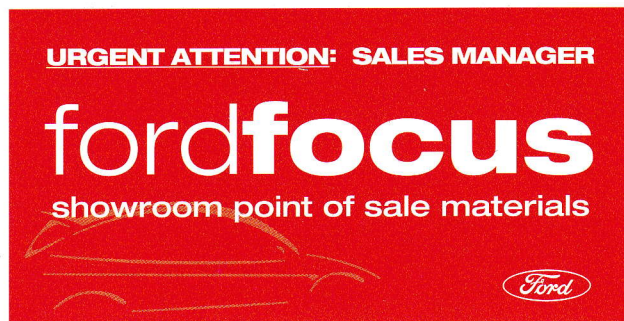


fordfocus room

This section is designed to assist you in preparing your Ford Focus Room for Pre-sell and Launch.

The following pages give details of the two kits available, how to display them and how to manage the transition to Launch on October 15th. Details of panels can be seen in the Showroom Materials section.

The Ford Focus Room kits both provide an exclusive area dedicated to demonstrating the exciting new Ford Focus, and you should ensure that it is used effectively to build anticipation during the pre-sell period. After Launch, the kit converts to provide a backdrop to your Ford Focus display.



Please note, all Ford Focus Room equipment delivered will carry this label. Please ensure individuals responsible for receiving incoming goods are made aware.

ford**focus room** - Kit 1



Components:

- ▶ 7 free-standing frames with double-sided panels (4 new frames and seven sets of graphic panels – you will have 3 frames already from Q3 Connect with Ford campaign)
- ▶ 3 fabric screens

Kit 1

This kit is designed to provide larger showrooms with a special display area and should be set up either in the centre of your showroom, or in a corner or alcove area as appropriate. This will allow you to show prospects the new car in a privileged environment prior to launch.

The display unit will be initially kept under a special car cover which is available to Dealers. Additional car covers can be ordered from Laits Storage. We recommend the addition of mini spot lamps finished in silver, clipped onto the aluminium frames, to enhance your display. These should be sourced locally.

On October 15th, Public Launch Day, the Ford Focus Room should be opened up to reveal all the interior graphics, and the car cover should be removed permanently, and stored for future use.

(2 of 7)

ford**focus room** - Kit 2

Components:

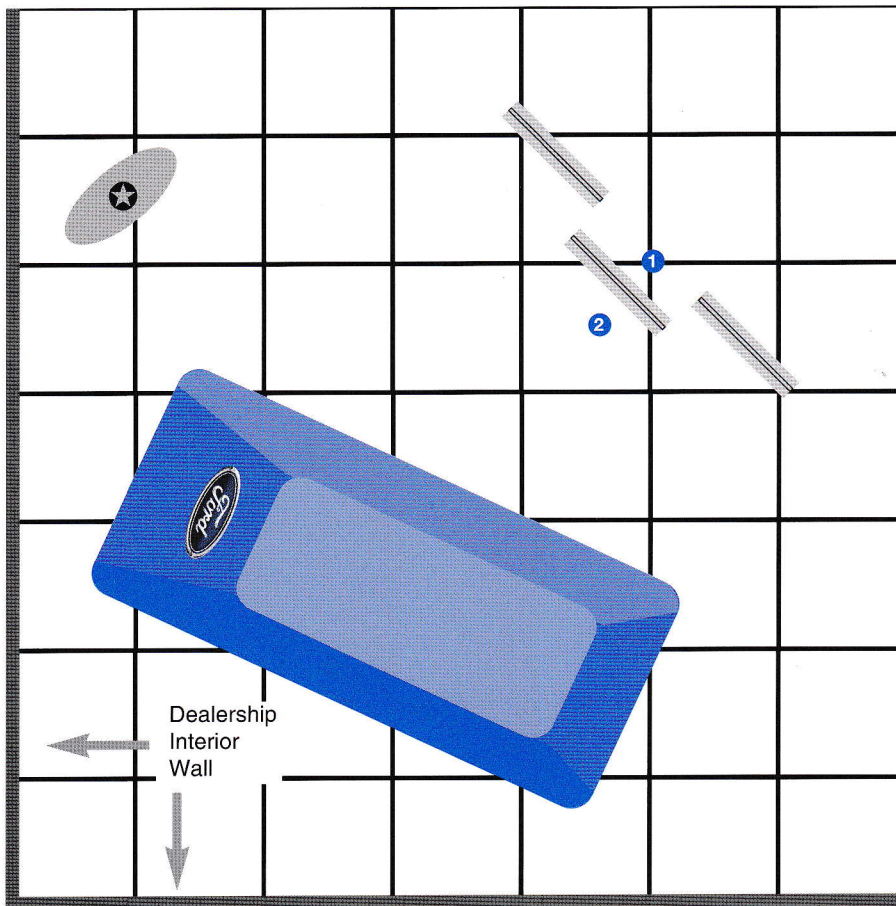
- ▶ 3 free-standing, frames with double-sided panels

Kit 2

This kit has been developed to provide the basis of a Ford Focus Room for smaller Dealer showrooms. The three framed panels should be sited in front of the display vehicle to form a unique preview area. The display unit should be concealed with a special car cover which is available to Dealers. Additional car covers can be ordered from Laits Storage.

On October 15th, Public Launch Day, the panels of the Ford Focus Room should be arranged to reveal all the interior graphics, and the car cover should be removed permanently, and stored for future use.

ford**focus room** - Kit 2



- ① 3-panel display of Ford Focus pre-sell icon image
- ② 3-panel display including: style**and**space – performance**and**economy
size**and**safety – handling**and**comfort – design**and**functionality
- ★ recommended position for TV screen and video

the '5 step walk round'



The '5 Step Walk Round' on Ford Focus is designed to assist Sales Executives in explaining the key advantages of Ford Focus whilst walking the customer around the vehicle. The walk round should follow initial qualification and precede the Fordrive.

Communicating the 5 fundamental facts is key to explaining to customers the value of Ford Focus through its core attributes. These attributes will appeal to the more discerning customer.

Once Sales Executives have rehearsed their '5 Step Walk Round', the panels inside the Ford Focus Room will act as prompts whilst walking the customer round the vehicle.

the '5 step walk round'

1. style**and**space

Begin at the driver's side of the vehicle. Explain that, traditionally, customers have had to choose between a stylish car and one that has plenty of interior space (sports coupés for example). With Ford Focus you can have both style and class-leading interior space.

2. performance**and**economy

Walk round to the front of the vehicle and explain that the new efficient 16V and TDCi engines and low insurance ratings mean that customers don't have to choose between performance and low cost of ownership.

3. size**and**safety

Moving round to the passenger side of the vehicle, you can explain that although the car is manoeuvrable and easy to park, it offers 'large car' safety – including driver and passenger airbags as standard.

4. handling**and**comfort

Once at the rear of the vehicle, explain that, traditionally, you have to choose between a stiffer suspension for better handling and a softer suspension for a comfortable ride. Point out that the fully independent suspension delivers both, and is unique for a car in this class.

5. design**and**functionality

Finally, walk your customer back around to the driver's side and sit them in the driver's seat. Once inside the vehicle, explain the functionality of the design – the feel and logical layout of the controls.

Use your individual Sales Executive 'Five Fundamental Facts' card to ensure you fully communicate each of the five facts.

**This section identifies the
showroom materials currently
available for the launch of Ford
Focus so that you may familiarise
yourself with them.**



showroom**materials**

Contents for this section will follow.

The following Key Launch Actions lists have been prepared as reference documents to assist planning during the pre-sell and launch periods.



use of key launch actions lists

Key Launch Actions lists are provided for:

- ▶ Ford Focus Launch Co-ordinator
- ▶ Retail Sales Manager
- ▶ Business Centre Manager
- ▶ Marketing Manager
- ▶ Service Manager & Parts Manager
- ▶ Sales Executives
- ▶ Sales Administration

Please photocopy each list and distribute to the relevant person(s). Where no such position exists, pass to the managers responsible for the actions in your Dealership.

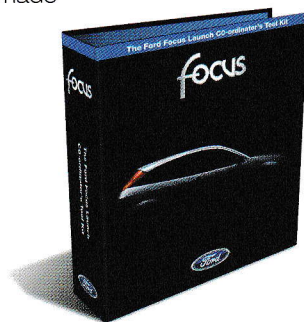
Follow up each manager during the Pre-sell period to check progress.



launch co-ordinator

Preparing for launch using your Launch Pack

- ▶ Familiarisation with contents of Launch Pack, in particular the Ford Focus Launch Co-ordinator's Tool Kit
- ▶ Distribute Ford Focus Launch Newsletter Dealership-wide, during in-Dealer training
- ▶ Distribute 'Five Fundamental Facts' cards to Sales Executives during in-Dealer training
- ▶ Read 'The Inside Story' and circulate to Dealership management and Sales Executives
- ▶ Use 'Ford Focus Launch Support Handbook' to familiarise yourself with Ford Motor Company launch actions
- ▶ Make the 'Ford Focus Launch Support Handbook' accessible to Departmental Managers and Sales Executives
- ▶ Put up timing plan and use to assist with launch period co-ordination
- ▶ Organise a meeting with Sales Executives and Sales Administration (as appropriate) to explain launch period planning
- ▶ Identify forms to be completed in 'Launch Tools' section – check requirements with Sales Manager (e.g. showroom numberplates, franking block...)
- ▶ Distribute Key Launch Actions to department managers – follow up on individual progress made



launch co-ordinator

Ford Focus launch training

- ▶ Ensure Sales Executives participate in Launch Telephone Competition **PLAN**
- ▶ Check dates and attendees for Drive Appraisal (Day 2 of training) – confirm attendance dates to them
- ▶ Ensure Sales Executives watch Business TV broadcasts on Ford Focus – October 9th **(tbc)**
- ▶ Ensure Sales Executives have received and read PLAN information
- ▶ Check Service Manager has enrolled key members of Service department on FCI one-day 'Introduction to Ford Focus' course (September) and 'Ford Focus Technician Training' course (October)

Ford Focus Launch Event

- ▶ Launch event planning
 - work with Retail Sales Manager to organise October 15th Launch Event and/or Test Drive Event

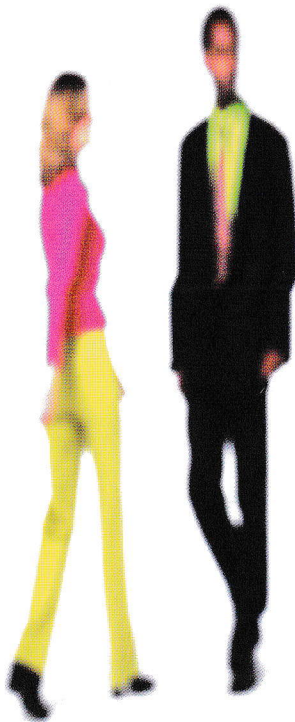


(2 of 3)

launch co-ordinator

Ford Focus Friends Programme
(applicable to participating Dealers only)

- ▶ Liaise with Ford Focus Friends Co-ordinator
 - co-ordination of Ford Focus Friends Dealer Launch Event
 - check selection of Ford Focus Friends prospects is completed
 - check Ford Focus Friends units are registered
 - check Ford Focus Friends units are PDI'd
 - check appropriate invitations are sent out to ensure maximum attendance at Ford Focus Friends Dealer Launch Event
- ▶ Check with Ford Focus Friends Co-ordinator
 - booking/use of venue
 - catering requirements
 - programme for evening
 - entertainment arrangements
 - local press attendance at event
 - ensure appropriate Dealer staff are briefed on the event



retail sales manager

Ford Focus units

- ▶ Identify unit for pre-sell display (Ford Focus Room)
- ▶ Ensure pre-sell unit is PDI'd and checked thoroughly
- ▶ Check demo units are identified
- ▶ Ensure demo units are registered as soon as they arrive
(from September 25th, 1998)
- ▶ Ensure demo units are PDI'd thoroughly
- ▶ Ensure Sales Administration check launch stock specifications
and update stock lists accordingly
- ▶ Ensure any additional showroom units are thoroughly checked
ready for October 15th Public Launch
- ▶ Ensure that Retail Dealers and Branch points have launch units
- ▶ Position pre-sell unit in Ford Focus Room
(see Ford Focus Room section)
- ▶ Ensure no other Ford Focus units are visible until October 15th
– please limit visibility of demo units as much as possible until
October 15th



retail sales manager

Retail showroom

- ▶ Set up pre-sell display area (see Ford Focus Room section)
- ▶ Ensure pre-sell unit is concealed inside Ford Focus Room
- ▶ Ensure you have sufficient copies of the pre-sell brochure for customer enquiries
- ▶ Brief Sales Executives on use of Ford Focus Room, pre-sell brochure and Ford Focus '5 Step Walk Round'
- ▶ Plan launch period showroom display ready for October 15th Public Launch (see Ford Focus Room section)
- ▶ Plan October 15th launch day showroom display
 - all showroom vehicles in Moondust Silver on Launch Day
- ▶ Ensure receipt of brochures ready for October 15th
- ▶ Review merchandise as shown in Launch Co-ordinator's Tool Kit and order as appropriate



retail sales manager

Launch period training

- ▶ Check appropriate staff are enrolled on Drive Appraisal Event
- ▶ Ensure all Sales staff are enrolled for Birmingham NEC 'Aurora' brand experience
- ▶ Check allocated dates for Birmingham NEC 'Aurora' brand experience (to be sent out in October) – ensure attendance of key staff is spread over different days
- ▶ Ensure you have your Pre-sell objective from your Zone Manager
- ▶ Establish with Zone Manager pre-sell and launch period objectives for Sales Executives
- ▶ Ensure all Sales Executives have a 'Five Fundamental Facts' card and understand the '5 Step Walk Round'
- ▶ Ensure all Sales Executives participate in Ford Focus Launch Telephone Competition **PLAN** – this is important as it reinforces in-Dealer training and key messages on Ford Focus using the Fordrive™ tape
- ▶ Explain Test Drive Event to Sales Executives and distribute a supply of test-drive postcards to each one
- ▶ Brief Sales Executives on Fordrive process for Ford Focus
- ▶ Ensure SPR cards are logged and distributed to Sales Executives
- ▶ Establish Prospecting Evening for Wunderman Mail Drop Programme together with **very hot** SPR card leads

Ford Focus Friends Programme

(applicable only to participating Dealers)

- ▶ Double-check arrangements for Dealer Ford Focus Friends Launch Event with Focus Friends Co-ordinator and Ford Focus Launch Co-ordinator
- ▶ Ensure vehicles are available, registered and PDI'd thoroughly

retail sales manager

Launch events

- ▶ Work with Launch Co-ordinator to arrange Launch Day activity
- ▶ October 15th Launch Evening Event – consider the following:
 - agree budget
 - decide on key messages you wish to communicate
 - decide on time
 - identify venue (if not showroom) and book if necessary
 - issue invitations and place adverts if required
 - ensure all Dealer staff are properly briefed
 - invite local press
 - arrange catering and entertainment/theme
 - review pre-prepared scripts and presentation
(see Launch Tools section)
 - ensure correct presentation equipment and materials are available
- ▶ Launch Weekend Test Drive Event – consider the following:
 - agree budget
 - establish a test-drive objective for each Sales Executive attending
 - decide on dates and times (October 17th/18th)
 - issue invitations and prepare adverts if necessary
 - ensure Dealer staff are briefed – roster extra staff if necessary
 - establish test-drive route and photocopy for each car
 - PDI and double-check demo units
 - arrange catering and entertainment/theme (children)
 - invite local press

business centre manager

- ▶ Planning meetings should be held early to ensure everyone understands their responsibilities during the launch period
- ▶ Liaise with LBDM regarding DBC in-Dealer training between 7th – 11th September
- ▶ Marketing kits and a quantity of teaser/invitation mailers will be sent to DBCs early in September; the kit will include customer profile, local marketing initiatives and teaser/invitation letters
- ▶ The database must be prioritised to identify which customers/prospects should be invited to the drive opportunity
- ▶ Prepare invitation process early to ensure this is closely monitored

Ford Focus Friends programme

- ▶ BCM must liaise with the Ford Focus Friends Co-ordinator and Launch Co-ordinator/Sales Manager to identify potential 'Ford Focus Friends'



business centre manager

Preview and driver appraisal Birmingham NEC

- ▶ Each DBC will be able to invite a select number of customers to the preview and drive appraisal in Birmingham NEC on October 12th
- ▶ Customers invited to this event should be the DBC's top/loyal customers
- ▶ Customers should be transported to the event as a party in your Dealership's Ford Galaxys

In-Dealer events

- ▶ In-market business prospects/customers should be invited to a DBC in-Dealer Business Launch Event
- ▶ To encourage customers and prospects to attend an event, customers must believe they will gain or learn something from attending
- ▶ Attention to detail is vital – the following points should be carefully considered when planning a local event: key objectives, budget, invitation process, theming, equipment/materials, internal communications and metrics to measure success

business centre manager

Dealer Business Centre Demo Programme

- ▶ If prospects/customers are unable to attend an in-Dealer launch event, they should be invited to test drive. Test drives should be well-planned and monitored
- ▶ The Demo programme will enable your DBC to have use of a Ford Focus for three months. This demo must be utilised to full potential during this period; this will be monitored through the LBDM
- ▶ Your BCM should prepare a list of those prospects/customers to be targeted for use of the demonstrator
- ▶ Ford Focus Brand Builder brochures will be sent centrally from the Ford Business Centre to all customers with a fleet profile of 25+ held on the Ford database. A list of these recipients/customers will be sent to the DBC before the central mailing is despatched on September 8th
- ▶ A quantity of Ford Focus Brand Builder brochures will be made available to the DBC for use from September 8th. These should be used as leave-behinds after a meeting/test drive and to provide interested customers with further information after an enquiry/follow-up telephone call
- ▶ Ensure you have Ford Focus demonstrators ready for Fordrive 100 programme use

marketing manager

(where this position does not exist, please distribute to Sales Manager)

- ▶ Send out the three local press releases to local newspapers on dates identified on each press release
- ▶ Work with Ford Focus Friends Co-ordinator to organise Ford Focus Friends Launch Event
- ▶ Work with Retail Sales Manager and/or Launch Co-ordinator to arrange Launch Evening and/or Launch Weekend events
- ▶ Arrange local press coverage of your launch events
- ▶ Be aware of pre-sell communications – direct mail, advertising (see 'Ford Focus Launch Support Handbook')
- ▶ Ensure Sales Executives are aware of the test-drive appraisal programme
- ▶ Monitor progress on **very hot** leads on SPR cards to be sent to Dealerships from September 16th
 - log and distribute **very hot** leads on SPR cards to Sales Team
 - organise Prospecting Evening to work through SPR cards
 - ensure all cards are returned following contact
- ▶ Following in-Dealer training, ensure key Dealership staff understand the brand and marketing strategy behind Ford Focus (see 'The Inside Story' – in Dealer Launch Pack)
- ▶ Ensure Sales Executives are aware of Door-drop programme (see Launch Support Handbook) (applies to participating Dealers only)
- ▶ Familiarisation with 'Ford Magazine' Ford Focus test-drive invitation insert
- ▶ When you receive copies of all direct mail being sent to customers, ensure they are circulated to all relevant staff
- ▶ Ensure as many staff as possible are attending the Birmingham NEC 'Aurora' brand experience

service manager & parts manager

Service Manager

- ▶ Plan PDIs with Sales Manager to ensure pre-sell unit, demo units and Ford Focus Friends units are cleaned, PDI'd and double-checked ready for pre-sell, test drives and Public Launch
- ▶ Familiarise yourself with Early Warning Programme brochure
- ▶ Brief all PDI, Workshop, Bodyshop and Supervisory staff on Early Warning Programme objectives
- ▶ Report every concern/repair on the Ford Focus using the dedicated Early Warning Report form (see Launch Tools section)
- ▶ Process claims promptly and send returned parts on the earliest possible delivery using 'New Model' labels
- ▶ Use OASIS print-off and circulate Broadcast Messages daily
- ▶ Book your technicians on the dedicated Dealer training courses:
 - 'Introducing Ford Focus' September NM26
 - 'Ford Focus Technical Training' October NM27
- ▶ Ensure your staff are enrolled on the Birmingham NEC 'Aurora' brand experience

Parts Manager

- ▶ Review the initial Stock order pack for Ford Focus – order stock as appropriate
- ▶ Review the Accessories order pack – order accessory packs as appropriate
- ▶ Ensure Parts department is aware of service content to support pre-picking
- ▶ Identify fast-moving unique parts for stock
- ▶ Ensure your staff are enrolled on the Birmingham NEC 'Aurora' brand experience

sales executives

- ▶ Ensure you understand the Ford Focus Room and the '5 Step Walk Round'
- ▶ Use the 'Five Fundamental Facts' card to keep the key messages on Ford Focus top of mind
- ▶ Borrow 'The Inside Story' from your Launch Co-ordinator
- ▶ Participate in Ford Focus Launch Telephone Competition **PLAN**
 - this involves answering a series of 9 multiple-choice questions based on the content of Day 1 of the in-Dealer training
 - the first 1,000 callers to answer 8 out of 9 questions correctly will receive a Ford Focus fountain pen
 - all callers to answer 8 out of 9 questions correctly will go into a draw to win 1 of 50 places on an exclusive Track Event
- ▶ Ensure you receive, file and use all PLAN materials
- ▶ Identify your pre-sell objective with your Sales Manager
- ▶ Understand Ford Focus Friends and the Ford Focus Friends Launch Event (applicable to participating Dealers only)
- ▶ Attend Dealer Public Launch Event on October 15th and/or Test Drive Weekend Event
- ▶ Understand Test Drive Programme and ensure you have a supply of customer feedback postcards to give out to your prospects
- ▶ Make sure you receive your **very hot** prospects cards from your Sales or Marketing Manager
- ▶ Attend the Prospecting Evening – once you have contacted the prospects, return the cards to your Sales or Marketing Manager

sales administration

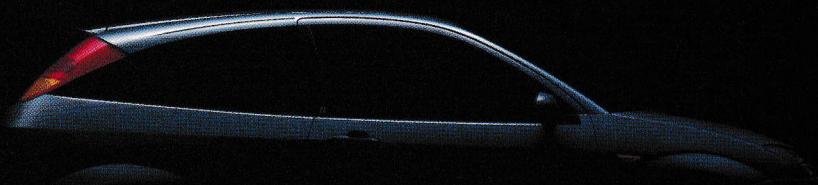
- ▶ Ensure you compile a list of launch stock
- ▶ Continually check vehicle progress
- ▶ Check vehicle paperwork and delivery note – update stock lists accordingly (NB: some vehicle specifications may differ to information provided)
- ▶ Ensure any options on the vehicle are recorded accurately
- ▶ Ensure Sales Executives are aware of vehicle specifications
- ▶ Identify all Ford Focus Friends vehicles, demo units, Retail Dealer units, Branch point units, showroom display units and any sold orders – ensure these are reflected clearly within your vehicle progressing system



**This section provides details
of the Ford Focus Merchandise.
Please also refer to the Ford
Focus Merchandise booklet
and order forms - see separate
merchandise envelope in
Launch Pack.**

ford focus merchandise

6



ford**focus merchandise**

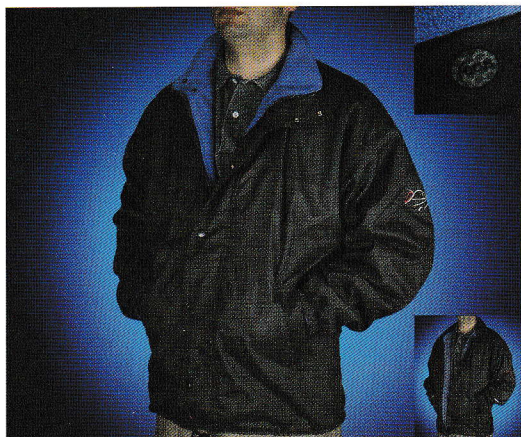
This section provides details of the Ford Focus merchandise available.

Full catalogues, price lists and details of how to order merchandise will be sent separately by the end of September.

Due to the limitations of the printing process – colours may vary slightly from actual merchandise.

ILLUSTRATIONS, DESCRIPTIONS AND SPECIFICATIONS: Our policy is one of continuous product development. The right is reserved to change specifications, colours and prices of items illustrated and described in this publication at any time. For the latest details always consult the Ford Collection on **0800 626310**

ford **focus merchandise**



FF001 Jacket, teflon-coated microfibre, zip front with front flap, jettied pockets, straight hem with shock cord, fleece lining

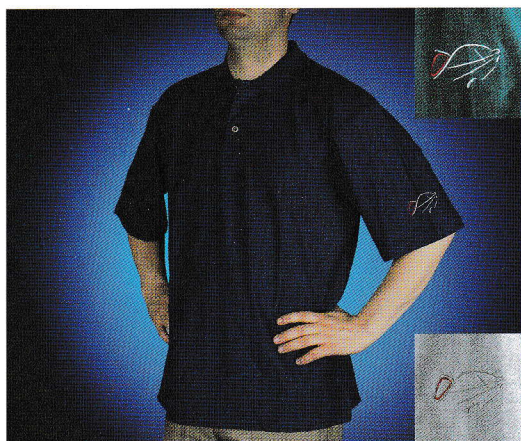
Sizes S to XL

Colour Black outer with blue lining

FF002 Jacket, as above but with plain zipped front and mesh lining

Sizes S to XL

Colour Black outer with blue lining



FF003 Polo shirt, heavy 250g combed cotton, herringbone fabric, button neck

Sizes M to XXL

Colour Oxford Grey

FF004 Polo shirt, as above

Sizes M to XXL

Colour Azure Blue

FF005 Polo shirt, as above

Sizes M to XXL

Colour Mallard Green

ford **focus merchandise**



FF006 Polo shirt, 190g
combed cotton,
zipped neck, loose
sleeves, side vents

Sizes M to XL

Colour White

FF007 Polo shirt, as above

Sizes M to XL

Colour Navy



FF008 Alessi kettle, blue
handle with red birdie

Colour Silver

FF009 Alessi juicer

Colour Silver

ford**focus** merchandise



FF010 Mug, stainless steel, shiny outer with satin finish interior, double skin insulation, heat resistant

Colour Silver

FF011 Letter opener & paper-knife combination

Colour Silver



FF012 Watch, matt silver case, Swiss movement, black leather strap, packed in its own metal round tin

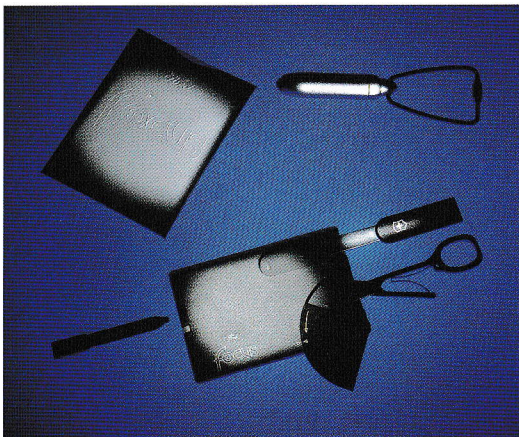
Colour Silver with white face and black strap

ford**focus merchandise**



FF013 Sunglasses, aluminium-finish frame with rubber ends, UV400 scratch resistant lenses, in metal case

Colour Silver



FF014 Torch card – world's thinnest & lightest torch, superbright floodlight, 3-5 year battery, magnetic, crush resistant

Colour Matt Silver

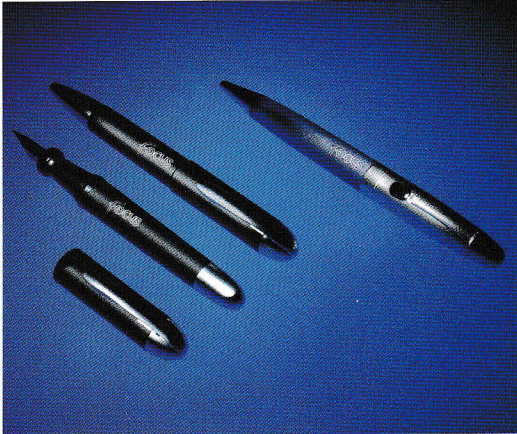
FF015 Victorinox Swisscard, credit card size handy tool

Colour Grey/Black

FF016 Torch keyring, matt chrome, LED yellow bright light

Colour Silver

ford**focus** merchandise

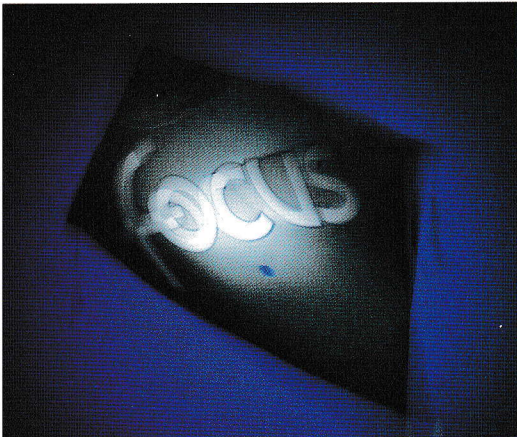


FF017 Ballpen – matt silver
with blue translucent
barrel

Colour Silver/Blue

FF018 Stypen 2000 –
Fountain pen & ballpen

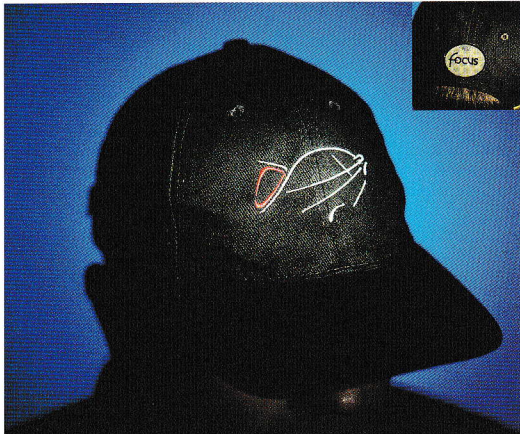
Colour Silver/Black



FF019 Stunt kite with
2 strings and
blue tail

Colour Silver/Blue

ford**focus** merchandise



FF020 Baseball cap, cotton,
low profile

Colour Black



FF021 Model car, 1:43,
Ford Focus 5-door

Colour Silver

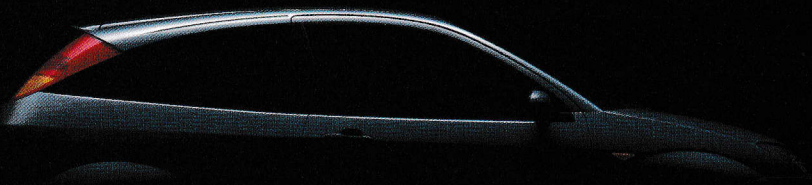
FF022 Model car, 1:43,
Ford Focus Wagon

Colour Aqua Frost

This section groups the forms
that are needed to prepare for
Launch.

launch**tools**

7





showroom number plates order form

Model name:

Finis code:

Dealer net price:

Total quantity (pairs):

(Minimum order – 2 pairs)

3270127
£6.26

Complete the Order Form and fax to:

Bestplate Limited

210 Watson Road

Blackpool

Lancashire

FY4 3EF

Freefax: 0800 269128

Telephone: 01253 348634

All products will be invoiced by Ford Motor Company Limited.

Please send number plates as above.

Dealer code _____

Contact Name _____

Position _____

Signature _____ Date _____

Dealership name _____

Dealership address _____

_____ Postcode _____

Telephone _____

Please use a photocopy of this form and retain this copy for your records.



accessory dealer stock pack order form

Dealership name:

Dealer code:

Dealership address:

Telephone no:

Date:

Name:

Position:

Signature:

Enter in this box how many Ford Focus Dealer Stock Packs you require

N.B. The Dealer Stock Pack includes one of each Ford Focus "lifestyle" accessory pack.

Fax completed form to: 01327 301633

Retail Dealers should forward their order to their supplying Main Dealer who will then forward it on their behalf.

For further details, see Parts & Service letter, reference PS/98/121.

Please use a photocopy of this form and retain this copy for your records.



launch co-ordinator nomination form

Dealership name:

Dealer code:

District:

Ford Focus Launch Co-ordinator:

Name:

Position:

Contact Tel No:

Contact Fax No:

Action approved by Dealer Principal:

Name:

Signature:

Date:

Action approved by Zone Manager:

Name:

Signature:

Date:

Please fax to your District Office

Please use a photocopy of this form and retain this copy for your records.



franking block order form

Ascom Hasler Franking Block

Complete the Order Form and send together with your payment to:

Ascom Hasler Limited
1 Pride Court, 80 White Lion Street
Islington N1 9PF

Telephone: 0171 833 0101

Contact: Amy Sargeant

VAT No. 218 0238 90

Description		Total Quantity	Dealer Unit Price (inc. VAT)	Total Price (inc. VAT)
Ascom Hasler Machines	Logo only		£62.28	
	Personalised		£62.28	
(Inc. post packing & VAT @ 17.5%) Total				

I enclose cheque no: _____

For the **Total**, made payable to Ascom Hasler Limited

Signature _____

Neopost Franking Block

Proof at £8.75 + VAT

Complete the Order Form and send together with your payment to:

Neopost Limited
PO Box 3, South Street, Romford
Essex RM1 2AR

Telephone: 01708 746000

Contact: Slogans Department

VAT No. 342 2792 61

Description		Total Quantity	Dealer Unit Price (inc. VAT)	Total Price (inc. VAT)
Neopost Machines ----- Franking machine number:	Logo only		£60.42	
	Personalised		£60.42	
(Inc. post packing & VAT @ 17.5%) Total				

I enclose cheque no: _____

For the **Total**, made payable to Neopost Limited

Signature _____

Pitney Bowes Franking Block

Complete the Order Form and send together with your payment to:

Pitney Bowes Ltd
The Pinnacles, Harlow
Essex CM19 5BD

Telephone:
01279 449016/449105/449855

Contact: Jeanette Swinerd,
Pauline Thirley or Sue Keen

VAT No. 213 3293 00

Description		Total Quantity	Dealer Unit Price (inc. VAT)	Total Price (inc. VAT)
Pitney Bowes Machines ----- Franking machine number:	Logo only		£40.22	
	Personalised		£61.34	
(Inc. post packing & VAT @ 17.5%) Total				

I enclose cheque no: _____

For the **Total**, made payable to Pitney Bowes Ltd

Signature _____

Complete this section for all orders.

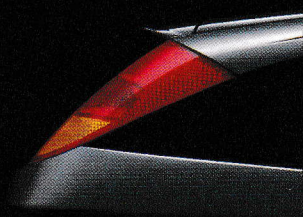
Dealership name	_____
Dealership address	_____

	Postcode _____
Telephone	_____

Please use a photocopy of this form and retain this copy for your records.

Dealer Name		VIN *		F	0	B	X	X		D	Early Warning Report		
Dealer Code		Model: Ford Focus											
Service Manager		Engine Type/kW (PS):		Petrol <input type="checkbox"/>		Diesel <input type="checkbox"/>						Transmission: Manual <input type="checkbox"/>	
* This Report Completed By (Please Print):		* Mileage:										<input type="checkbox"/> A/C <input type="checkbox"/> Central Locking <input type="checkbox"/> ABS <input type="checkbox"/> TCS <input type="checkbox"/> Other <input type="checkbox"/> Anti Theft Equipment	
* Date:		Body Type:										Tyre Manufacturer:	
* Customer Complaint		Colour:										Tyre Size:	
Telephone No.		Fax No.		* Customer Name:		Registration Date:						Engine/Transmission Label/Tag Details	
												* Complaint Cured?	
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