

fordfocus

Please distribute to all Dealer staff

"Ford Focus feels totally superb on the road - cornering and handling inspire confidence."

Auto Express, September 2nd 1998

"The Ford Focus isn't simply 'good', it's absolutely incredible...take it from me, you don't want to buy a Megane, or a Golf or an Astra...you most definitely want a Focus."

Jeremy Clarkson, The Sun, September 3rd 1998

"There is no double edged sword to Ford's victory here. It is the car the class has been waiting a decade for. It is the car that redefines the standards by which all family transport must now be judged. It's the best car we have driven all year."

Autocar, September 9th 1998

Welcome to the exciting new Ford Focus

The Ford Focus will be launched to the public on October 15th.

Ford Focus will be available in 5 door, 3 door, 4 door and wagon, with a choice of four 16V petrol engines or one TDDi diesel engine.

The Ford Focus is an all new entrant in the market and resolves the trade-offs customers have traditionally had to make in the C segment. Ford Focus delivers:

- **styleand**space
 - exciting New Edge design is combined with exceptional interior Freespace
- **performanceand**economy
 - flexible 'fun-to-drive' engines with outstanding fuel consumption and low insurance ratings
- **sizeand**safety
 - manoeuvrable and easy to park but with twin airbags and a rigid safety cell as standard
- **handlingand**comfort
 - innovative suspension design gives comfortable ride with a rewarding drive
- **designand**function
 - inside, the distinctive New Edge interior design is combined with a logical and intuitive control layout.



☆☆☆ **PRODUCT UPDATE** ☆☆☆

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The Five Fundamental Facts Cards refer to “bounce-back” windows.

Please note “bounce-back” is **only** standard on the Focus 2.0L Ghia.

All other Focus models feature “one-shot down” driver’s side windows.