



Dear Focus Friend,

Thank you for taking the opportunity of experiencing the new Ford Focus.

This car has inspired automotive journalists to an unheard of level of praise. They share our view that the Ford Focus will change motoring for ever.

We believe once you have driven the car, you too will share our enthusiasm for the new Ford Focus.

If you need any further assistance, please call the contact number shown on the card inserted at the back of this booklet.



the ford focus

Background

The Ford Focus is one of the most important new cars in Ford's history. It will compete in the largest segment of the global market and goes head-to-head with formidable competition.

To meet this challenge, an all-new car was created to appeal to a wide range of customers and designed to surpass their expectations.

The Ford Focus is modern, distinctive and ingenious and is guaranteed to attract a more progressive, dynamic and individualistic buyer.

It overcomes many of the traditional compromises expected in a car in this class, addressing both customer needs and customer wants.



styleand space

The Ford Focus' striking appearance builds on the imagery established on the Ford Ka, Ford Puma and Ford Cougar. The car's strong, distinctive lines are designed to convey motion and communicate the dynamic capabilities under its skin. Yet the Ford Focus remains highly practical, with a longer wheelbase giving class-leading interior space and enough room to accommodate five people in comfort.

performanceand economy

The Ford Focus boasts low ownership costs, through competitive pricing, outstanding insurance ratings, excellent fuel economy and highly economical running costs. The flexible 16-valve petrol engines give a smooth application of power throughout the rev range, making Ford Focus fun-to-drive.

sizeandsafety

The Ford Focus has been designed to meet stringent safety requirements, with an extensive package of active and passive safety systems, including driver and passenger airbags as standard. However, it retains the manoeuvrability and easy parking of a compact car with big car safety features.

handlingand comfort

The Ford Focus' innovative Control Blade independent rear suspension is unique to the class and gives both a comfortable ride and a rewarding drive.

designand functionality

The distinctive "New Edge" interior design of the Ford Focus is combined with a logical and intuitive control layout.

What the Press say

"It is more spacious, quieter, more comfortable, much nicer to drive, more economical and possibly safer than any other car in its class. It is superb."

Jeremy Clarkson, BBC Top Gear, September 10th 1998

"There can be no doubt that with the new Focus, Ford has produced a class-leading package."

Auto Express, September 2nd 1998

"Ford have made their finest car and rewritten the rule book on small family vehicles at the same time."

Ken Gibson, The Sun, p36, September 4th 1998

"The Ford (Focus) feels better to drive, thanks to more direct, more involving steering, sharper turn-in into corners, less body roll and better ride and body control over bumps."

BBC Top Gear Magazine, October 1998

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

Auto Express, September 2nd 1998

"On this showing, the Focus is the most cleverly thought-out, most capable car in its class."

CAR, October 1998

What the Press say

"Without turning a wheel, the Focus goes straight to the top of the class." "The Ford Focus isn't simply 'good'..., it's absolutely incredible."

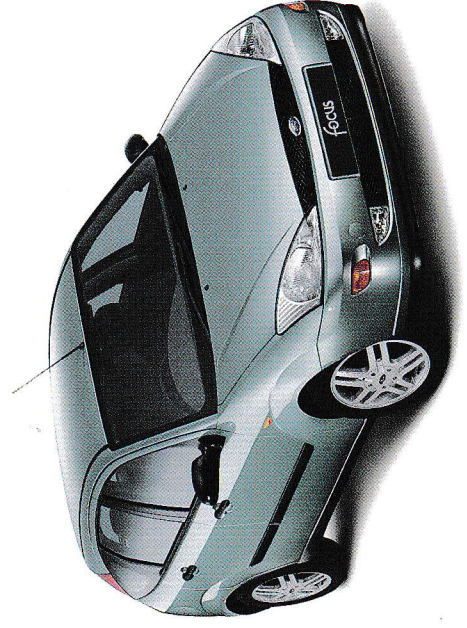
Jeremy Clarkson, The Sun, p36, September 4th 1998

"Ford Focus' driving position is excellent and cabin is so roomy it could almost contend in the next class up."

Auto Express, September 2nd 1998

"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



driveaway information

To unlock the doors:

Pressing the  button once deactivates the double locking and the anti-theft alarm system (where fitted), and also unlocks the driver's door.

Pressing the  button twice within three seconds also unlocks the passenger doors.

To unlock the tailgate:

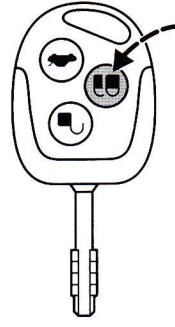
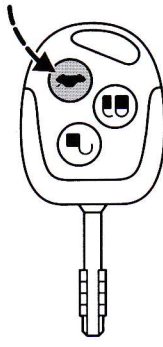
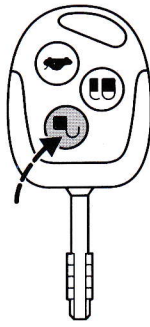
Press the  button twice to release the tailgate.

To lock:

Pressing the  button once activates the central locking and the anti-theft alarm system.

If the  button is pressed twice within two seconds, double locking and the interior sensing alarm (where fitted) will also be activated.

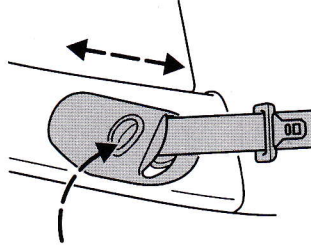
The direction indicators will flash twice to confirm the system is operating.



driveaway information

Adjusting the front seat belts:

Use seat belts at all times. Ensure belts are worn without slack or twists and are not obstructed. The seat belt must not lie across the neck. To adjust, press the locking control on the height adjuster and move the pivot so that the belt rests across the centre of the shoulder.

**Manually adjustable door mirrors:**

Both door mirrors are adjustable from inside the vehicle.

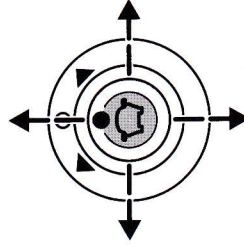
Electrically operated mirrors (where fitted):

Using the control unit in the drivers door, adjust the mirrors as required.

After adjustment, turn the switch back to the centre position.

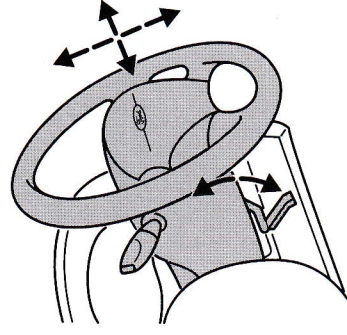
The door mirrors are heated when the heated rear screen is switched on.

Mirror tilting directions

**Adjusting the steering wheel:**

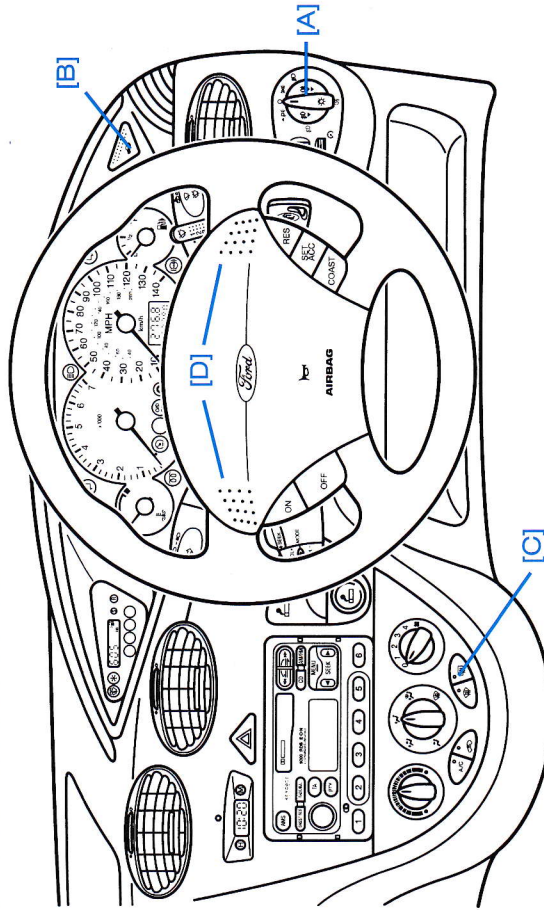
Release the locking lever to adjust the steering column position.

Return the lever to its original position to secure the wheel.



driveaway information

Instrument panel controls



Exterior lights switch [A]

If the exterior lights are not switched off, except for side lights, an audible signal will be heard if the driver's door is opened.

O Lights off

The neutral position.

Side and tail lights

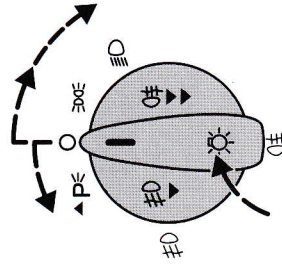
Turn one position clockwise.

Headlights

Turn two positions clockwise with the ignition switched on.

Parking lights

Push and turn anti-clockwise.

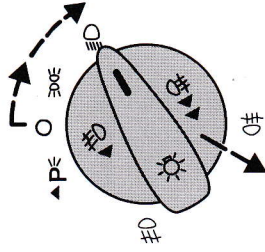


driveaway information

Front fog lights (where fitted): [A]

Switch on the exterior lights and pull out the control switch one position.

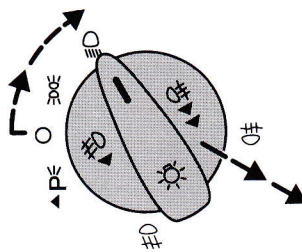
The control light will illuminate when the front fog lights are in use. The front fog lights should be used only when visibility is considerably restricted by fog, snow or rain.



Front and rear fog lights: [A]

Switch on the exterior lights and pull out the control switch two positions.

On vehicles not equipped with front fog lights the control switch can be pulled out only one position.

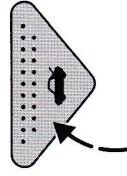


Both control lights will illuminate when the front and rear fog lights are switched on.

The rear fog lights may only be used when visibility is restricted to less than 50m and must not be used when it is raining or snowing.

Remote luggage compartment release: [B]

To open the luggage compartment, press the control.

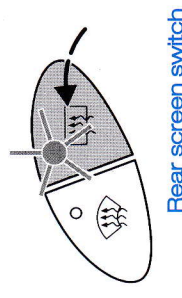
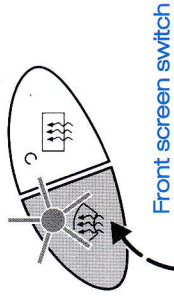


driveaway information

Heated front and rear screen [C]

Use for quick defrosting or demisting of the front and rear screen. It should be switched on only if necessary.

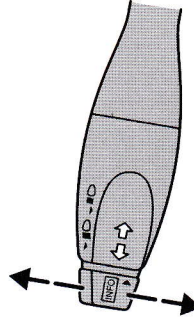
Electrically operated door mirrors also have a heating element to clear glass. This system operates when the heated rear screen is switched on. The heating system switches off automatically after a short period of time.

**Right direction indicator:**

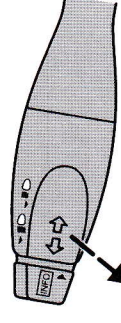
Move the lever up.

Left direction indicator:

Move the lever down.

**Main/dipped beam:**

Pull the lever towards the steering wheel. To return to dipped beam, pull the lever towards the steering wheel again.

**Headlight flasher:**

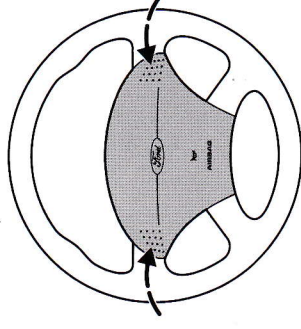
Pull the lever slightly towards the steering wheel.

driveaway information

Horn: [D]

Press the pad.

The horn can be operated when the ignition is off.

**Wiper lever:**

The following functions will operate only with the ignition switched on.

Front screen:

Single wipe: Move the lever down.

Intermittent wiping:

Move the lever up one position.

Normal wiping:

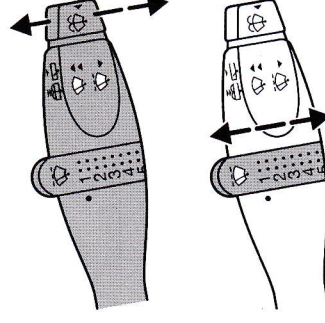
Move the lever up two positions.

High speed wiping:

Move the lever up three positions.

Washer:

Push the knob at the end of the lever inwards. The washer will work in conjunction with the front screen wipers.

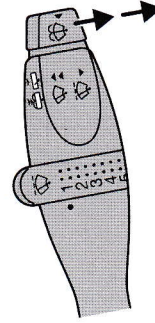
**Rear screen:**

Intermittent wiping:

Pull the lever towards the steering wheel.

Washer:

Pull the lever further to operate the washer. The washer will work in conjunction with the rear screen wiper. After releasing the lever, the wiper still operates for a short time.



looking after you

RAC recovery:

In the unlikely event of a breakdown, we have made special arrangements with the RAC.
Please call (0)800 246 800. If calling from a mobile, drop the (0).

Insurance:

See enclosed card for contact numbers.

Co-ordinator:

See enclosed card for contact details.



We are very interested to hear your comments about the exciting Ford Focus. Use the enclosed contact card to let us know your views. Please return the card to the co-ordinators address shown.

looking after you

Co-ordinator:

If you have any queries please contact

Meredith Earl

Ford Motor Company Limited

1 Eagle Way

Warley

Brentwood

Essex CM13 3BW

Telephone Office: 01277 25 35 10

Mobile: 0836 256 931

Fax: 01277 25 25 98

E-mail: Mearl@ford.com

Insurance:

Please see card inserted in the back pocket of the driveaway guide.

Your comments:

If you are prepared to allow us to publish your comments, please sign below and return this card to the co-ordinators address shown above.

Signed

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