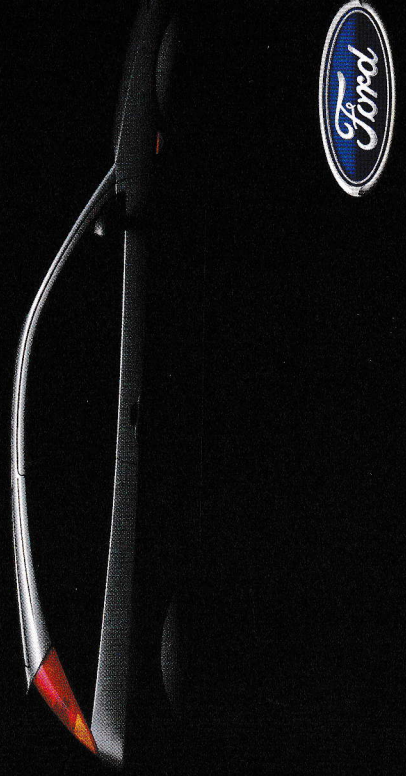


This handbook provides you with full information on all the national activity that supports the Ford Focus Launch.

Please study it carefully and then ensure you keep it safely filed in the back of the Launch Co-ordinator's Tool Kit for future reference.

fleet operations	1
ford customer service division	2
ford credit	3
ford focus media relations	4
ford focus advertising	5
direct marketing	6
dealer and product training	7
ford on show	8



Our objective is to establish Ford Focus on Fleet policy lists in a competitive position through a comprehensive and timely communication programme.

Key Dates for Dealer Business Centres

Fleet customers will receive In Business binder inserts

August 23rd

Dealer Business Centre training with LBDM

September 7th-12th

Marketing Kit and teaser/invitation mailers to Launch Events

September 7th-12th

Brand Builder available to Dealer Business Centre

September 8th

Ford Focus featured on Business TV: 'Focus on Fleet'

September TBC

Ford Focus Friends Launch Event in Dealership

October 1st

Preview and Drive Appraisal for DBC customers at Birmingham NEC

October 12th

DBC In-Dealer Business Launch Event

October 15th onwards

Dealer Business Centre demo programme

October 15th onwards

DBC Motivation Programme – Product Knowledge Quiz

October 15th onwards

Fleet days at the Birmingham Motor Show

October 21st-22nd

Cost of ownership and press comment pack

October/November

Early Warning Programme

For six months after the first vehicle is received, every repair carried out on a Ford Focus, however trivial, must be reported to Technical Services using an Early Warning Report form (provided in the Launch Tools section of the Launch Co-ordinator's Tool Kit). These should be faxed to: **(01277) 251375**.

For extremely urgent potential safety concerns, telephone number: **(01277) 251221**.

Ford Communication to Dealers

As information on any Ford Focus concerns/repairs is assembled, details will be circulated using the following methods:

- ▶ Technical Service Bulletins
- ▶ Technical Clinics*
- ▶ Field Engineers
- ▶ OASIS

*In early 1999 there will be a dedicated Ford Focus technical clinic.

*To ensure you are kept up to date with the latest information, print and circulate your OASIS Broadcast Messages **daily**.*

For concerns which cannot be resolved without diagnostic assistance, Dealers should contact the Technical **hotline**, using the following telephone number: **(01206) 732200**.

If details of a repair are given via the Hotline, it is not necessary to complete an Early Warning Report form, as details of these repairs will be collected automatically.

Early Warning Pack

You will receive an Early Warning Pack (late August/early September) which will consist of:

- ▶ Introductory letter
- ▶ Early Warning Brochure
- ▶ Early Warning Report
- ▶ New Vehicle parts return labels
- ▶ Ford Focus handbook
- ▶ Cutaway poster

Warranty Claims

It is important that all claims are processed quickly, as these will provide us with important data and allow early resolution of any concerns raised.

Parts Return

Analysis of returned new model components is also fundamental to the reporting system. Please ensure that your Warranty Administration area understands the importance of rapid parts return. All Ford Focus parts should be returned with a New Vehicle label affixed, to ensure these components can be handled on a priority basis (for six months after Launch). Certain hazardous material should not be returned. This material is listed in section G 3.4.2 in the Warranty Manual.

Training

The Ford Focus will be covered in a one-day introductory training course at the Ford Care Institute (FCI), Daventry, reference NM26, commencing September 1998. A more detailed two-day training course will commence from October 1998 onwards, reference NM27. Attendance on either course can be booked via FCI Administration, telephone number: **(01277) 221181**.

Service Schedules

Routine Services

New all-model service check lists have recently been produced and distributed as part of the 'Customers for Life' initiative and include the Ford Focus. For those Dealers with the Technical Information System (TIS), the current version of the TIS-cd (7/98) does not include Ford Focus within the Service Checksheet Generator. A new TIS-cd, including Ford Focus, will be issued during September.

Service Intervals

All models of the Ford Focus require servicing every 10,000 miles or twelve months, whichever occurs first.

Literature

Owner Literature

A new Ford Focus handbook has been produced which will comprise Owner's Guide, Quick Guide, Audio Guide, Service History Log and Warranty and Service Guide. A sample copy of the handbook pack will be included in your Early Warning Launch pack.

Workshop Literature

The following workshop publications have been developed. Copies will be mailed to you separately as soon as they become available.

- ▶ Workshop Manual *
- ▶ Body Repair Manual
- ▶ VSTMs/Diagnosis & Testing Manual *
- ▶ Wiring Diagrams *
- ▶ Servicing Pocket Guide
- ▶ Technical Data Booklet
- ▶ Labour Time Schedules (Mechanical, Service, Body & Paint)
- ▶ New Vehicle Delivery Booklet

*Supplied on TIS-cd.

Special Tools and Equipment

There are a number of new special tools needed for the Ford Focus. There are no new items of essential equipment. Please consult TSB 91/1998 for further details regarding these special tools.

Ford Diagnostic System (FDS2000)

Ford Focus diagnostics will be covered in a revised CD (number 26). This will have been issued to Dealers on August 24th, 1998.

Routine Service, Wear and Tear Parts

Details are included in the ISO list.

Extra Cover - Optional Extended Warranty

There will be an Extra Cover Optional Extended Warranty programme in place for Ford Focus. Details of this programme will be sent out to you separately.

Customer Assistance Centre

The Customer Assistance Centre is dedicated to providing a superior ownership experience for all Ford Focus customers.

The Customer Assistance Centre is open Monday to Friday, 8.00am - 6.00pm; Saturday, 8.00am - 12noon.

Telephone number: **(0345) 231 231**.

The Dealer line will also be fully manned at the above times.

Telephone number: **(01277) 252525**.

Ford Focus Accessories

A comprehensive range of accessories has been specifically developed for Ford Focus. Prior to launch, a Dealer Stock Pack of Ford Focus accessories will be available at a special price equivalent to 10% off normal Dealer net. These accessories will 'lifestyle' package at point-of-sale into the following customer packs:

- ▶ Protection Pack
- ▶ Emergency Pack
- ▶ Roof Transportation Pack
- ▶ Child Safety Pack
- ▶ Towing Pack

The retail price of the 'lifestyle' customer packs will be reduced to incentivise customer purchase. See general letter PS/98/121 for details.

The Dealer Stock Pack will cost Dealers approximately £1,000; see following pages for contents. Dealers may order their stock packs in advance by completing the Accessory Starter Pack order form in the Launch Tools section of the Launch Co-ordinator's Tool Kit and faxing it to: **(01327) 301633**.

Advance orders will be processed on receipt, and the accessories will be shipped from week commencing September 14th, as supplies become available.

Showroom accessory display module

A new display module facing, featuring a range of Ford Focus accessories, will be available to participating Dealers. If you are not yet participating in this programme, please contact ROP Administration on **(01327) 312222** for further details.

Ford Focus Accessory Packs

Finis Code

Protection Pack

Standard carpet mats	1073141
Contoured mudflaps (3 & 5dr) – front	1073587
Contoured mudflaps (3 & 5dr) – rear	1073589
Rear window blinds	1073542

Emergency Pack

First Aid kit	5010466
Warning triangle	1048935
Fuel can – 5 litres	0801632
Fire extinguisher – dry powder type	5022160
Tow rope – up to 2500 kg	5011184
Jump leads – up to 2500 cc	5023562

Roof Transportation Pack

Securable crossbars – alloy (4 & 5dr)	1073153
PLUS either:	
1. Bicycle carrier attachment (standard) or	1045389
2. Canoe attachment or	5028353
3. Ski attachment – 3 pairs or	5025973
4. Windsurf attachment	5016245

Child Safety Pack

Baby seat (0 to 9 months)	1035256
Child safety seat – 'Britax Super Cruiser' (8 months to 7 years)	1035255
Booster cushion – 'Britax Horizon' (4 to 12 years)	1035257
First Aid cushion – red	1042904

Towing Pack

Towbar with fixed ball (3 & 5dr)	1076165
7-pin electrics (3 & 5dr)	1075447

Load compartment partition (dog guard)

Half height (3 & 5dr)	1073109
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Dealer Stock Pack

	Quantity in Dealer Pack
Protection Pack	10
Emergency Pack	5
Roof Transportation Pack	2
Child Safety Pack	2
Towing Pack	1
Load compartment partition (dog guard)	1

Total cost of Dealer Pack

£942.24



Simplicity and choice from Ford Credit

Ford Credit is supporting the launch of the new Ford Focus with its full range of business user and finance plans.

As leaders in automotive finance, Ford Credit has developed Optimise, which offers a comprehensive range of methods to finance a Ford Focus which are simple to arrange and easy to understand. Optimise provides customers with stress-free finance and allows more people than ever before to drive away the latest new Ford.

Ford Credit Dealer Account Managers will be discussing Ford Focus prospecting activity with you. They will be available to offer advice, and support any prospecting events run by your Dealership. Additionally, Dealer Account Managers will be on hand to support Ford Focus Launch events as required, to provide advice to customers on our range of Optimise products.

Similarly, Ford Credit Business Specialists will be working closely with Local Business Specialists to promote offers to the local business community.



OptimiseTM
Simplicity and choice from Ford Credit

Options

Options gives the customer the opportunity to drive a new Ford Focus every two or three years. Therefore, it can play a key part in generating sales while reinforcing customer loyalty.

Conditional Sale

Sometimes considered as the more traditional form of finance, it still provides one of the most straightforward ways to finance a new Ford Focus. Flexible deposits and terms ensure that customers will be assured of finding a combination that suits their needs.

Finance for Business Users

Ford Focus will be available on the full range of fleet and business user plans, including leasing and Ford Contract Motoring.

Optimise your Ford Focus sales opportunities

With the sheer number of High Street Banks and Direct Lenders bombarding today's consumers with a bewildering array of credit offers, the Optimise promise of simplicity and choice comes as a refreshing change. You, together with Ford Credit, can help customers 'Optimise' their time by arranging their finance there and then at the Dealership. A customer can purchase and finance their new Ford Focus as a one-stop-shop.

Please contact your Ford Credit Field Representative or local District Office who will be only too pleased to discuss things further.

Finance subject to status. Guarantees and Indemnities may be required.
Quotations: FREEPOST, FCE Bank plc.

Our aim is to maximise positive media coverage and awareness of Ford Focus during pre-sell and Launch periods. The information provided to the press will emphasise the key strengths and product features of the Ford Focus, and offer the maximum opportunity for media representatives to drive Ford Focus.

Event dates

UK Press Embargo lifted

August 21st

Driving Impressions Embargo lifted

September 1st

UK International Press Launch – Deauville, France

September 14th–17th

Full Ford Focus range mix debut at Paris Motor Show

September 28th–29th

Regional Press Drive Appraisal

1st week in October

Full Ford Focus range mix debut at Birmingham NEC

October 20th



The Core Target

The new Ford Focus is the most significant launch for Ford in the last thirty years. The core target group have been identified as people who want to break out of everyday routine and express themselves as individuals. They want the stylish and dynamic looks and outstanding driving experience of the Ford Focus but need a car that is practical, safe, spacious and economical to run.

Advertising Objectives

The advertising will position Ford Focus as an exciting new addition to the Ford range. Ford Focus is **not** Escort's replacement; we are seeking to create a completely new personality for a completely new brand. The advertising will create an image which is aspirational, yet continues with the accessible values that have always been Ford's strength.

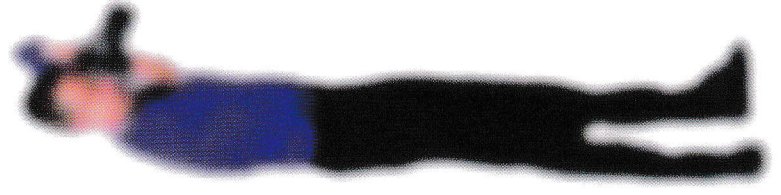
The new Ford Focus says a lot about Ford, and the advertising aims to make people re-evaluate what Ford stands for. We believe it will appeal to people who have not bought a Ford recently and bring them back to the brand as new customers.

Young & Rubicam

Advertising Execution

The launch advertising will run through several different media, beginning with television pre-sell teasers on October 1st and TV Launch advertisements on October 15th. Poster campaigns and double-page spreads in national newspapers and magazines begin October 6th. The pre-sell campaign creates anticipation of the launch date, October 15th, by showing a distinctive profile of the car and encouraging prospects to book a test drive.

The profile shot of the car becomes the signature symbol for the brand and is reflected in all other communications, including the main launch advertising (and on the in-Dealership Ford Focus Room kits). The main advertising will create desirability for the product by captivating people with the idea that this car is beyond their expectations. 'Expect More' will become the rallying cry of the brand.



Young & Rubicam

Pre-sell mailing

Date: September 23rd

Target: C class competitive owners (Volkswagen, Vauxhall, Fiat, Renault...), Ford Escort owners who have deferred repurchase/expressed an interest in Ford Focus, and all people who have contacted Ford asking for details of Ford Focus. This list will include your own nominations.

The mail piece invites these potential customers to visit your Dealership for a privileged preview of the vehicle in the Ford Focus Room, before it is officially on sale, and to book a test drive. Leads are allocated by DAR, and the letter will carry your Dealer name, address and telephone number.

This invitation will include a section for the customer to bring into the Dealership to register their attendance. This is vital and should be returned to Wunderman Cato Johnson. You will receive full instructions on the registration and return procedure. Sales Executives will be incentivised on the number of test drives taken as reported by the test-drive appraisal cards. Of these leads, a proportion are classified as **very hot**. These leads **only** will be forwarded to you as easily identifiable SPR cards from September 24th.

Door-drop

Date: October 19th - November 21st

Target: Ford Focus target profile customers. The Ford Focus potential customer profile has been used to identify the areas of the country, by postcode, that house the largest concentration of people you need to speak to.

If you are participating in this centrally co-ordinated activity, the maildrop will encourage the recipient to visit your Dealership to take a test drive.

Ford Magazine

Date: September 23rd

Target: Loyalty, Prospect. The magazine will have an insert which invites readers to visit their local Dealership for a privileged preview of the Ford Focus before its 'on sale' date, and to book a test drive. A central number will be provided which customers may call to find out the name, address and telephone number of their local Dealer.

NB: In all cases you will receive copies of the mailings to ensure that you have full details of customer offers.

The objective of our comprehensive training plan is to educate Dealer staff and ensure they have the knowledge and enthusiasm to present Ford Focus to the British public, professionally.

The programme comprises two phases:

Date: September 7th - 11th

In-Dealer training for all customer-facing Dealer staff, incorporating:

- ▶ Establishing the value of 'Brands' (pre-course material)
- ▶ Ford Brand DNA
- ▶ Ford Focus Brand
- ▶ Ford Focus market
- ▶ Dealer planning for Ford Focus Launch

Date: September 14th - October 8th

Regional Drive Appraisals for all Dealer Sales staff and Dealer Management, to experience Ford Focus versus competition, delivering the Ford Focus Fordrive™

- ▶ Ford Focus on track
- ▶ Ford Focus and competition back-to-back appraisal
- ▶ List of Ford Focus Fordrive™ Events

- Thruxton, Andover	September 14th-15th
- TRRL, Crowthorne	September 17th-18th
- Millbrook, Milton Keynes	September 21st-23rd
- Elvington, York	September 28th-29th
- Ingliston, Edinburgh	October 1st/2nd/3rd
- Oulton Park, Chester	October 7th-8th

Aftermarket Training

Introducing Ford Focus for aftermarket Dealer staff: a one-day course to introduce Ford Focus and provide delegates with a technical appreciation of its class-leading features.

- ▶ FCI training college, Daventry September 7th
- ▶ Livingston regional training centre September 28th

'Aurora' brand experience

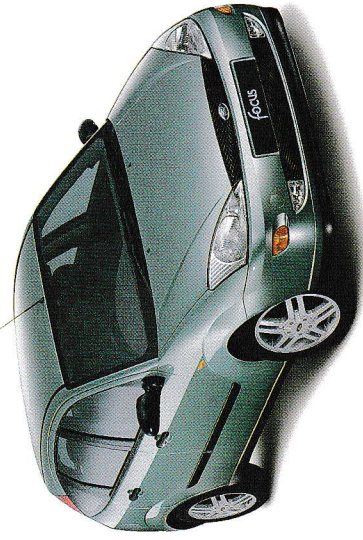
Brand training for all Dealer staff, providing the opportunity to visit the 'Aurora' brand experience at the Birmingham NEC.

- ▶ Birmingham NEC 'Aurora' brand experience October 10th - 19th

PLAN

PLAN product evaluation material for Ford Focus (to be mailed during September).

- ▶ A5 product presentation
- ▶ A4 product guide
- ▶ Ford Focus PLAN quiz
- ▶ Ford Feature Model™ presenter material
- ▶ Fordrive™ training tape



The complete event service for Ford Dealers

Ford have equipped and developed the Ford on Show programme to be a unique event support service for all their Dealers. Whatever type of event you are looking for, Ford on Show will ensure that it is **professional, in keeping with brand image and excellent value.**

For a hassle-free event, call the Ford on Show Hotline:

(01869) 233000.

Events include but are not limited to:

Dealer openings, launches and similar corporate occasions

- ▶ Ford on Show can provide everything for these events, from the lectern, PA system and special displays of the traditional opening, to a full in-Dealership auditorium.

Off-site displays: shopping malls, retail parks, hotel sites and unusual display areas

- ▶ To support these activities there is a database to help you choose appropriate and effective sites, well-tried data capture techniques to find new future customers and a range of equipment to give the displays impact.

Exhibitions

- ▶ All the equipment and skills to design and produce a presence in any Exhibition Centre, large or small.

Promotional events, 'hospitality evenings' and 'loyalty builders'

- ▶ These events are very successful in bringing in customers old and new. Ford on Show offers the complete package for a wide range of evenings, including: theme nights (Casino, Parisian, Race Nights and Fashion Shows), motorsport evenings and ladies evenings.
- ▶ All you need to do is choose the date and the type of evening which you require. Help can even be made available with invitations.

Ford on Show Hotline **(01869) 233000**.





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