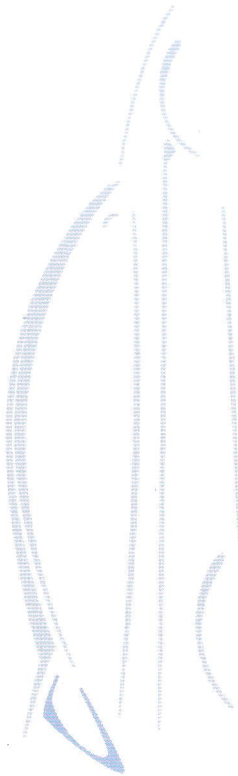


Contacts and notes



freechoice

Easier to choose the model you really want...
...a narrow price band for the entire range

Simple, straightforward pricing...
...clear, consistent price steps between models

Choice of simple ways to pay...
...Optimise and Ford Insurance

fordfocus launch telephone competition

call (01273) 300 111

Test your knowledge on Ford Focus Launch – answer 9 multiple-choice questions.

The first 1,000 callers to answer 8 out of 9 questions correctly will receive a Ford Focus fountain pen.

All callers scoring 8 out of 9 or more will be entered into a prize draw for one of fifty places at an exclusive Track Event.

fordfocus

the five fundamental facts



1. styleand space

- ▶ Exciting New Edge design. Flowing forms with crisp edges intersecting taut lines, distinctive front and rear lights.
- ▶ Interior 'freespace'. The New Edge design allows a higher roof line without compromising the proportions of the car.
- ▶ The longest wheelbase in the class. Wheels 'pushed out' to the corners improve both the stance of the car and its interior space.

2. performanceand economy

- ▶ A range of four fun-to-drive, free-revving 16V petrol engines.
- ▶ An advanced direct injection, intercooled turbo diesel engine.
- ▶ Best-in-class fuel economy (1.6 16V petrol engine and 1.8 direct injection TD) and low insurance ratings.

3. sizeand safety

- ▶ Efficient exterior size for manoeuvrability and easier parking.
- ▶ Computer designed rigid safety cell, side impact beams, crumple zones, anti-submarine seats.
- ▶ Twin airbags plus an advanced seat belt system, including lap and diagonal seat belt for centre rear seat passengers.

4. handlingand comfort

- ▶ New fully-independent, multi-link control blade rear suspension provides a plush ride quality.
- ▶ Longitudinal compliance boosts steering precision, feel and handling.
- ▶ Passive rear-wheel steering gives greater stability, especially during high-speed lane changes.

5. designand functionality

- ▶ Innovative New Edge interior, designed around the driver.
- ▶ Intuitive, logically placed, easy-to-use controls.
- ▶ Customer-relevant attributes such as, bounce-back electric windows and a rear tailgate release with speed lock out.