

PLAN

M1

product**guide**



ford**focus**



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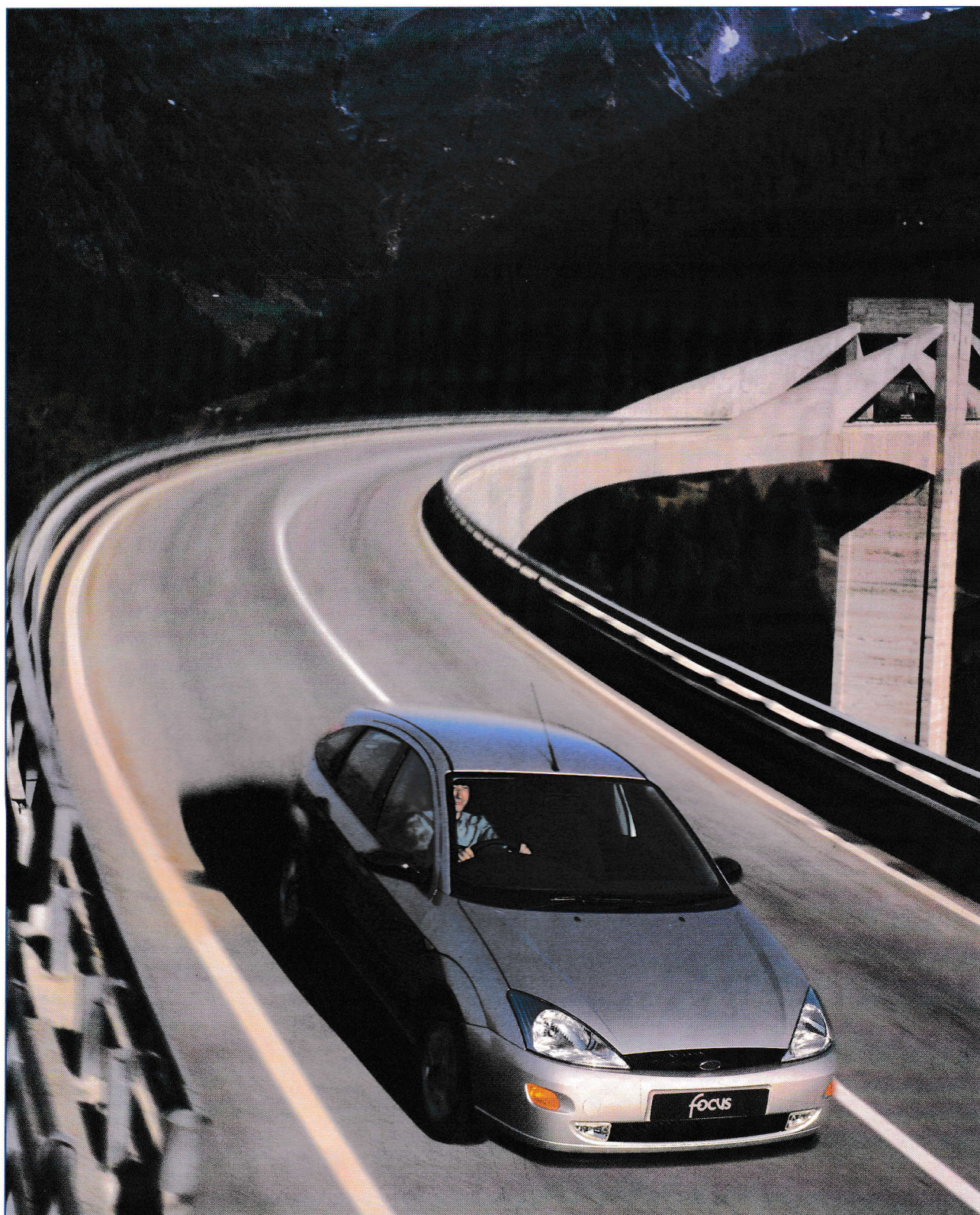
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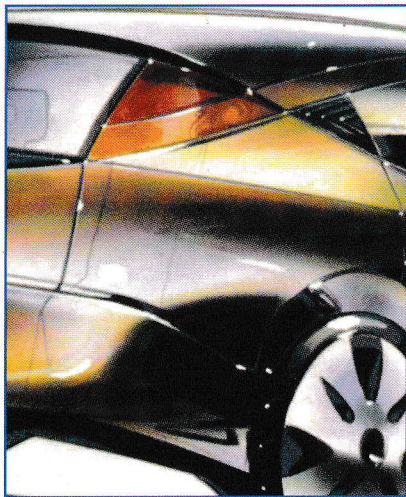
introduction

"Ford Focus is one of the most important cars Ford has launched in its history. It competes in the largest segment of the global market and goes head-to-head with formidable competition. To meet the challenge, Ford Focus had to be based on an all-new world-class platform, one that would first provide a class-leading generation of cars for Europe and then go on to provide the basis for a whole new generation of cars for sale right around the globe."

Al Kammerer

Ford Focus Vehicle Line Director





"Ford Focus' striking appearance builds on the imagery established on the Ford Ka, Ford Puma and Ford Cougar. While clearly a new look for the class, Ford Focus is still very distinctly a Ford, and it takes New Edge design a major step further. The car's machined look and taut, crisp surfacing provide an athletic stance that reflects the precision of the car's under-skin engineering. More importantly, Ford Focus was created around the customer, with a package and proportions that set the vehicle apart from the competition."

Claude Lobo

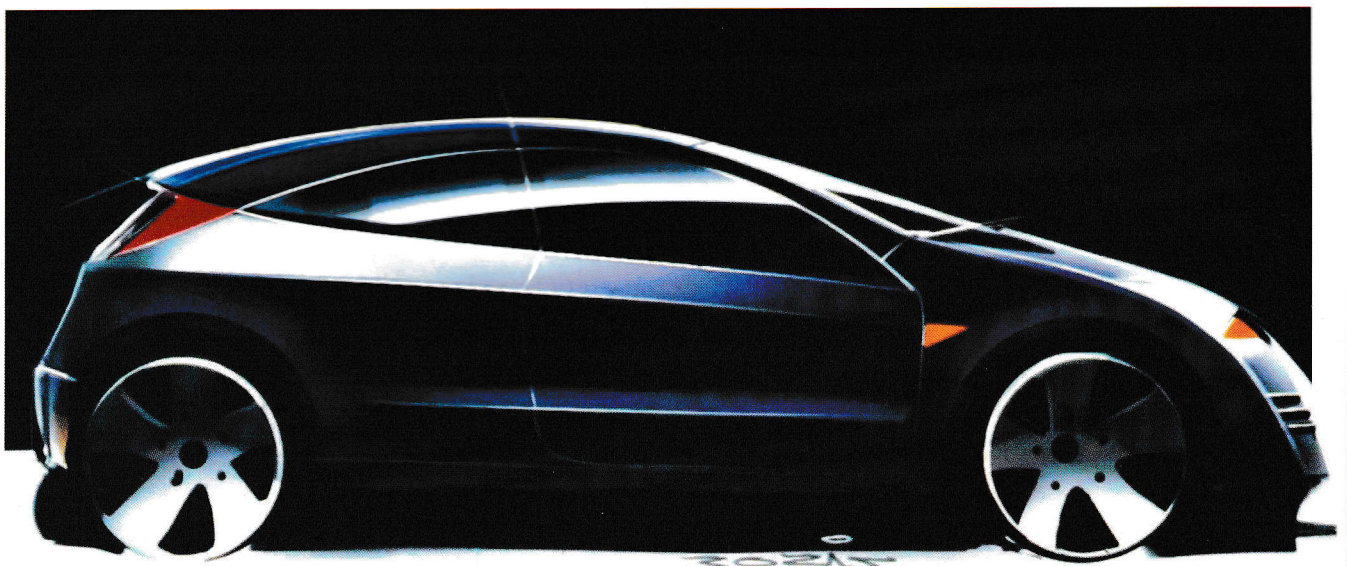
Small and Medium Vehicle Design Director

stylish 'New Edge' design

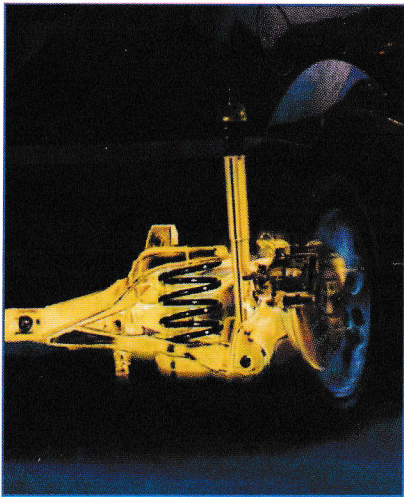
Ford Focus was designed with strong, distinctive lines that convey motion and communicate the dynamic capabilities underneath the skin. The design features the trade mark 'New Edge' flowing form, sharpened with crisp edges, sharp intersections and taut lines, together with distinctive front and rear lights.

Inside, the all-new interior complements the New Edge exterior with the same elements of curved lines and smooth surfaces. The instrument panel has been 'shrink wrapped' around the components beneath to give maximum feeling of freespace.

One of the key objectives set for Ford Focus was to have a best-in-class interior space. To achieve this, Ford Focus features the longest wheelbase in the class. Led by an ergonomist, the development team made extensive use of state-of-the-art 'RAMSIS' software to optimise the interior to accommodate comfortably a huge range of occupant sizes ranging from the small female, with height and weight of approximately 1.49 metres (4'9") and 44kg, to the large male, at 2.03 metres (6'6") tall and weighing 108kg.



the ford**focus** – a 'feelsafe' drive



'We've concentrated on four fundamentals – agility, stability, precision and comfort – and then fine-tuned them relentlessly with the aim of creating a vehicle with superb dynamics craftsmanship.'

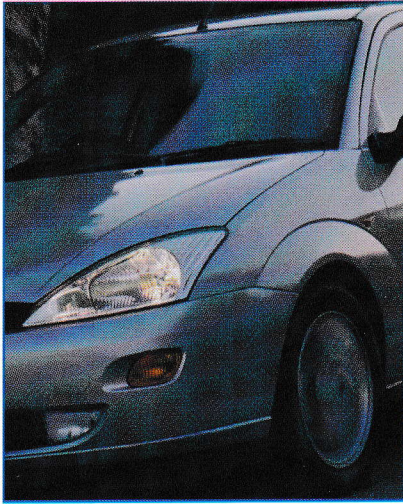
Dr Franz-Josef Laermann

Ford Focus Engineering Manager

A common theme throughout the development of Ford Focus has been attention to detail. Nowhere has this been more true than in vehicle dynamics, where the intent was to build on the acclaim first established with Ford Mondeo and continued by Ford Fiesta. Great to drive, Ford Focus is designed to deliver smooth, progressive responses and enhanced safety for all types of driver.

A new, fully-independent, 'Control Blade' multi-link rear suspension represents a significant advance in the class – none of the major competitors offers it. As a result Ford Focus combines superior comfort with better wheel control that greatly improves stability and active safety – particularly in extreme cornering or heavy braking situations.





"At Ford we think of cars as more than just transportation – the act of driving should be a real pleasure – I call that dynamic integrity and it incorporates 'fun to drive'.

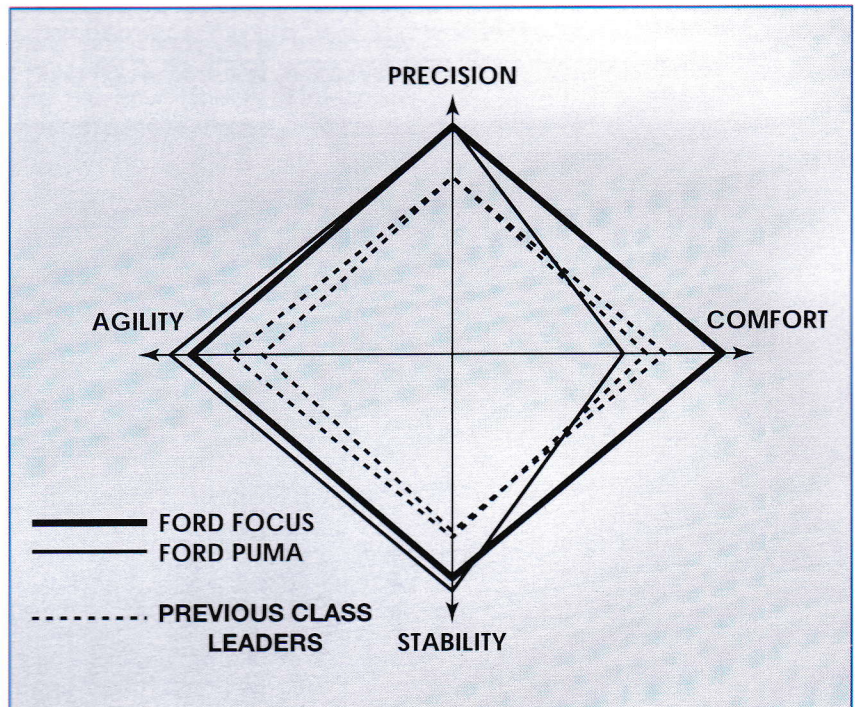
Dynamic integrity means that everything we engineer in the vehicle feels right, interacts harmoniously and gives you that indefinable 'feel good factor'. It convinces you that the car will do anything you ask of it and never, ever surprise you negatively."

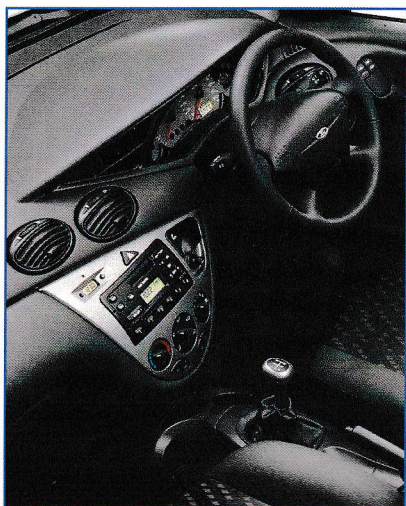
Richard Parry-Jones

Vice President – Product Development and Quality

Ford's dynamic integrity is built on four cornerstones: Stability, Responsiveness (Agility), Comfort and Precision.

Outstanding driving dynamics is one of the most important advantages Ford Focus commands over the competition. A Fordrive is essential to communicate this advantage to potential customers.





"In developing Ford Focus, a single acid test remained in the backs of our minds: 'Is this the car in which we would prefer our families to travel?' The answer is a resounding 'yes' – from a safety perspective alone. On top of that, Ford Focus has the lowest anticipated ownership costs in the class, achieved through its very competitive price, outstanding insurance ratings, low repair costs and low running costs. Combine this with a vehicle that is practical, versatile, easy-to-use and friendly to the environment, and we believe Ford Focus is a car that provides overall 'peace of mind'."

Rose Mary Farenden
Ford Focus Project Manager

ford**focus** – safe and secure

With Ford Focus we aimed to build on Ford's established reputation for safety and security. Once again our engineers were able to call upon Ford's unrivalled computing power, to help design a 'whole car' approach to safety and simulate crash testing on computer. In addition, Ford Focus has been subjected to more than 100 different 'real world' crash test modes – and of course all of the mandatory destructive tests.

The one group of people to whom we aim to make Focus unattractive are car thieves! Security on Ford Focus was developed in close co-operation with major European insurance associations. All vehicles are equipped with a Thatcham II-approved latest generation electronic Safeguard engine immobiliser – and all Ford Focus models also have a key-operated bonnet lock, which prevents the bonnet being opened from inside the car. This simple innovation, together with Safeguard, virtually eliminates the possibility of vehicle theft from 'hot wiring'.

ford**focus** – low cost of ownership

Ford Focus continues the Ford tradition of offering exceptional value by providing a wide range of customers with safety, technology and comfort features normally associated with more expensive vehicles. Value is further enhanced by the low cost of ownership of Ford Focus, achieved through its fuel economy and low running, repair and insurance costs.

ford**focus** – kind to the environment

Environmental compatibility and recycling were carefully considered from the beginning of Ford Focus' development. Recycled consumer goods – such as old plastics, carpets and even denim jeans – have been used to make Ford Focus components, such as the battery housing, heating ducts, sound-deadening materials, air filter housing and fuse box.

the five fundamental facts

"The traditional C segment has often been seen as the segment of compromise. People have bought cars in this segment more by default than choice. Some may want a larger car but can't really afford it. Others would really like the style of a coupe but have children and so need the extra interior space.

Ford Focus is set to change all that – it is the car that overcomes all of the traditional trade-offs you expect to find in a car of this class."

Mark Deans
Ford Focus Brand Manager

These first pages have sought to provide an insight in to the design and engineering challenges faced by the teams which developed Ford Focus. Their objectives were very clear – to develop an all-new car in the heart of the market that sets new standards in Design and Package, Driving Dynamics, Ingenuity and Accessibility – the four areas of the Ford brand DNA.

To help you communicate the benefits of Ford Focus, we have established the 'Five Fundamental Facts About Focus' that summarise the key attributes inherent in Ford Focus design that cannot be matched by competition. In all five areas, Ford Focus resolves the traditional trade-off between needs and wants.

style**and**space

Exciting New Edge Design is combined with exceptional interior free**space**.

performance**and**economy

Flexible, fun to drive engines with outstanding fuel consumption and low insurance ratings.

size**and**safety

Manoeuvrable and easy to park but with twin airbags and a rigid safety cell as standard.

comfort**and**handling

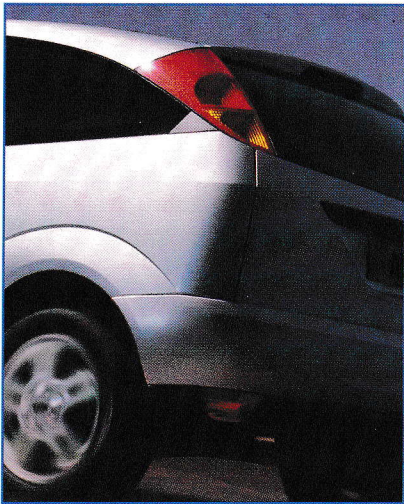
Innovative suspension design gives a comfortable ride with a rewarding drive.

design**and**functionality

Inside the distinctive New Edge interior design is combined with a logical and intuitive control layout.

It is critical that these five facts are communicated to every potential Ford Focus customer. We have an advanced product – much of the value is in the engineering and the ingenious design and we must communicate the value of this engineering investment to every customer.

taking ford**focus** to market



Ford Focus is our new point of view in the heart of the market. Its modern, distinctive and ingenious personality will attract more progressive, dynamic and individualistic buyers. Because Ford Focus is targeted at a different type of customer to those who will still find Escort appealing, Focus is not Escort's replacement but an incremental offering in the heart of the market.

The new Ford Focus says a lot about Ford, and our advertising campaign 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.

ford**focus** – building the brand

Our market research teams identified a group of people for whom Ford Focus had a particular appeal. They describe these people's attitude as 'BREAK FROM THE ROUTINE'.

'Break from the routine' customers are of no particular age and they are female as well as male, but they do have certain attitudes that bring them together. They expect more out of life, they stand up for what they believe in – good enough is not good enough.

So, to communicate with these people our advertising agency – Young and Rubicam – has developed a creative positioning with the strap-line – 'expect more'.

expect**more** – the creative idea

Increasingly people expect more from life, and also from the products that form part of their lives. Their expectations in life are driven by a recognition that it is down to the individual to assert themselves and make choices in order to achieve more. This is not just in a materialistic way, but also in terms of self-fulfilment.

The creative idea touches this need to express individuality through action – "just all right" is not good enough for these people. Even if some of the target do not lead this type of life they aspire to it.

Their attitude towards products, similarly, is that they must do more than fulfil a function. They must do it well, better than others, and at the same time suit their wish to express individuality. Products without soul or personality fail to reach their standards.

Y&R

ford**focus** – free**choice**

It is critical that we make Ford Focus fully accessible to our customers by offering real choice – we call it free**choice**.

Freechoice is an approach to pricing that ensures customers can have choice as well as outstanding value.

Our 'Connect with Ford' strategy is to deliver a simple customer proposition that takes the anxiety out of buying a car and offers consumers real choice. Through 'Connect with Ford' we make our cars more accessible to our customers and seek to ensure they get to drive the car they really want.

So, with Ford Focus we have a small number of price walks with fixed spacing between the points making the pricing simple and straightforward. But to deliver real choice we have gone further to offer our entire model range within a narrower price band.

As an example, the Vauxhall Astra price range goes from under £12,000 for the Envoy through to over £17,000 for the CDX Estate.

This wide price range has two key effects.

It means the lowest priced Astra model, the Envoy, is under equipped with thin tyres and unattractive black bumpers – it is no advert for the Astra brand. Just as importantly, it means that the majority of people – those who want to buy in the middle of the range – only have a small number of models from which to choose. They can't afford cars at the top of the Astra range at £17,000. So there is no real choice for the majority of people.

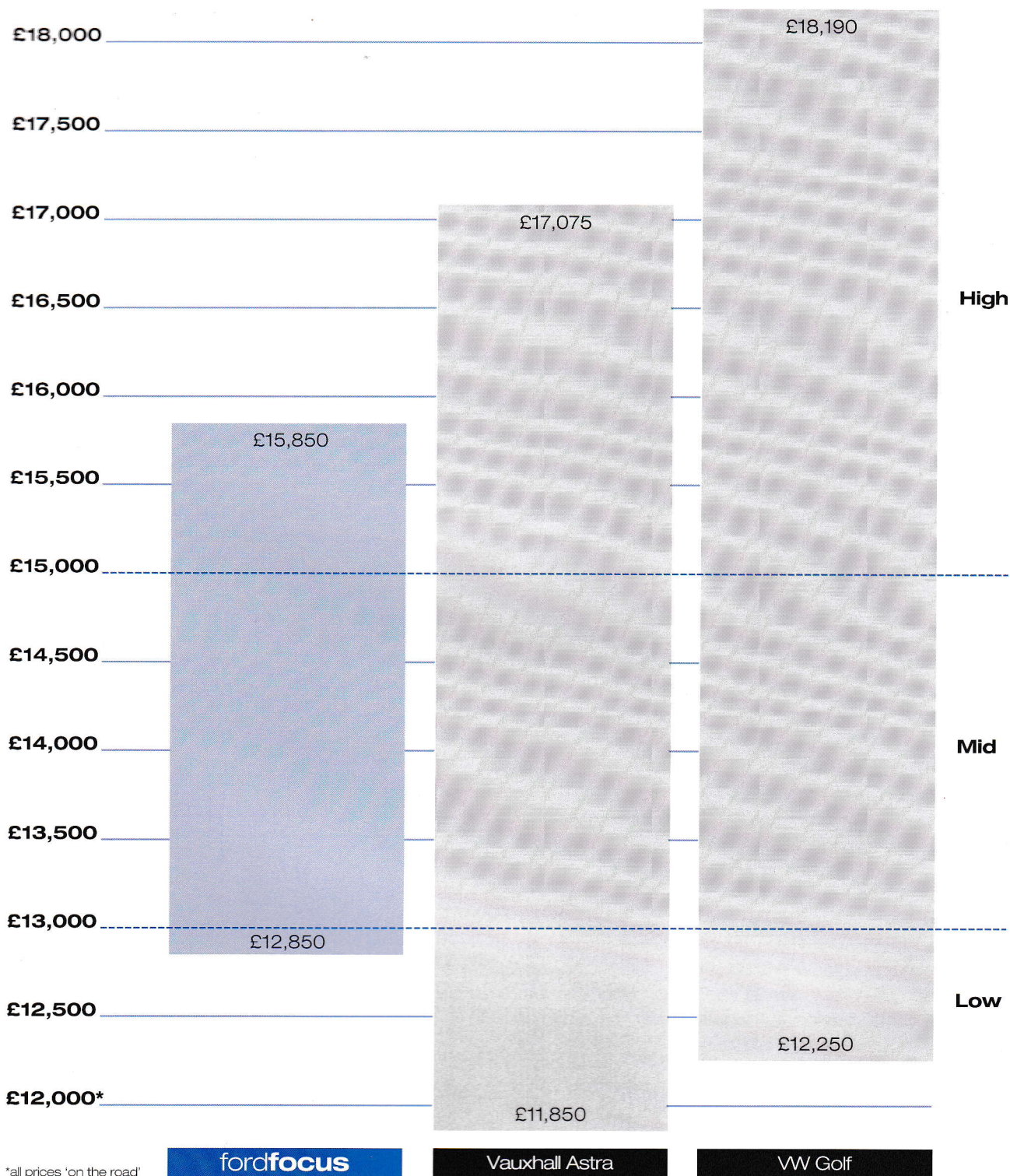
the car you really**want**

With Ford Focus it's different. A narrow price range means that the majority of customers – those who want to buy in the middle of the range – are offered real choice, with even the luxurious Ford Focus Ghia within easy reach.

Finally, we made the option packs on the Ford Focus outstanding value so that customers see adding options as further enhancing the value of their purchase rather than as an expensive luxury.

Study the chart opposite, and the competitive comparisons later in this product guide, to fully understand the value strategy of Ford Focus.

fordfocus – freechoice



The entire Ford Focus range spreads over a £3,000 price band across the middle of the market with over 90% of the anticipated volume priced between £12,850 and £14,350.


This has the following benefits:

- For the majority of people who wish to buy in the middle of the market even the luxurious Ford Focus Ghia is within reach.
- All 28 models available in the middle of the market offers real choice – **freechoice** – and gives Ford Focus the opportunity to really attack this key volume sector.

featuresandbenefits

The following sections explain in more detail the features and benefits of the Five Fundamental Facts.

styleandspace

Feature	Benefits	Technical Explanation
Striking and dynamic New Edge styling.	Makes individual statement. Choice of 3dr, 5dr, 4dr and Estate bodystyles. Clearly differentiates Ford Focus from the competition and represents the Ford design point of view.	Design allows tighter body assembly tolerances and reduced build time.
High roof line allows deeper windows.	Enhanced exterior style and interior comfort.	The practicality and versatility of Ford Focus is communicated by its generous amount of window glass, or 'Daylight Area.'
High roof line offers good headroom, long wheelbase increases legroom and a wider rear seating area expands the shoulder room.	Head, leg and shoulder room in ample measure.	Shoulder room for the rear passengers totals 1358mm.
Character of 4dr is distinctly different from sporty 3dr and versatile 5dr and Estate.	'Sixth light' ahead of rear roof C-pillar extends the glass area and helps to create an elegant appearance.	
Estate design reflects customer desire for functionality, versatility and style.	Elegant roofline of Estate avoids utilitarian appearance without compromising cargo capacity.	
Tall rear doors.	Rear doors of the 4dr, 5dr and Estate are common, each providing exceptional ease of access.	
Maximum interior space.	Can accommodate up to five adults.	Interior design has been optimised for a wide range of people with different figures, from approx 1.49m (4'9") tall to approx 2.03m (6'6") tall.
Distinctive headlamps.	Penetrating night-time illumination and characteristic appearance.	Signature of New Edge and one element of Ford 'face' that makes Ford Focus unmistakably a Ford. Polycarbonate lenses are tough, easy to clean and can be removed and replaced simply.
15x6 alloy wheels on Zetec and Ghia 2.0i; 14x5.5 steel wheels with full wheelcovers on other models.	Smart exterior style, improved vehicle stance and insulation from road shocks.	Large diameter wheels fill wheelarches, raise overall gearing for quieter low rev cruising. Increased tyre area improves bump absorption.

Feature

Large window glass area.



Benefits

Excellent all-round visibility, including critical over-shoulder view.

Technical Explanation

Windscreen A-pillar designed to be as thin as possible for maximum visibility, yet retains strength for assured crash protection.

V-shaped lower edge of rear windscreen improves vision for reversing.

Beneath crisp edges, taut lines and sharp intersections lies a smooth sculptured aerodynamic shape.

Good fuel economy and low wind noise.



Ford Focus has an aerodynamic Cd rating of 0.32 achieved through attention to detail on items like wheelarch 'eyebrows', door mirrors, air intakes and rear underbody 'aero-shield'.

Distinctive 'Kamm' tail hatchback design of 3/5dr.

Helps to cut drag and reduce vehicle lift to boost stability in cross-winds and fuel economy at high speeds.

The so-called 'Kamm' tail is named after a German Professor, who during 1937-39 found the aerodynamic properties of a sharply cut-off tail to be superior to the long teardrop tails that were then currently fashionable.

Management of the air flow ensures tail lights and rear window remain clear of road grime.

Wide door mirrors.

Featuring convex lenses for increased field of vision to raise driver's awareness.

Door mirrors designed to channel air flow to keep side window glass clear of rain water and reduce wind noise.

Long wheelbase, short front and rear overhangs.

Confident on-road stance, stable handling and ride, interior space.

Positioning wheels at extremes of body allows maximum use of interior. Wheelarch 'eyebrows' add muscularity to the shape and reinforce the stable, 'wheel-in-each-corner' stance of Ford Focus.

A new 'clinched flange' method for making the wheelarches provides greater clearance to allow the wheels to be pushed further outwards.

Ford Focus wheelbase is 2615mm, longest in the class, yet overall length is 4152mm (3/5dr).

Protective body mouldings connect wheelarch 'eyebrows' to emphasise vehicle length, reducing the car's perceived overall height.

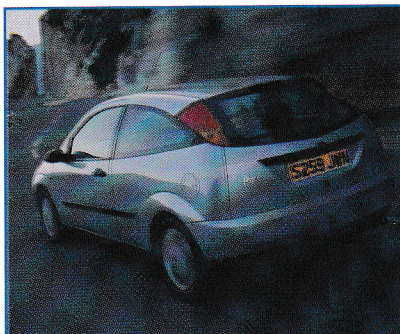


Feature

Tail lights positioned high up on rear pillars on 3dr/5dr.

Benefits

High visibility brake lights and turn indicators.



Technical Explanation

Proven to be seen from farther behind in traffic.
Out of the way from low-speed knocks and scrapes.
Allows greater width for boot loading access.

Tall, wide opening doors with easy to grab 'pull-out' door handles.

Large door handles make opening them easy, particularly in emergencies.

High-opening tailgate remains low enough for shorter people to close easily but not too low that tall drivers will hit their head on the latch.
Low lift-over boot entry lip makes loading easy.

Practical boot access enhanced by design of Control Blade rear suspension limiting intrusion.

Boot design has optimised the shape of the load compartment, to the extent that it is more usable than that of other cars in this class. Capacity ranges from 0.350cu m to 1.205cu m for 3/5dr. Ford Focus 4dr offers 0.490cu m and Estate has a maximum of 1.580cu m.

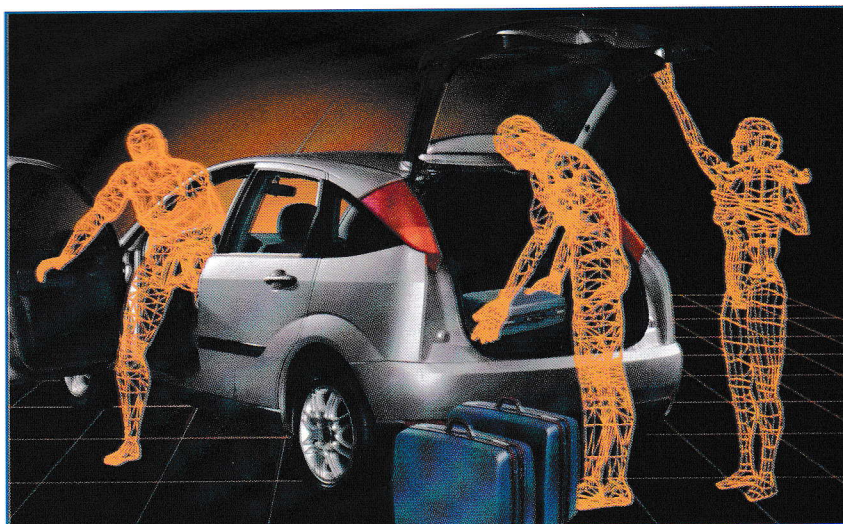
Ford Focus 3/5dr has between 0.350cu m and 1.205cu m of luggage capacity, with minimal rear suspension intrusion.
4dr offers an impressive 0.490cu m and Estate between 0.520cu m and a maximum of 1.580cu m.

Boot space has been optimised for cube, shape and access. Designers have ensured that suitcases can be fitted side-by-side in the bottom of the boot.

Rear seats of all models have a 60/40 split/fold facility.

Enables either large loads or the combination of passengers and luggage to be carried safely. Accessory roof racks allow an additional maximum of 75kg to be carried on the roof of 3dr/4dr/5dr models and 100kg on Estates.

Estate models also feature the option of uprated rear suspension to better cope with increased loads, plus roof rails to suit a variety of luggage carriers.



performance **and** economy

Feature

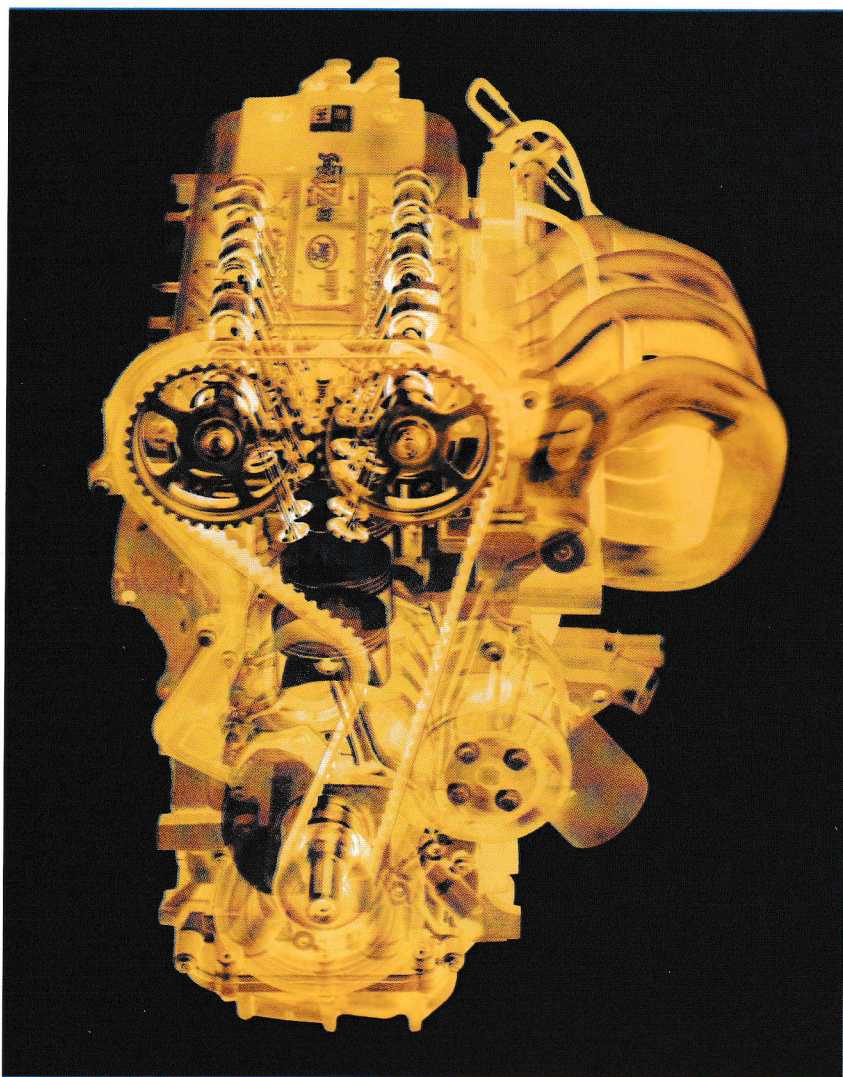
New high-torque version of 1.4i 16V Zetec offers 75PS/5,000rpm and 125Nm/3,500rpm.

Benefits

Emphasises fuel economy and ease of driving in lower speed ranges.

Technical Explanation

- Tuning the inlet tracts, camshaft timing and EEC-V engine management system has boosted low rev pulling power by 10%. Peak torque is now produced at 3,500rpm, rather than 4,500rpm.
- The Ford Focus 1.4i Zetec features a high (11.0:1) compression ratio (the ratio of combustion chamber volume to surface area) which increases the thermal efficiency and therefore fuel economy.
- Each cylinder has a 'knock' sensor connected to the EEC-V which means the engine can continue to run at its optimum and maintain peak efficiency under all conditions.



All-new, all alloy 1.6i 16V Zetec offers 100PS/6,000rpm and 143Nm/4,000rpm.

A spread of peak torque is available between approx 2,500rpm and 4,000rpm, making this engine easy to drive.

16V engines used to be characterised by their relative lack of low rev pull contrasting with the increased power at higher revs.

Latest engine designs mean that the benefits of an 8V engine (low rev urge) can be retained with a 16V unit, to combine with the power and economy advantages.

- The 1.6i Zetec is similar to the 1.4i but with a slightly longer stroke of 81.4mm (instead of 76.5mm) and a bore of 79.0mm (instead of 76.0mm).
- The 1.6i Zetec also runs a high 11:1 compression ratio and also uses knock sensors like the 1.4i Zetec.

700rpm idle speed.

Keeps noise levels low, raises fuel economy and keeps emissions minimal.

performance **and** economy

Feature	Benefits	Technical Explanation
1.8i 16V and 2.0i 16V Zetec petrol engines have aluminium cylinder head with iron block.	Aluminium alloy head offers proven heat dissipation qualities combined with the robustness of an iron block.	
1.8i 16V Zetec delivers 115PS/5,750rpm and 158Nm/3,750rpm.	80% of peak torque is available at any point from idle all the way up to 6,000rpm, making the engine pull from low revs in high gears for relaxed driving and enhanced fuel economy.	Newly developed air intake has contributed to a very flat torque curve.
2.0i 16V Zetec delivers 130PS/5,750rpm and 174Nm/3,750rpm.	80% of peak torque is available between idle and 6,000rpm.	Similar in design to the 1.8i Zetec, the 2.0i has a larger bore.
Zetec engines feature sequential electronic fuel injection, four valves per cylinder, Formula 1-style fabricated exhaust manifold.	Highly responsive and free-revving with distinct performance 'feel' balanced by low-speed torque, flexibility and smoothness.	<ul style="list-style-type: none"> • Injects precisely metered fuel quantities into the inlet tract of each cylinder individually at the optimum point in each combustion cycle for improved performance and economy. • Four valves per cylinder increase the quantity of air:fuel that can be burnt, raises the power output and optimises fuel economy. 16 valves enable an engine to 'breathe' more easily at high revs to make enthusiastic driving more rewarding. • Using a lighter fabricated exhaust manifold in place of a heavier cast item improves gas flow for better engine breathing and allows the catalytic converter to reach operating temperature quicker, enhancing fuel economy, emissions and performance.



Impressive fuel economy.

Low running costs.



• Combined cycle fuel economy for each petrol engine (5dr) is as follows:

- 1.4i 16V – 44.1mpg;
- 1.6i 16V – 40.9mpg;
- 1.8i 16V – 37.2mpg;
- 2.0i 16V – 31.7mpg.

Feature

Zetec engines have an advanced engine temperature gauge.

Benefits

Precise engine operation for optimum performance and economy.

Technical Explanation

- All Zetec engines use an engine temperature sensor mounted in the cylinder head itself, adjacent to a combustion chamber, rather than relying upon a water temperature sensor. This allows the EEC-V to receive highly accurate engine temperature data and enables the engine to run hotter to minimise fuel enrichment, particularly during cold starts. This reduces fuel consumption and emissions.
- In the event of a coolant loss, this sensor will enable the engine to continue running for a short distance to allow the car to move to the side of the road. Initially, the EEC-V will shut off the fuel to two cylinders which will act as air pumps to cool the engine. Then shortly afterwards, the engine will shut down completely to avoid the repair costs of a seized engine. With a conventional water temperature gauge, the engine can continue to be driven until it destroys itself.



Engine sounds tuned to deliver pleasing impression of power.

Ford Focus offers a rewarding repertoire of driving enjoyment, even extending to a pleasant engine sound.

- Engine air intake noise was reduced and then tuned by recording and digitally analysing the noises to create a purposeful sound.



performance **and** economy

Feature

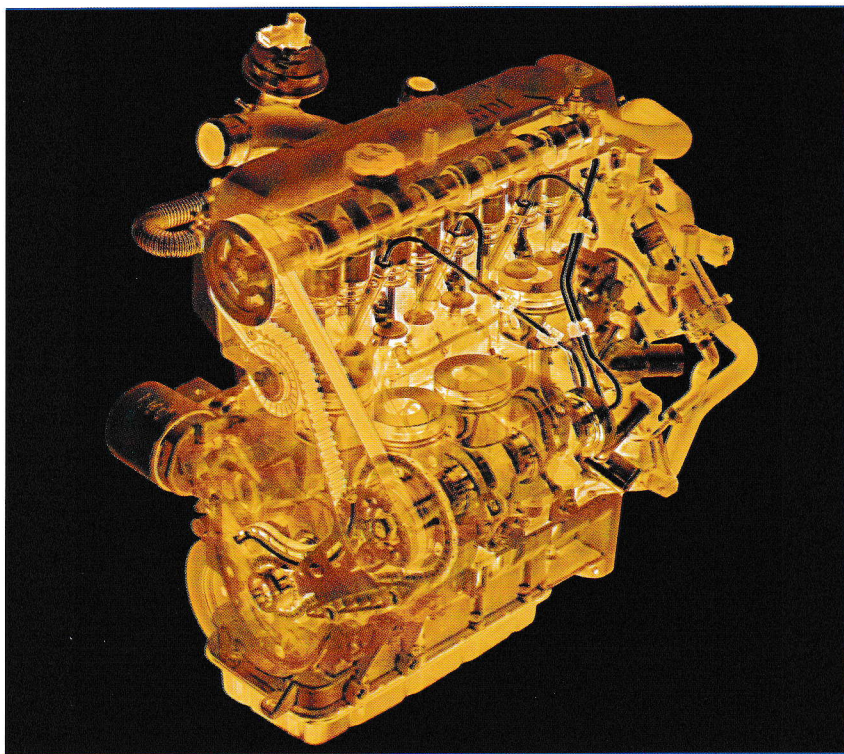
New 1.8TDdi turbodiesel has direct injection.

Benefits

Improves air:fuel mixture for enhanced performance and economy.

Technical Explanation

- As the name implies, direct injection is a mechanism by which diesel fuel is injected into each of the cylinders directly instead of via a combustion pre-chamber.
- This improves fuel economy and reduces exhaust emissions. Torque output of the 1.8TDdi is impressive. 110Nm is available from idle, with peak torque of 200Nm produced at just 2,000rpm for effortless low speed pull.



Outstanding fuel economy.

Low running costs.

Combined cycle fuel economy (5dr) is as follows:
1.8TDdi – 57.6mpg

1.8TDdi has full electronic 'drive-by-wire' injection.

Smooths out throttle inputs for progressive, refined acceleration and improved performance.

5dr performance highlights:
0-62mph – 12.5s
31-62mph – 12.8s

1.8TDdi turbocharger is located within the exhaust manifold; intercooler increases power.

Improves turbo response, engine revs smoothly and accelerates in a refined manner.



- A turbocharger is a very effective means to gaining extra power from an engine. The more air that can be squeezed into a cylinder, the more fuel can be burnt. In turn, this enables more power to be generated.
- A turbocharger uses exhaust gases to spin a turbine that draws air into the engine under pressure. Compressing the air causes it to heat up, which naturally also causes its volume to expand and its density to decrease. Passing the air through an intercooler allows it to lose much of its heat and regain its density. Then, when the air reaches the cylinder and fuel is injected a proportionately greater amount of power will be produced.

Feature

'Smart' charging alternator.

Benefits

Consistent levels of battery performance in all conditions and increased durability, cold start reliability and systems performance.

Technical Explanation

• Whereas conventional power generators (or 'alternator') operate to a fixed voltage value, the EEC-V of the Ford Focus varies the rate of charge to suit battery conditions. This 'smart' system ensures that the battery charge is replenished as quickly as possible. When the vehicle is hot, at idle, or has air conditioning running, rapid battery discharge is avoided by boosting engine revs by 25rpm stages.

Lightweight components and reduced levels of internal friction.

Smooth, refined running.

Zetec engines have lightweight alloy pistons and conrods; the pistons have low friction rings and are matched to precise cylinder bore dimensions for enhanced smoothness.

Low levels of powertrain noise, vibration and harshness.

Impressive levels of cabin refinement and driving satisfaction.



1.4i and 1.6i Zetec have an alloy ladder frame added as a bearing beam within the crankcase which reduces engine vibrations by 20%. NVH is also minimised by driving the oil pump directly off the engine crankshaft nose and using one long-life maintenance-free belt to operate the close-coupled ancillaries, like power steering, water pump etc.

Newly-designed cam covers and low-noise accessory drive systems on the 1.4i and 1.6i Zetec reduce perceived engine noise levels by 50%.

1.8i and 2.0i Zetec and the 1.8TDdi also feature a new alloy ladder frame between the base of the block and the crankcase which boosts powertrain rigidity by 30%.

Low speed 'driveline shunt', which can occur when moving slowly or in traffic, is also eliminated.

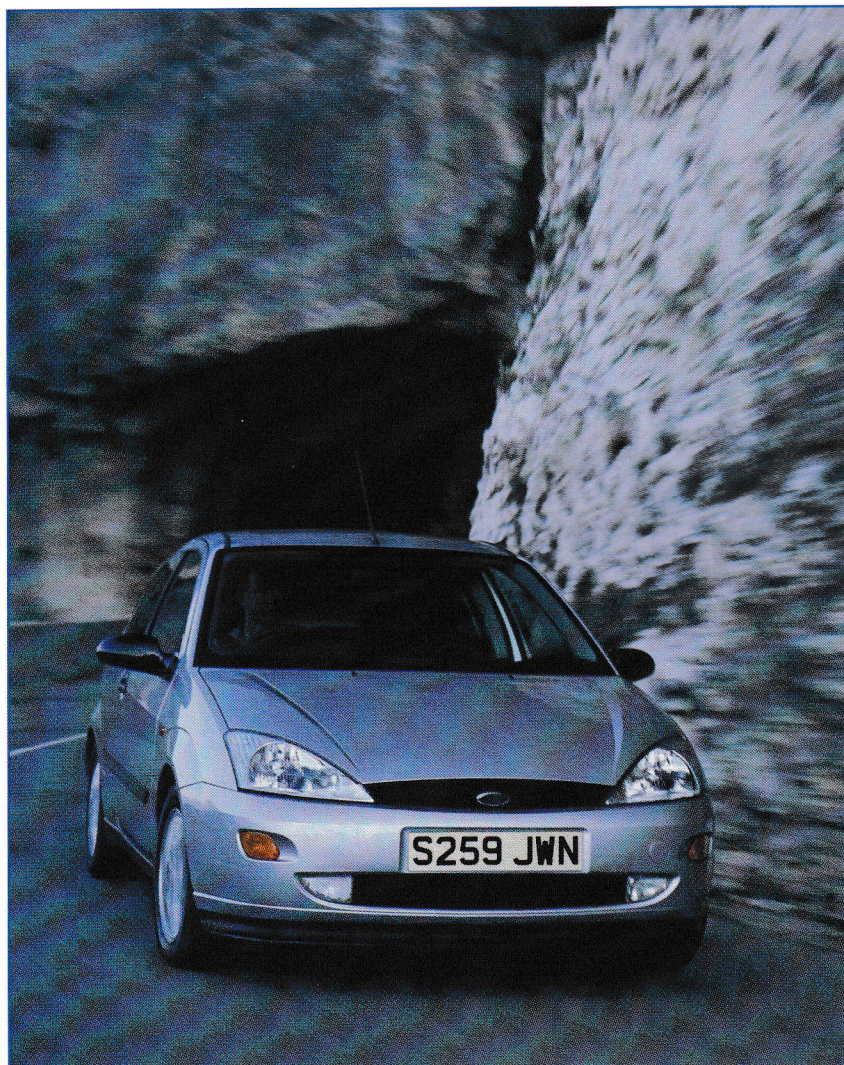
Engine mountings are a new torque roll axis (TRA) design which incorporates an hydraulic mount designed to control powertrain movement and reduce NVH transmitted into the passenger cabin.

All engines have Formula 1-proven EEC-V engine management computer.

Controls entire engine operation for optimum efficiency and reduced emissions.

performance **and** economy

Feature	Benefits	Technical Explanation
10,000 mile service intervals on all units, 40,000 mile spark plug life, 90,000 ancillary drive belt life, 100,000 miles between valve clearance checks (petrol only).	Reduced servicing times.	
Five speed manual gearbox with hydraulic low-effort clutch.	Slick, precise gear changing.	<ul style="list-style-type: none"> • IB5 fitted to 1.4i, 1.6i, 1.8i Zetec; MTX75 fitted to 2.0i Zetec and 1.8TDdi. • Both transmissions have cable-operated gearshifts instead of the more usual direct-acting rod linkages. Cables provide greater accuracy and ease of operation plus reduced powertrain NVH in the cabin. • Hydraulic clutch also lowers NVH, lowers pedal effort, reduces pedal travel and has a smoother operation.
Gearing calibrated to optimise engine response and economy.	Engines display responsive, 'fun to drive' characteristics and require full throttle and high revs less often to perform well.	<ul style="list-style-type: none"> • 75PS 1.4i Zetec gear ratios have been chosen to maintain performance 'feel' and permit higher ratios to be used more often to deliver 'real world' fuel economy gains. • The gearing for the Ford Focus 1.6i 16V engine has been designed to deliver a rewarding spread of power and genuine fuel economy benefits that combine to create a rewarding driving experience.



Feature**Benefits****Technical Explanation**

Use of bolt-on front wings, bumpers and doors makes replacement straightforward.

Collision repairs are simpler and less expensive.

Class-leading fuel economy and low exhaust emissions.

Reduced environmental impact.



- Sequential fuel injection, advanced combustion and catalytic converter technology deliver reduced emissions that comply with future EC legislation not due until 2001.
 - It would take 25 Ford Focus models to generate the exhaust emissions of one 1968 Cortina.
 - Emissions of Carbon Dioxide (CO₂), a recognised 'greenhouse gas', are limited to just 153g/km on the 1.4i 16V 5dr – a class-leading figure.
 - Air conditioning uses refrigerants containing no CFCs and all friction and insulation components are asbestos-free.
- The use of PVC plastics (which emit harmful gases) has been reduced by 50% compared with previous models.

Low costs of ownership.

Ford Focus has the lowest anticipated running costs in its class achieved through competitive price, outstanding insurance ratings, reduced repair costs, minimal fuel consumption and low running costs.

Sample whole life costs over a 3yr, 60,000 mile period for Ford Focus vs competition follows:

Vehicle	Insurance Group	Pence per mile
Ford Focus Zetec 1.8i 16V 3dr	6	19.43
Volkswagen Golf GTi 1.8i 20V 3dr	10	20.80
Vauxhall Astra Sport 1.8i 16V 3dr	7	22.07
Ford Focus Ghia 1.6i 16V 5dr	6	20.89
Vauxhall Astra CD A/C 1.6i 16V 5dr	6	22.20
Ford Focus Ghia 2.0i 5dr	8	22.65
Vauxhall Astra CDX 1.8i 5dr	8	23.86

Source: TopCalc

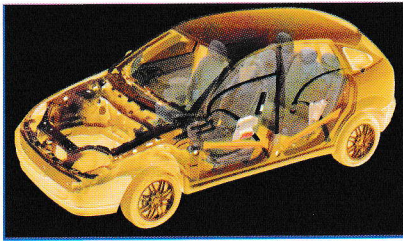
sizeandsafety

Feature

Benefits

Technical Explanation

Assured body strength.



The body of Ford Focus is designed to exceed the crash performance criteria of all current and future EC legislation.

The doors of Ford Focus were designed to ensure they can still open after a crash.

The strength of Ford Focus was analysed in more than 100 computer generated crash test simulations before an actual prototype was crashed.

The crumple zones around the passenger compartment have been designed to offer controlled energy absorption.

Passenger safety.

Latest laser-welding techniques have allowed the sheet metal of the body structure to offer enhanced crash protection yet remain lightweight.

The Ford Focus platform will be used around the world and therefore has to comply with legislation in Europe, America and the rest of the world.

Efficient exterior size combined with an enhanced feeling of control makes Ford Focus safe to drive.

Enhances manoeuvrability and makes parking easier.
10.9m wall to wall turning circle.

Good visibility, optimised driving dynamics and interior refinement combine to increase driver confidence.

Driver's airbag standard on all models.

Enhanced protection for front seat passengers during impact.

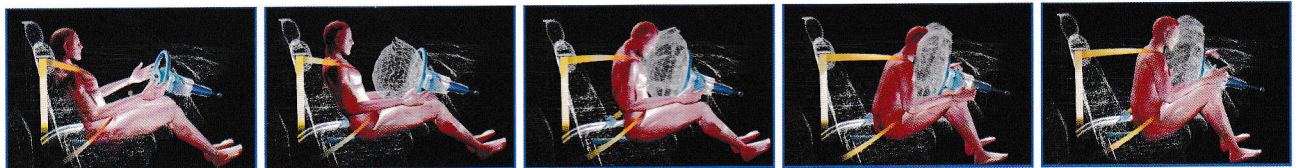
55 litre driver's airbag operates in combination with front seat belt pre-tensioners to deliver an advanced integrated restraint system.

Passenger's airbag standard on all models.

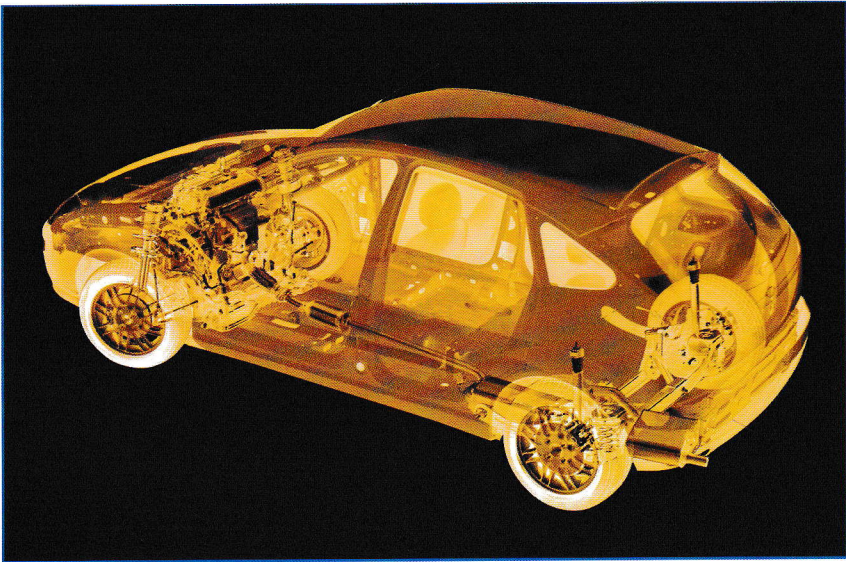
100 litre passenger's airbag operates in conjunction with driver's airbag.
NB. Front-mounted rear facing child or baby seats must not be used when a passenger's airbag is fitted.

Passenger airbag delete option available.

Allows location of child or baby seat in front passenger seat.



Feature	Benefits	Technical Explanation
Front seat head and chest side airbags option.	Crash protection in side impact.	<p>Stored in the outer edge of the seat back side bolsters, the 12 litre side airbags are designed to minimise neck rotation in an accident.</p> <p>These are deployed in combination with the driver's and passenger's airbags.</p> <p>NB. Seat covers must not be fitted to vehicles with front seat side airbags.</p>
Front seat belt grabbers and pre-tensioners standard on all models.	Occupant restraint.	<p>Clasps seat belt webbing to prevent slack and to restrain occupants securely.</p> <p>The grabbers are mechanical. The pre-tensioners are operated via pyrotechnic devices. They are triggered in a co-ordinated action by the same sensors that deploy the airbags.</p>
Front seat belt load-limiting retractors standard on all models.	Minimises chest injuries.	Allows a slight, controlled release of the seat belts to minimise injuries caused by the force of the occupant against the seat belt.
Strong seat structure.	Reduces occupant movement and also resists movement of unsecured luggage.	
Anti-submarining seat ramps in all seats.	Helps prevent occupants slipping between the seat and lap strap.	
Rear seat head restraints standard on all models.	Provides comfort and safety for rear passengers.	Height adjustable and can be removed when the rear seats are folded down.
Centre rear three-point seat belt standard on all models.	Offers extra protection for third rear seat passenger.	
ISO FIX child seat fitment facility.	Secure child seat location.	Allows a child seat to be securely bolted in the rear compartment.
Rear seat back-rest designed to resist movement of cargo during impact.	Secure luggage retention and additional occupant protection.	
Inertia switch isolates the fuel pump on petrol engined cars in a sudden impact.	Fire prevention.	Switch is located in the side panel in front of the driver's door. The button will be raised when the cut-off switch is activated.
Use of advanced interior trim materials for reduced chances of head injury.	Increased levels of occupant crash protection through attention to detail.	Ford Focus benefited from extensive research at our new head impact protection facility at Dunton in Essex.

Feature	Benefits	Technical Explanation
Removal of all protruding parts and addition of new foam bolster in front footwell for reduced risk.	Reduced risk of lower leg injury.	
Reinforced front seat backs.	Restrain rear seat passengers more effectively.	The forward energy of (unrestrained) rear seat passengers in a front impact has been shown to be a cause of injury to front seat occupants.
New steering column.	Designed to reduce chest injury by collapsing in an accident.	
Designed to be safe as well as rewarding to drive in all conditions.	Optional electronic anti-lock brakes with electronic brake force distribution (EBD) (standard on Ghia 2.0i) with optional electronic dual mode Traction Control (standard on Ghia 2.0i).	
Attention to detail has created a stronger but lighter platform for Focus.	Focus delivers the benefits of technology in an affordable way to the customer.	<ul style="list-style-type: none"> • Focus body assembly makes extensive use of 'laser-welded' blanks. • Laser welding allows different thicknesses of steel ('gauges') to be joined into one blank. • This can then be pressed into the desired shape while retaining its different gauges where the design requires – thick where it needs most strength and thinner where it doesn't, to reduce weight. • The rear chassis side rails, for example, are traditionally made from four separate parts. On Ford Focus, these parts have been replaced by a single laser-welded blank. The result is a structure that is stiffer, has improved crash performance and saves more than 1kg per rail in weight.
		
Door 'ajar' warning light.	Driver is alerted if a door is not securely closed.	
Child locks on rear doors.	Child safety is enhanced by being able to prevent rear doors being opened from the inside; key operation helps prevent children disabling child locks.	Child locks are simple to engage or disable by turning a clearly marked screw in the door jamb with the ignition key.
Exceptional value delivered via levels of safety, technology and comfort features normally associated with more expensive vehicles.	Focus offers enhanced safety, security, practicality, versatility, ease of use and environmental friendliness.	

handlingandcomfort

Feature

Concentrated efforts to lower noise, vibration and harshness (NVH) have reduced interior noise levels to the extent comfort equals that of many cars in a class above.

Benefits

Focus is a relaxing car to drive.

Technical Explanation

Specialists at our Acoustics Laboratory in Cologne, Germany, used 'noise path analysis' to identify the source and passage of NVH inputs to the Ford Focus passenger compartment.

An example of our attention to detail in the pursuit of reduced NVH included assessing the stiffness of every joint in the bodyshell and optimising each one.

This enabled us to choose different panel thicknesses according to the loads passing through each joint to deliver the best stiffness to weight ratio.

Improvements in the powertrains and suspension have contributed to NVH reduction also.



Stiff and light chassis/body structure.

Enhanced ride, handling, steering and vehicle stability.

Latest design and manufacturing techniques have made the Ford Focus body 100% stiffer than past models and the 3dr is 15% more rigid than any equivalent competitor.

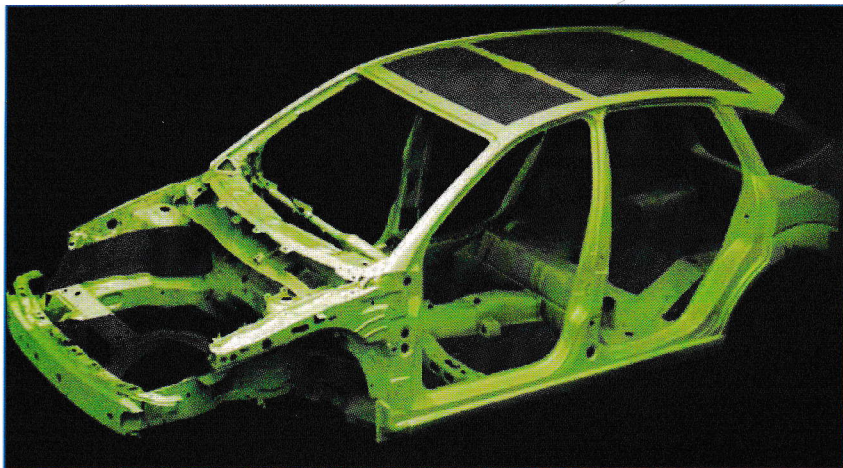
Stiffness is important for several reasons. It provides a more effective safety cage for passengers and offers firm mounting points for suspension and powertrain.

A stiff bodyshell also minimises noise, vibration and harshness.

Optimised bodyshell and suspension attachment points.

Assured body control and smooth ride.

Highly rigid body structure enabled our chassis engineers to fine-tune the suspension to deliver new levels of precision and comfort.



handlingandcomfort

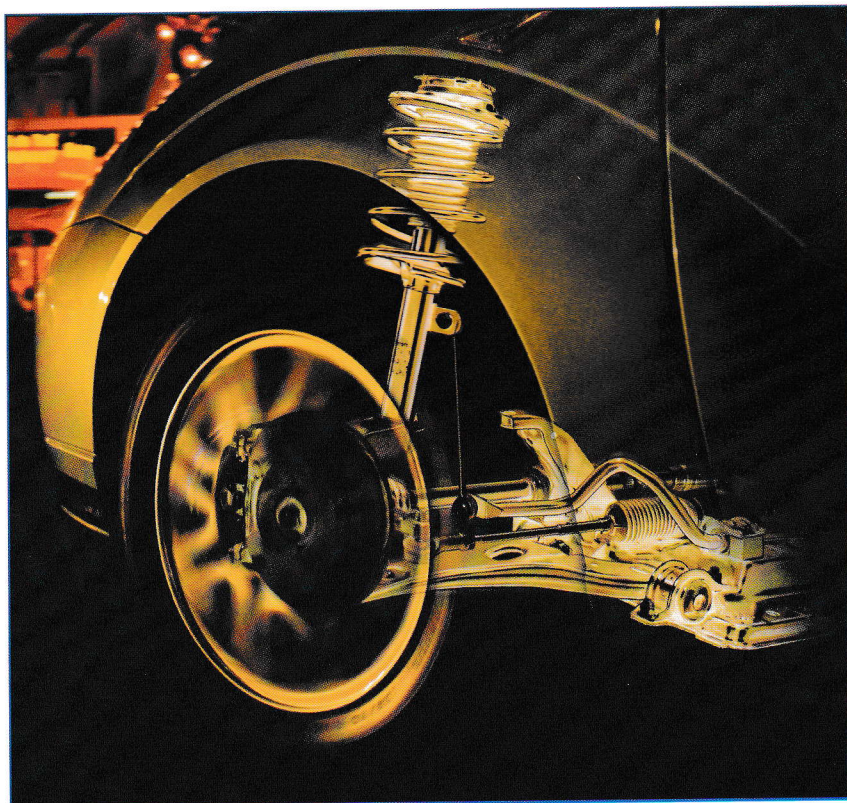
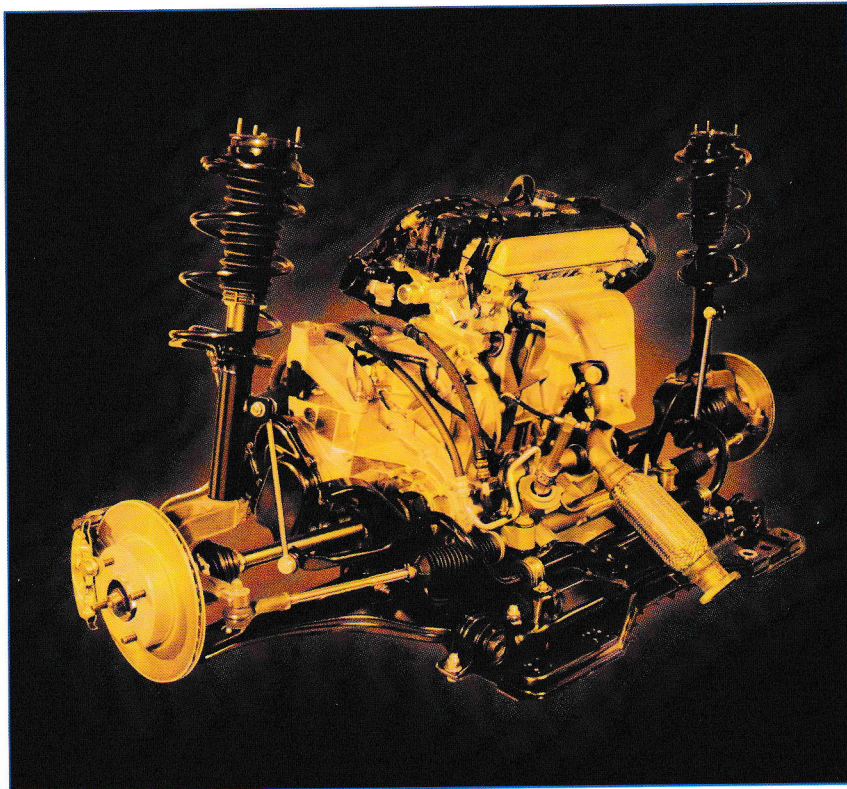
Feature

Front suspension is by independent MacPherson struts, dampers, coil springs, anti-roll bar.

Benefits

Independent suspension with outstanding driving dynamics.

Drive characterised by steering linearity, handling precision and greatly reduced impact harshness.

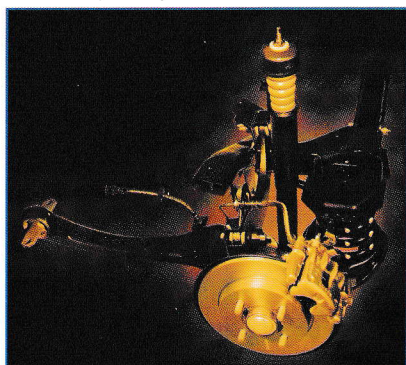


Technical Explanation

- The front suspension is mounted on a separate subframe which isolates the body shell from road and wheel NVH.
- New broad A-arms provide a secure location for the bottom of the strut and wheel attachment points.
- A-arms are supported by stiff front bushes which provide precise lateral (sideways) wheel control for enhanced precision and on-centre steering definition. Larger rear bushes allow longitudinal compliance (movement forwards/backwards) for improved ride performance.
- When a wheel hits a bump it is forced rearwards prior to moving upwards. Ordinarily, a wheel does not have the freedom to move forwards or backwards so the full impact is absorbed in a vertical movement – with an accompanying deterioration in ride comfort.
- Longitudinal compliance, or the freedom of a wheel to move forwards and backwards, addresses this. Upon impact, specially-tuned rubber bushes in the suspension allow the wheel a controlled amount of movement to cushion the blow. Yet the wheel will remain parallel to the direction of travel.
- The action of the MacPherson struts has been 'fully compensated' by ensuring the compression of the accompanying coil springs moves directly in line with the suspension load. This ensures there is no bending load on the struts, which reduces friction within the damper and improves ride comfort.

Feature

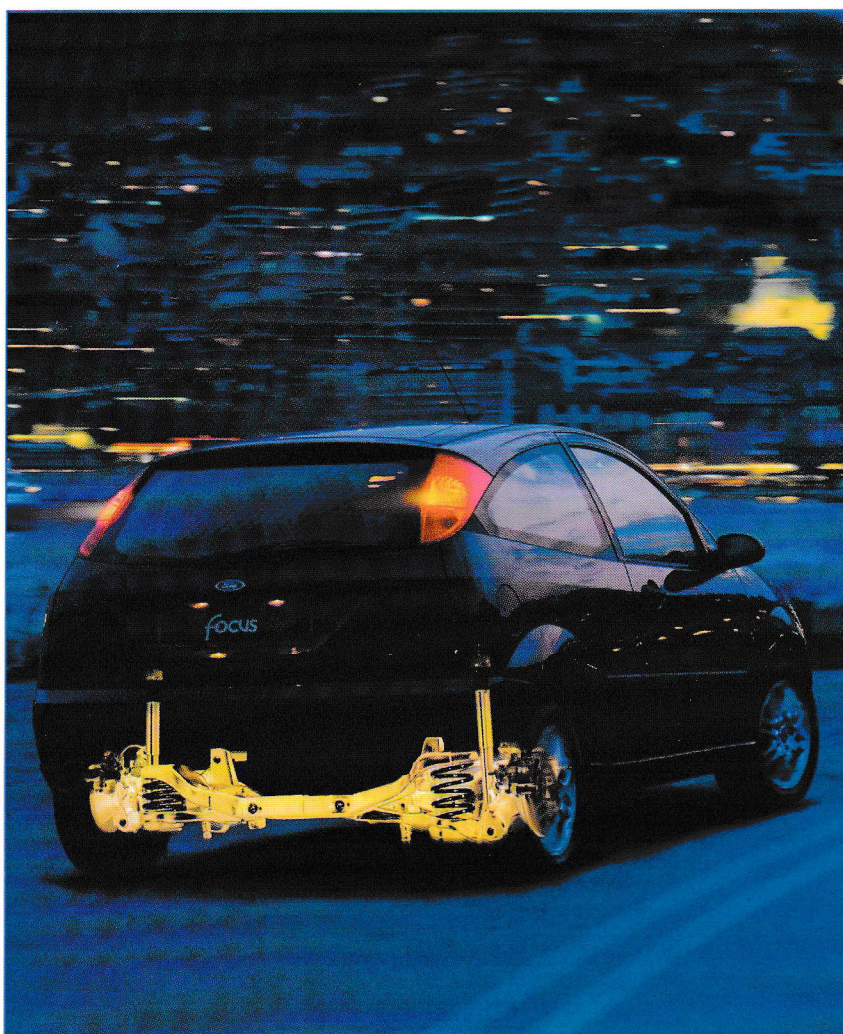
Rear suspension is by fully independent multi-link Control Blade system, dampers, coil springs, anti-roll bar.



Benefits

Being 'fun to drive' is a feature that comes as standard with every Ford – and Ford Focus is no exception.

But beyond the fun factor, Ford Focus provides a combination of ride and handling that conveys a feeling of driver confidence. Control Blade offers superior vehicle stability via its three key attributes of greater longitudinal compliance without compromising lateral stiffness, passive rear steer function and lateral (anti-roll) stiffness enhanced by detailed fine-tuning of its bushes.



Advanced rear suspension system offers enhanced handling and ride, bringing 'large car' dynamic qualities to the C-segment for the first time. The compact design of Control Blade also provides weight savings.

Technical Explanation

- Compared with the twist beam that is the typical arrangement in the C-class, Control Blade allows each wheel to act independently by moving forwards and backwards (known as longitudinal compliance) as well as up and down to absorb bumps and cushion impact harshness to provide a plush ride quality. Throughout, the wheels remain parallel to the direction of travel. Also, the movement of one rear wheel is isolated from the other, which enables the overall suspension geometry to be maintained.
- Cornering introduces a different set of forces compared to those for absorbing bumps. Control Blade addresses these also. Passive 'rear wheel steering' is a proven aid to cornering stability. Under normal circumstances, rear wheels can turn outwards under cornering loads to cause oversteer. Control Blade uses specially-designed suspension bushes to counter this tendency by using the cornering loads to instead turn the rear wheels into the bend to improve stability, particularly when braking or lifting off the throttle mid-corner in a tightening bend with cambers or bumps, and in high-speed lane changes.
- Detailed fine-tuning of rear suspension bushes has enabled the lateral (anti-roll) stiffness to be matched to that of the front, resulting in similar reactions through the car. This harmony improves stability but is also key to providing a feeling of solidity and integrity which results in increased driver confidence.
- The innovative design of the Control Blade lowers manufacturing cost, reduces 3.5kg weight per rear wheel and saves assembly time at the factory.

handlingandcomfort

Feature

Benefits

Technical Explanation

Sports spring, damper and anti-roll bar settings on Zetec.

Enhanced grip and cornering stability.

- Zetec features a 21mm diameter rear anti-roll bar, larger by 1mm than other models.

Standard power steering on all models.

Precise steering offers a direct relationship between driver input and response; just 2.9 turns lock to lock.

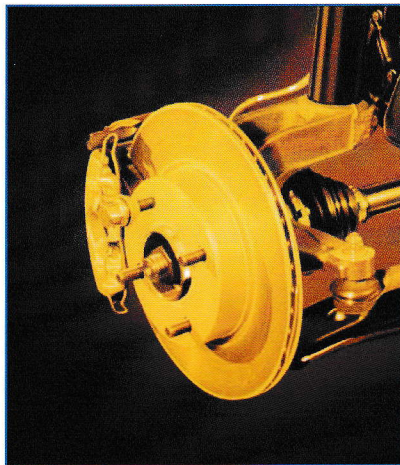
- Friction reductions of 20% contribute to making the steering precise and the car easier to manoeuvre.

Enhanced steering 'feel' gives driver an increased sense of control.

Use of low friction bearings ensures minimal free play in the mechanism, which increases precision and directness.

258mm diameter ventilated front discs and 204mm rear drums on 1.4i 16V, 1.6i 16V, 1.8i 16V and 1.8TDci.

Powerful brakes that offer 'feel' and accuracy.



- Braking effort and pedal response of Ford Focus has been increased to match its enhanced vehicle dynamics.
- Compared with Escort, front disc diameter has been increased from 240mm to 258mm, brake pad area has increased by 20% and the servo-booster diameter has risen from 9in to 10in.
- Greater brake pad area increases material life and lowers operating temperatures. Larger disc swept area raises the calipers' efficiency and the new servo-booster reduces pedal load. Rear drum brakes have increased in diameter to 204mm from 178mm.

253mm diameter solid rear discs on Ghia 2.0i 16V – and with ABS on other models.

Optimised braking efficiency.



Feature

Electronic anti-lock brake (ABS) option features front and rear discs and electronic brake force distribution (EBD).

Benefits

Assured all-weather stopping power with steering control maintained under heavy braking. EBD improves braking stability under more normal conditions than those required for the ABS to be activated.

Technical Explanation

- The latest four-channel ABS system is capable of applying and releasing the brakes up to 12 times per second to maintain optimum braking effect, preventing the front wheels from locking and causing the driver to lose steering control.

To gain maximum benefit from ABS it is necessary to press the pedal hard to the floor – the 'pulsing' sensation felt through the pedal is an indication that the system is operating normally.

- EBD operates before the ABS comes into effect. By comparing the brake slip at front and rear wheels it is able to optimise the brake force distribution for maximum driver control, regardless of vehicle loading. EBD allows the brake force distribution to be optimised for minimum stopping distance fully laden, without the constraint of having to avoid rear wheel lock when unladen.



Electronic dual mode Traction Control (TCS) option (only available in combination with electronic anti-lock brakes).

Assured grip when pulling out of junctions in wet weather or travelling on snowy or rough roads, making hill starts particularly easy.

- On 1.4i 16V and 1.8TDdi models TCS operates as a low-speed (up to 31mph) brake intervention system, applying the brake to whichever front wheel has started to spin and diverting the driving torque to the other wheel.
- On 1.6i, 1.8i and 2.0i 16V models at speeds above 31mph, the TCS also controls the throttle to progressively reduce engine output until it matches available grip.



Ford Focus undergoing durability testing.

handlingandcomfort

Feature

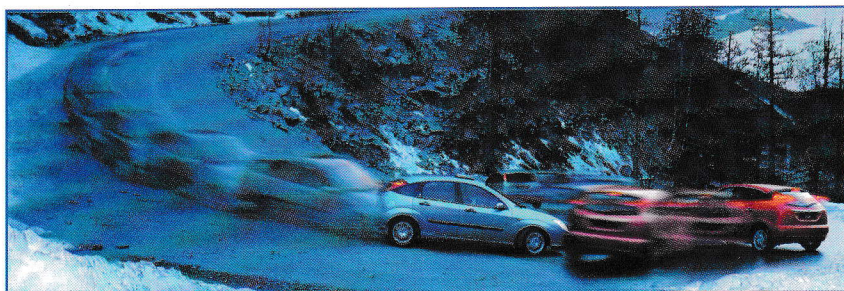
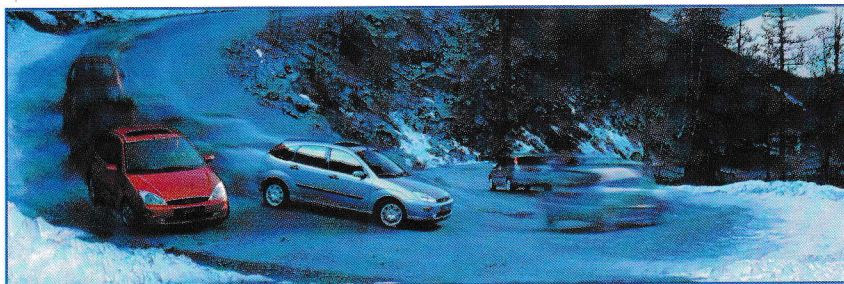
Benefits

Technical Explanation

Electronic Stability Programme (ESP) option.

Best in class stability and active safety.

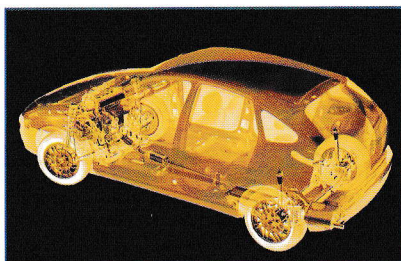
Available during 1999, ESP complements the fundamental strengths of the Ford Focus driving dynamics and active safety features to provide a comprehensive level of all-weather stability.



Ford Focus offers low interior noise levels.

A relaxed and quiet journey wherever your destination.

Imaginative solutions to the reduction of NVH include stiffened exhaust hanger brackets to isolate the exhaust pipe from the bodyshell and rear wheelarches designed to minimise road noise volume. Additionally, body cavities have been foam-filled to insulate against noise and vibration.



designandfunctionality

Feature	Benefits	Technical Explanation
Fully galvanised steel bodyshell with twelve year anti-perforation guarantee plus 24-stage paint and body protection process.	Advanced anti-corrosion measures and bodyshell protection.	
Every journey in a Ford Focus is a pleasure whatever the distance.	Extensive research was undertaken to make the sounds the customer hears in the car and controls they touch reflect the quality of design and the attention to detail of the engineering behind it.	How should a door slam sound? What about the turn indicators? What about a switch? More than 20 sounds were either specially tuned or artificially generated to deliver a characteristic quality. All switches have been designed to operate with a pleasing and reassuring touch.
Raised front seating position.	Eases getting in and out of the seats, provides a 'commanding' view and improves rear legroom.	So-called 'H-point' (hip pivot centre) of front seats is raised by 40mm compared with Escort.
Sculpted door trims.	Designed to provide greater elbow room.	Shoulder room for the rear passengers totals 1358mm.

touchzones

Attention to detail extending to customer's first impressions.

Analysis of what many customers notice within the first 90 seconds of first acquaintance with a new car shows that the areas they first see and touch are most important. Naturally, these impressions have a strong influence on the buying decision and are extremely hard to change once formed.

With the design of Ford Focus, we have paid close attention to the specific vehicle features that come within these initial 'touch zones.' The quality of the design and engineering throughout the product is reflected by the detailing and function of all the areas likely to be noticed in the first few moments.

For example, exterior touch zones include the paintwork and door handles. The paintwork of Ford Focus has a smooth, lustrous finish and the door handles have a grip which is easy to hold and precise in its feel.

Interior touch zones have all been made to look attractive and function naturally. These include the seat fabric, steering wheel, gear shift lever, ashtray, sunvisor and all facia controls.

The list of interior 'touch zones' comprises:

- Key fob
- Seat fabric
- Door sill
- Interior door panel
- Steering wheel
- Gear shift lever
- Audio
- Ashtray
- Sunvisor
- Glovebox
- Cupholder
- Mirrors
- Exposed interior surfaces
- Window, seat and ventilation system buttons and switches

designandfunctionality

Feature

Benefits

Technical Explanation

Controls positioned for clarity and ease of use.

The operation of each function should be intuitive, the control where the driver expects it to be and switch use consistent. Great care has been taken to reduce driver workload and minimise distractions for improved active safety.

The attention to detail spent on the driving environment extends to providing an instrument lighting rheostat to enable the dials and facia illumination to be adjusted to suit personal taste.

Best in class head and leg room.

Comfortable accommodation.

Interior design of Ford Focus creates a feeling of spaciousness, conveyed by crisp, flowing features, angles and intercepts. These are in harmony with the flowing New Edge design of the Ford Focus exterior.



Feature	Benefits	Technical Explanation
<p>Height/reach adjust steering wheel standard on all models.</p> <p>Driver's seat height adjustment standard on all models – powered adjustment on Ghia.</p>	<p>Key Ford Focus design objective was to have a cockpit that allows drivers of all shapes and sizes to find a comfortable seating position from which all the controls are easily reached.</p>	
<p>New Edge interior has been designed to be as striking as the exterior shape. Sweeping dashboard and instrument panel graphics have been designed to give a completely fresh look.</p>	<p>Easy-to-use controls.</p> 	<p>The instrument binnacle and all controls are oriented towards the driver, the fascia ahead of the passenger arcs gently up and away.</p>
<p>Self-cancelling rear fog lights. Zetec and Ghia have front fog lights, which also have a self-cancelling function.</p>	<p>Driver convenience.</p>	<p>Turning the headlight switch off automatically shuts off the fog lights. The fog lights do not, therefore, come on when the headlights are next turned on.</p>
<p>Remote tailgate release (with speed lock-out) mounted on fascia for ease-of-use.</p>	<p>No need to bend forwards to operate the tailgate release; ease of access from outside vehicle.</p>	<p>Electronic button is disabled at speeds above 3mph to prevent boot opening at speed. When vehicle is locked, the switch is disabled ensuring the boot cannot be opened by pressing the button through a smashed window.</p>
<p>Remote control tailgate release on key fob standard on Zetec, LX and Ghia.</p>	<p>Customer convenience.</p>	<p>Pressing the boot release button on the remote control twice will unlock the boot/tailgate from outside the car.</p>
<p>Audio unit mounted above climate control knobs to be easy to see and operate – Model 4000T RDS on CL, Zetec; Model 5000 RDS-EON on LX, Ghia.</p>	<p>Large bezel audio with new rotary volume knob for enhanced ease of use.</p>	<p>Offering outstanding power and clarity Ford audio systems available in Ford Focus offer Traffic news update facility on CL and Zetec models and RDS EON facilities with CD autochanger compatibility on LX and Ghia.</p>
<p>Remote stereo controls standard on LX and Ghia.</p>	<p>Driver convenience and safety.</p>	<p>Steering column-mounted remote controls allow audio operation without the driver needing to take eyes off the road.</p>
<p>Six disc CD autochanger standard on Ghia 2.0i (option on LX and Ghia).</p>	<p>Changer unit located beneath front passenger seat for convenience.</p>	

Feature	Benefits	Technical Explanation
Pollen filter.	Improved cabin air quality.	Standard on all models, this is capable of removing all airborne particles larger than three microns, effectively trapping most pollen, spores, road dust and bacteria and providing relief to hay fever and asthma sufferers.
Forced draught cabin airflow.	A mild continuous flow of air is supplied to all side windows to provide an interchange of cabin air and prevent the glass misting over.	
Air conditioning standard on Ghia, optional on other models.	Easy control of interior environment.	CFC-free A/C system is connected to the EEC-V engine management computer which increases engine revs slightly when the air conditioning compressor cuts in. As well as cooling, air conditioning extracts humidity from the air and demists windows faster.
Electric front windows standard on all models with driver's side 'one-touch' window lowering.	Safe and convenient window operation.	
Electric rear windows with 'one touch' raising and lowering with anti-trap 'bounce-back' function standard on Ghia 2.0i (option on Ghia 1.6i/1.8i 16V and 1.8TDdi as part of Luxury Pack).	Safe window operation.	The electric windows have 'smart' anti-trap sensors that can sense the difference between a finger and a hand. They can also detect frosty glass. The motors reverse to avoid trapping fingers but work harder to overcome the 'stiction' of icy glass.
Remote control 'one-shot global' window closing standard on Ghia 2.0i (option on Ghia 1.6i/1.8i 16V and 1.8TDdi as part of Luxury Pack).	Customer convenience and security.	Press and hold the lock button on the remote control for two seconds and any open windows will be closed. Press the button again to stop.
'Quickclear' heated front windscreen and heated washer jets standard on Ghia, (optional on other models as part of Climate Pack).	Assured all-weather visibility.	Proven to clear frost and mist from both outside and inside windscreen.
Powered/heated door mirrors standard on Ghia, (optional on other models as part of Climate Pack).	Enables convenient adjustment and clear vision.	Mirror heating is activated when heated rear screen is turned on.
'Low fuel' warning light standard on all models.	Early low fuel warning. Total tank capacity is 55 litres.	Light comes on when there are approximately 10 litres remaining.

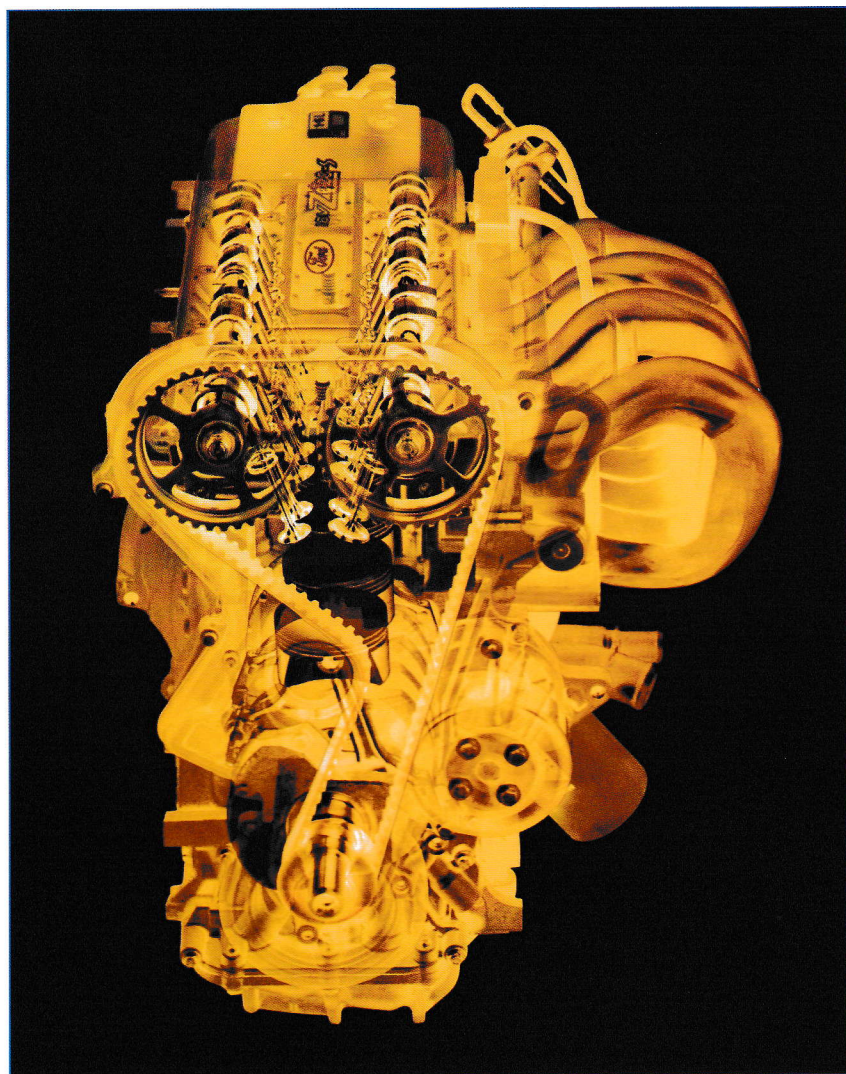
Feature	Benefits	Technical Explanation
Arrow on fuel gauge points to right-hand side of vehicle, where the fuel flap is.	Fuel filler flap reminder for re-fuelling convenience at petrol stations.	
'Theatre dimming' facility on interior lights.	Progressive diminishing of interior lighting when lights turn off adds luxurious touch.	
Ghia 2.0i has a fuel computer combined with frost warning and low screen washer fluid light.	Quick reference guide to fuel economy and outside air temperature, plus reminder of low screen wash reserves.	Stalk-mounted control enables driver to toggle through functions without taking hands off the steering wheel. Functions are average speed, instantaneous mpg, average mpg and fuel range. Low fuel warnings sound with 50/25/12/0 miles range remaining. Frost warning given if the outside air temperature first drops to 5°C and then 0°C.
Ghia 2.0i offers the option of cruise control.	Safe and convenient motorway cruising ability.	
Safeguard standard on all models.	Secure engine immobilisation.	Electronic transponder in ignition key sends signal to EEC-V engine management computer. If compatible, the engine can be started. A 'rolling code' that changes the combination of the signal each time it is used ensures that it cannot be electronically 'scanned'.
Visible VIN reference. Hidden VIN references.	Proven anti-theft deterrents.	
Central double locking standard on CL models. Remote control central double locking standard on Zetec, LX and Ghia.	Security and convenience.	Double locking disables the interior door handles and means the door cannot be opened by breaking the window and tugging the handle. Turning the key twice in the door will engage the double locking. Pressing the lock button on the remote control twice also double locks the doors. The indicators will flash twice to identify the vehicle is secured.
Remote control two-stage unlocking standard on Zetec, LX and Ghia.	Convenience and safety, operates from up to 10m distance.	Pressing the unlock button on the remote control once opens the driver's door only, raising personal safety particularly when entering the car at night.

designandfunctionality

Feature	Benefits	Technical Explanation
The release buttons for the rear seat back-rest of the 4dr are located in the boot.	Secure luggage stowage.	In 3dr and 5dr models the back-rest release buttons are in the passenger compartment. The design of the 4dr ensures the rear seat back stays locked in position to prevent access from inside the car.
Unique key-operated bonnet release.	Enhanced security and improved convenience.	Prevents access to the engine compartment and ensures security of engine management computer. Swivelling the Ford badge on the front grille reveals a key hole; the lock can be released using the ignition key and the bonnet raised without the traditional necessity to scrabble for the latch.
Optional perimeter and volume-sensing alarm (Perimeter alarm only on 3dr).	Enhanced security.	Sensors on door, bonnet and boot detect any attempt at forced entry. Interior sensors can detect the breaking of a window and any movement within the vehicle (5dr only).
Large bezel audio format and unique Ford design reduces value of stolen equipment; 'Keycode' function and removable front panel which exposes a reflective panel behind and a flashing LED tell-tale.	Assured audio protection.	
Recycled plastics are used in the heater body assembly of Ford Focus.	Reduced environmental impact.	
Recycled cloth is used in the underbonnet sound deadening material.		
Focus is more than 85% recyclable by weight and has been designed for quick and easy dismantling.		All plastic components weighing more than 100g are marked with their identity. It takes only 30 minutes to disassemble 50% of the recyclable plastics.
Specially-developed brake pad material.	Easy-to-clean wheels.	Designed to be washed off easily and not leave marks on alloy wheels.
'Battery Saver' device.	Reduced chances of flat battery.	Audio unit turns itself off after one hour if left on with ignition off. All other (non-vital) circuits, including interior lights, are also turned off after 20 mins.

technicaldata petrol engines

	1.4i 16V Zetec	1.6i 16V Zetec	1.8i 16V Zetec	2.0i 16V Zetec
Construction	All-alloy	All-alloy	Alloy head iron block	Alloy head iron block
Valve gear	16V Double Overhead Camshaft (DOHC)	16V Double Overhead Camshaft (DOHC)	16V Double Overhead Camshaft (DOHC)	16V Double Overhead Camshaft (DOHC)
Fuel system	Sequential Electronic Fuel Injection (SEFI)	Sequential Electronic Fuel Injection (SEFI)	Sequential Electronic Fuel Injection (SEFI)	Sequential Electronic Fuel Injection (SEFI)
Displacement (cc)	1388cc	1596cc	1796cc	1989cc
Bore (mm)	76.0	79.0	80.6	84.8
Stroke (mm)	76.5	81.4	88.0	88.0
Power/rpm	55kW/75PS @ 5000	74kW/100PS @ 6000	84kW/115PS @ 5750	96kW/130PS @ 5750
Torque/rpm	125Nm @ 3500	143Nm @ 4000	158Nm @ 3750	174Nm @ 3750
Emission control	Closed loop three-way catalytic converter	Closed loop three-way catalytic converter	Closed loop three-way catalytic converter	Closed loop three-way catalytic converter
Gearbox	Five speed IB5 manual	Five speed IB5 manual	Five speed IB5 manual	Five speed MTX75 manual



performance **and** economy petrol engines

performance

3dr	1.4i 16V Zetec	1.6i 16V Zetec	1.8i 16V Zetec	2.0i 16V Zetec
Top speed (mph)	-	115	123	-
0-62mph (secs)	-	10.9	10.2	-
31-62mph in 4th	-	15.2	13.4	-

fuel economy (mpg)

3dr

Urban	-	30.7	27.4	-
Extra Urban	-	51.4	47.1	-
Combined	-	40.9	37.2	-
CO₂ g/km	-	165	181	-

performance

4dr	1.4i 16V Zetec	1.6i 16V Zetec	1.8i 16V Zetec	2.0i 16V Zetec
Top speed (mph)	-	115	123	125
0-62mph (secs)	-	11.0	10.3	9.3
31-62mph in 4th	-	15.3	13.5	9.6

fuel economy (mpg)

4dr

Urban	-	30.1	27.4	23.9
Extra Urban	-	50.4	47.9	39.2
Combined	-	40.4	37.7	31.7
CO₂ g/km	-	167	179	212

performance

5dr	1.4i 16V Zetec	1.6i 16V Zetec	1.8i 16V Zetec	2.0i 16V Zetec
Top speed (mph)	106	115	123	125
0-62mph (secs)	14.4	10.9	10.3	9.3
31-62mph in 4th	17.0	15.2	13.5	9.6

fuel economy (mpg)

5dr				
Urban	33.2	30.7	27.4	23.9
Extra Urban	54.3	51.4	47.1	39.2
Combined	44.1	40.9	37.2	31.7
CO₂ g/km	153	162	181	212

performance

Estate	1.4i 16V Zetec	1.6i 16V Zetec	1.8i 16V Zetec	2.0i 16V Zetec
Top speed (mph)	-	115	123	125
0-62mph (secs)	-	11.3	10.7	9.6
31-62mph in 4th	-	16.0	13.8	9.7

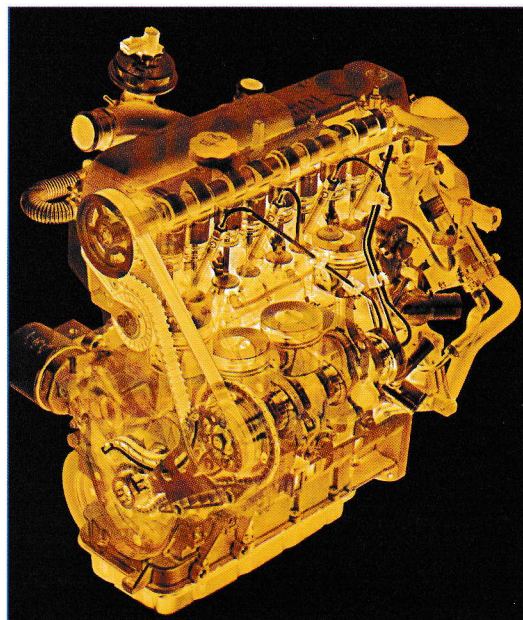
fuel economy (mpg)

Estate				
Urban	-	30.1	27.4	23.9
Extra Urban	-	50.4	47.9	39.2
Combined	-	40.4	37.7	31.7
CO₂ g/km	-	165	179	212

technicaldata diesel engine

1.8TDdi

Construction	iron head/iron block
Valve gear	8V Single Overhead Camshaft (SOHC)
Fuel system	Direct injection with turbocharger and intercooler
Displacement (cc)	1753
Bore (mm)	82.5
Stroke (mm)	82.0
Power/rpm	66kW/90PS @ 4000
Torque	200Nm @ 2000
Emission control	Oxidation catalyst, exhaust gas recirculation
Gearbox	Five speed MTX75 manual



performanceand economy

performance

	3dr	4dr	5dr	Estate
Top speed (mph)	-	114	114	114
0-62mph (secs)	-	12.6	12.5	12.9
31-62mph in 4th	-	12.7	12.8	13.2

fuel economy (mpg)

Urban	-	42.2	42.8	41.5
Extra Urban	-	70.6	72.4	68.9
Combined	-	56.5	57.6	55.4
CO₂ g/km	-	131	130	134

dimensions

exterior (mm)

	3dr/5dr	4dr	Estate
Length	4152	4362	4438
Width (including mirrors)	1998	1998	1998
Height (unladen)	1430	1430	1447
Wheelbase	2615	2615	2615
Front track	1494	1494	1494
Rear track	1487	1487	1487

interior (mm)

front

Headroom	995	997	997
Max leg room	1095	1095	1095
Max shoulder room	1358	1358	1358

rear

Headroom	982	978	1014
Min leg room	882	882	911
Max shoulder room	1358	1358	1358

Estate luggage area (mm)

Max cargo height	913
Max width between wheel arches	1156
Loadspace length to back of rear seats*	1048
Loadspace length to back of front seats*	1658

*at floor level

luggage capacity (cu m)

5-seat mode	0.350	0.490	0.520
2-seat mode	1.205	N/A	1.580
Turning circle (m)	10.9	10.9	10.9
Fuel tank capacity (l)	55.0	55.0	55.0

fordfocus vs competition

Technical Data	Focus Zetec 3dr		Golf GTi 3dr	Astra Sport 3dr
Engine	1.6i 16V	1.8i 16V	1.8i 20V	1.8i 16V
Power (PS/rpm)	100/6000	115/5750	125/6000	115/5400
Torque (Nm/rpm)	143/4000	158/3750	170/4200	170/3400
0-62mph (secs)	11.0	10.3	9.9	9.5 (0-60mph)
Top speed (mph)	115	123	125	124
Combined mpg	40.9	37.2	34.0	36.2
Rear Suspension	Control Blade independent		Twist beam	Twist beam
Key Features				
Power assisted steering	Std		Std	Std
Alloy wheels	Std		Std	Std
Sports seats	Std		Std	Std
Front fog lights	Std		Std	Std
Driver airbag	Std		Std	Std
Passenger airbag	Std		Std	£395#
Electric front windows	Std		Std	Std
Electric rear windows	N/A		Std	N/A
Electric sunroof	N/A		Std	N/A
Centre rear 3pt seat belt	Std		£265**	Std
Centre rear head restraint	Std			Std
On the road price (excl. options)	£12,850		£15,950	£14,550

Key Options			
Anti-lock brakes	£500*	Std	Std
Traction control		Std	Std
Front seat side airbags		Std	£395#
Air conditioning	£500†	£395***	£350##
Powered/heated mirrors		Std	N/A
Quickclear windscreen		N/A	N/A
Metallic paint	£250	£245	£250
Volume-sensing alarm	£150‡	Std	£230
CD audio	£250‡	£395††	Std
Remote stereo controls		N/A	Std
TOTAL (incl. options)	£14,500	£17,250	£15,775
Estate bodystyle option	£500	N/A	N/A
Turbo-diesel engine option	£500	£1,020	N/A

*Focus Climate Pack includes air conditioning, powered/heated mirrors, Quickclear windscreen

*Focus Reflex Pack comprises anti-lock brakes, electronic brake force distribution, dual mode electronic traction control, front seat side airbags

†Focus CD audio upgrade features model 6000 RDS CD/tuner

‡Perimeter alarm

**Golf combined option includes 3pt centre rear seat belt and 3 rear head restraints

††Golf CD upgrade features 6 disc autochanger

***Golf air conditioning in lieu of standard electric sunroof

#Astra Safety Pack includes passenger airbag, front seat side airbags

##Astra air conditioning in lieu of standard manual sunroof

Technical Data	Focus Zetec 5dr		Golf S 5dr	Astra Sport 5dr
Engine	1.6i 16V	1.8i 16V	1.6i 8V	1.6i 16V
Power (PS/rpm)	100/6000	115/5750	100/5600	100/6000
Torque (Nm/rpm)	143/4000	158/3750	145/3800	150/3600
0-62mph (secs)	11.0	10.3	10.9	10.5 (0-60mph)
Top speed (mph)	115	123	117	117
Combined mpg	40.9	37.2	37.2	38.2
Rear Suspension	Control Blade independent		Twist beam	Twist beam

Key Features

Power assisted steering	Std	Std	Std
Alloy wheels	Std	£695	£390
Sports seats	Std	N/A	Std
Front fog lights	Std	£165	Std
Driver airbag	Std	Std	Std
Passenger airbag	Std	Std	£695#
Electric front windows	Std	Std	Std
Electric rear windows	N/A	Std	N/A
Centre rear 3pt seat belt	Std	£265**	Std
Centre rear head restraint	Std		Std
On the road price (excl. options)	£13,350	£13,975	£14,050

Key Options

Anti-lock brakes	£500*	Std	£695#
Traction control		N/A	
Front seat side airbags		Std	
Air conditioning	£500†	£795	£4350##
Powered/heated mirrors		Std	N/A
Quickclear windscreen		N/A	N/A
Metallic paint	£250	£245	£250
CD audio	£250‡	£395††	Std
Remote stereo controls		N/A	Std
TOTAL (incl. options)	£14,850	£16,535	£15,735
Estate bodystyle option	£500	N/A	N/A
Turbo-diesel engine option	£500	£1,180	N/A

*Focus Climate Pack includes air conditioning, powered/heated mirrors, Quickclear windscreen

†Focus Reflex Pack comprises anti-lock brakes, electronic brake force distribution, dual mode electronic traction control, front seat side airbags

‡Focus CD audio upgrade features model 6000 RDS CD/tuner

**Golf combined option includes 3pt centre rear seat belt and 3 rear head restraints

††Golf CD upgrade features 6 disc autochanger

#Astra Safety Pack includes passenger airbag, front seat side airbags, anti-lock brakes with electronic brake force distribution

##Astra air conditioning in lieu of standard manual sunroof

fordfocus vs competition

Technical Data	Focus Zetec 5dr		306 LX 5dr	Megane Sport 5dr
Engine	1.6i 16V	1.8i 16V	1.6i 8V	1.6i 8V
Power (PS/rpm)	100/6000	115/5750	90/5600	90/5000
Torque (Nm/rpm)	143/4000	158/3750	137/3800	137/4000
0-62mph (secs)	11.0	10.3	13.5	11.5
Top speed (mph)	115	123	111	114
Combined mpg	40.9	37.2	36.7	39.2
Rear Suspension	Control Blade independent		Twist beam	Twist beam
Key Features				
Power assisted steering	Std		Std	Std
Alloy wheels	Std		N/A	Std
Sports seats	Std		N/A	Std
Front fog lights	Std		Std	Std
Leather steering wheel	Std		N/A	Std
Adjustable steering wheel	Height/reach		Height only	Height only
Driver airbag	Std		Std	Std
Passenger airbag	Std		£380 ^{††}	£270
Electric sunroof	Std		Std	Std
Electric front windows	Std		Std	Std
Centre rear 3pt seat belt	Std		N/A	Std
Centre rear head restraint	Std		N/A	N/A
On the road price (excl. options)	£13,350		£13,470	£12,995

Key Options			
Anti-lock brakes	£500*	Std	Std
Traction control		N/A	N/A
Front seat side airbags		£380††	N/A
Air conditioning	£500†	£350#	£750
Powered/heated mirrors		Std	Std
Quickclear windscreen		N/A	N/A
Metallic paint	£250	£250	£235
CD audio	£250‡	£299**	£150
Remote stereo controls		Std	Std
TOTAL (incl. options)	£14,850	£14,749	£14,400
Estate bodystyle option	£500	N/A	N/A
Turbo-diesel engine option	£500	£900	N/A

†Focus Climate Pack includes air conditioning, powered/heated mirrors, Quickclear windscreen

*Focus Reflex Pack comprises anti-lock brakes, electronic brake force distribution, dual mode electronic traction control, front seat side airbags

‡Focus CD audio upgrade features model 6000 RDS CD/tuner

**CD autochanger

††Peugeot 306 combined option includes passenger airbag and front seat side airbags

#in lieu of standard sunroof

Technical Data	Focus Ghia 5dr		Golf SE 5dr	Astra CD 5dr
Engine	1.6i 16V	1.8i 16V	1.6i 8V	1.6i 16V
Power (PS/rpm)	100/6000	115/5750	100/5600	100/6000
Torque (Nm/rpm)	143/4000	158/3750	145/3800	150/3600
0-62mph (secs)	11.0	10.3	10.9	10.5 (0-60mph)
Top speed (mph)	115	123	117	117
Combined mpg	40.9	37.2	37.2	38.2
Rear Suspension	Control Blade independent		Twist beam	Twist beam
Key Features				
Power assisted steering	Std		Std	Std
Air conditioning	Std		£395***	Std
Powered/heated mirrors	Std		Std	Std
Quickclear windscreen	Std		N/A	N/A
Remote stereo controls	Std		N/A	Std
Powered driver's seat height	Std		Manual	Manual
Front fog lights	Std		£165	N/A
Driver airbag	Std		Std	Std
Passenger airbag	Std		Std	£695#
Electric front windows	Std		Std	Std
Electric rear windows	N/A		Std	N/A
Electric sunroof	N/A		Std	N/A
Centre rear 3pt seat belt	Std		£265**	Std
Centre rear head restraint	Std			Std
On the road price (excl. options)	£14,350		£15,250	£14,370

Key Options			
Anti-lock brakes	£500*	Std	£695#
Traction control		N/A	N/A
Front seat side airbags	£500†	Std	£695#
Metallic paint		£245	£250
Alloy wheels		£695	£390
Volume-sensing alarm	£250	Std	£230
TOTAL (incl. options)	£15,600	£17,015	£15,935
Estate bodystyle option	£500	N/A	£750
Turbo-diesel engine option	£500	£1,025	£800

*Focus Styling Pack includes alloy wheels, metallic paint

†Focus Reflex Pack comprises anti-lock brakes, electronic brake force distribution, dual mode electronic traction control, front seat side airbags

**Golf combined option includes 3pt centre rear seat belt and 3 rear head restraints

***Golf air conditioning in lieu of standard electric sunroof

#Astra Safety Pack includes passenger airbag, front seat side airbags, anti-lock brakes with electronic brake force distribution

fordfocus vs competition

Technical Data	Focus Ghia 5dr		Megane Scenic RT	Vectra LS 5dr
Engine	1.6i 16V	1.8i 16V	1.6i 8V	1.8i 16V
Power (PS/rpm)	100/6000	115/5750	90/5000	115/5400
Torque (Nm/rpm)	143/4000	158/3750	137/4000	170/3600
0-62mph (secs)	11.0	10.3	13.7	11.5 (0-60mph)
Top speed (mph)	115	123	106	124
Combined mpg	40.9	37.2	34.4	34.4
Rear Suspension	Control Blade independent		Twist beam	Twist beam
Key Features				
Power assisted steering	Std		Std	Std
Air conditioning	Std		£750	£250#
Powered/heated mirrors	Std		Std	N/A
Quickclear windscreen	Std		N/A	N/A
Remote stereo controls	Std		Std	N/A
Powered driver's seat height	Std		N/A	Manual
Adjustable steering wheel	Height/reach		Height only	Height only
Front fog lights	Std		N/A	N/A
Driver airbag	Std		Std	Std
Passenger airbag	Std		£270	£330
Electric front windows	Std		Std	Std
Electric sunroof	N/A		Std	Manual
Centre rear 3pt seat belt	Std		N/A	Std
Centre rear head restraint	Std		Std	Std
On the road price (excl. options)	£14,350		£14,325	£15,780

Key Options			
Anti-lock brakes	£500*	Std	Std
Traction control		N/A	N/A
Front seat side airbags		N/A	£170
Metallic paint	£500†	£235	£250
Alloy wheels		£395	£390
TOTAL (incl. options)	£15,350	£15,975	£17,170
Estate bodystyle option	£500	N/A	£650
Turbo-diesel engine option	£500	£1,050	£1,300

†Focus Styling Pack includes alloy wheels, metallic paint

*Focus Reflex Pack comprises anti-lock brakes, electronic brake force distribution, dual mode electronic traction control, front seat side airbags

#Air conditioning in lieu of standard sunroof

Technical Data	Focus Ghia 4dr	Rover 420i 4dr
Engine	2.0i 16V	2.0i 16V
Power (PS/rpm)	130/5750	136/6000
Torque (Nm/rpm)	174/3750	185/2500
0-62mph (secs)	9.3	9.0 (0-60mph)
Top speed (mph)	125	124
Combined mpg	31.7	32.7
Rear Suspension	Control Blade independent	MacPherson struts

Key Features

Power assisted steering	Std	Std
Air conditioning	Std	Std
Powered/heated mirrors	Std	Std
Quickclear windscreen	Std	N/A
Remote stereo controls	Std	Std
Powered driver's seat height	Std	£200*
Driver's seat lumbar adjust	Std	
Front fog lights	Std	£200
Driver airbag	Std	Std
Passenger airbag	Std	£350
Anti-lock brakes	Std	Std
Traction control	Std	N/A
Electric front windows	Std	Std
Electric rear windows	Std	N/A
CD autochanger	Std	£500
Alloy wheels	Std	£450
Centre rear 3pt seat belt	Std	Std
Centre rear head restraint	Std	N/A
On the road price (excl. options)	£15,350	£15,545

Key Options

Metallic paint	£250	£300
Volume-sensing alarm	£250	Std
TOTAL (incl. options)	£15,850	£17,545
Estate bodystyle option	£500	N/A
Turbo-diesel engine option	£500	£555

*Manual driver's seat height adjust combined with adjustable lumbar support

fordfocus vs competition

Technical Data	Focus Ghia 5dr	Golf SE 5dr	Astra CDX 5dr
Engine	2.0i 16V	1.6i 8V	1.8i 16V
Power (PS/rpm)	130/5750	100/5600	115/5400
Torque (Nm/rpm)	174/3750	145/3800	170/3400
0-62mph (secs)	9.3	10.9	9.5 (0-60mph)
Top speed (mph)	125	117	124
Combined mpg	31.7	37.2	36.2
Rear Suspension	Control Blade independent	Twist beam	Twist beam

Key Features			
Power assisted steering	Std	Std	Std
Air conditioning	Std	£395***	Std
Powered/heated mirrors	Std	Std	Std
Quickclear windscreen	Std	N/A	N/A
Remote stereo controls	Std	N/A	Std
Powered driver's seat height	Std	Manual	Manual
Front fog lights	Std	£165	N/A
Driver airbag	Std	Std	Std
Passenger airbag	Std	Std	Std
Anti-lock brakes	Std	Std	Std
Traction control	Std	N/A	Std
Electric front windows	Std	Std	Std
Electric rear windows	Std	Std	N/A
Electric sunroof	N/A	Std	N/A
CD autochanger	Std	£395	£475
Alloy wheels	Std	£695	Std
Centre rear 3pt seat belt	Std	£265**	Std
Centre rear head restraint	Std		Std
On the road price (excl. options)	£15,350	£15,250	£16,325

Key Options			
Front seat side airbags	£150	Std	Std
Metallic paint	£250	£245	Std
Volume-sensing alarm	£250	Std	Std
TOTAL (incl. options)	£16,000	£17,410	£16,800
Estate bodystyle option	£500	N/A	£750
Turbo-diesel engine option	£500	£1,020	N/A

**Golf combined option includes 3pt centre rear seat belt and 3 rear head restraints

***Golf air conditioning in lieu of standard electric sunroof

ford**focus** model line-up

Derivative availability:

Twenty eight vehicle derivatives and insurance group ratings

Engine/derivative	body style			
	3 door	4 door	5 door	Estate
1.4i 16V CL			4E	
1.8 Turbo Diesel CL			5E	5E
1.6i 16V LX			5E	5E
1.8i 16V LX			6E	6E
1.8 Turbo Diesel LX			5E	5E
1.6i 16V Zetec	5E		5E	5E
1.8i 16V Zetec	6E		6E	6E
1.8 Turbo Diesel Zetec			5E	5E
1.6i 16V Ghia		6E	6E	
1.8i 16V Ghia		7E	7E	7E
2.0i 16V Ghia		8E	8E	8E
1.8 Turbo Diesel Ghia		6E	6E	6E

E = Exceeds security requirement for model concerned and group rating has been reduced.



just how good is the ford**focus**?

We'll leave the last word to the press.

"...not only does the Focus Zetec make the Golf 1.6 SE seem overpriced and under-equipped, but it also pulls the rug from beneath most other rivals on price and specification..."

"...in terms of mechanical refinement, there's not another family hatch to touch the Focus at the moment. The way drivetrain vibrations are damped out would be impressive in an executive car, let alone one like this..."

"...a car with the handling of a good sports car mated to the composure of an expensive family saloon..."

"...the new benchmark for hatchback dynamics..."

"...the Focus is a deeply impressive car inside, not least because it boasts more useable leg, head, luggage and elbow room than any other rival, Golf included..."

"...the basic driving environment is close to faultless..."

"...full five star verdicts are rare in this magazine...but if we had a sixth star we'd almost certainly award it here, for the Focus is truly an outstanding motor car..."

"...uniquely among family hatchbacks, the Focus has no weak areas - none - which is not something which can be said about any of its competition..."

"...the Ford Focus is as good to drive as it is to sit in and should hold its value every bit as solidly as it is bolted together. Whichever way you look at it, the Focus is untouchable as a family hatchback right now..."

"...the best car we have driven all year..."

AUTOCAR

October 28 1998

"...fantastic to drive and great to look at and sit in, it does everything you ask - and it is competitively priced with decent equipment, too. Once the Golf may have been the car you bought with your head, the Astra the one with your heart. You can confidently buy the Focus with both..."

**Auto
EXPRESS**

October 21
1998



"...you notice within yards, even in slow traffic, how light the Focus is to steer, and how every movement of the wheel produces a precise response from the front wheels; how stably it tracks down a fast, straight road, even when there's water on the surface or sidewinds are trying to push it around; and how composed and free of body sway it remains on country lanes which both undulate and fall away at the kerbside..."

"...Focus wins on composure, refinement and steering accuracy..."

"...the Focus is one of those rare cars that sets new reference points for its class..."

"...the Focus is the most desirable, the most able, the most well thought out - the one you most want. Until you try it you won't believe how far ahead of the game it is..."

"...if ever a car exceeded all expectations then it's the new Ford Focus..."

"...before you've covered even five miles you realise that the Focus is an absolute joy to drive..."

"...Ford paid much attention to achieving a rigid body structure to ensure the fully independent 'Control Blade' rear suspension can work effectively. It does, hence the Focus's brilliant handling..."

"...the Focus is responsive and stable through fast corners...it's big on feel and accuracy...inspires far greater driver confidence than the new Astra, or any other direct competitor - which is why it's so much fun..."

evo

November 1998

WHAT CAR?

November 1998

"...the Focus instantly creates a new benchmark..."

DAILY Mirror

21/8/98

"...a small car with big car qualities: we have heard that many times before. This time, it happens to be true..."

"...the 100PS engine is smoother and quieter than anything short of a Jaguar..."

"...small front wheel-drive cars do not come better than this..."

"...the Focus offers more interior space than any other car in this class...in terms of smoothness is an easy match for anything from BMW..."

"...no comparable car is quite so comfortable or so quiet. And no front wheel-drive car handles with quote so much aplomb. It is superb..."

"...you cannot fault the Focus. There is nothing wrong with it at all and, more than that, it is better than every car in its class at everything..."

"...the higher roofline and longer wheelbase mean more space inside - even a six foot something giant would have plenty of legroom in the back..."

"...it's instantly comfortable to drive and handles superbly, thanks to the newly developed 'Control Blade' multi-link rear suspension, which is usually only available on more expensive cars..."

"...the 1.6i engine leaves most of its rivals standing. It's quiet, refined and as comfortable sitting on the motorway as it is driving through town..."

THE TIMES

6/9/98

THE TIMES

13/9/98

DAILY Star

11/9/98



Car Of The Year 1999

PLAN



FT 5197/Car/11.98

ford**focus**

