

31

# the new ford**focus**

1998 Edition 1





Genuine pioneering spirit and true ingenuity are not born out of a single act.

They are the result of persistence and commitment. Excellence is a habit.

Henry Ford understood this. Today, as a company, Ford understands this.

To engineer a car that exceeds the expectations of a smarter and more discerning market requires a willingness to explore and develop new ways to see things;

## shouldn't you expect **more** from life?

to create a new perspective on automotive architecture.

Ford's New Edge design philosophy, as realised in Ford Ka, Ford Puma, and now

the new Ford Focus, is demonstration of the thoroughbred culture,

Ford's DNA, that began with Henry Ford and continues with Ford Focus and you.



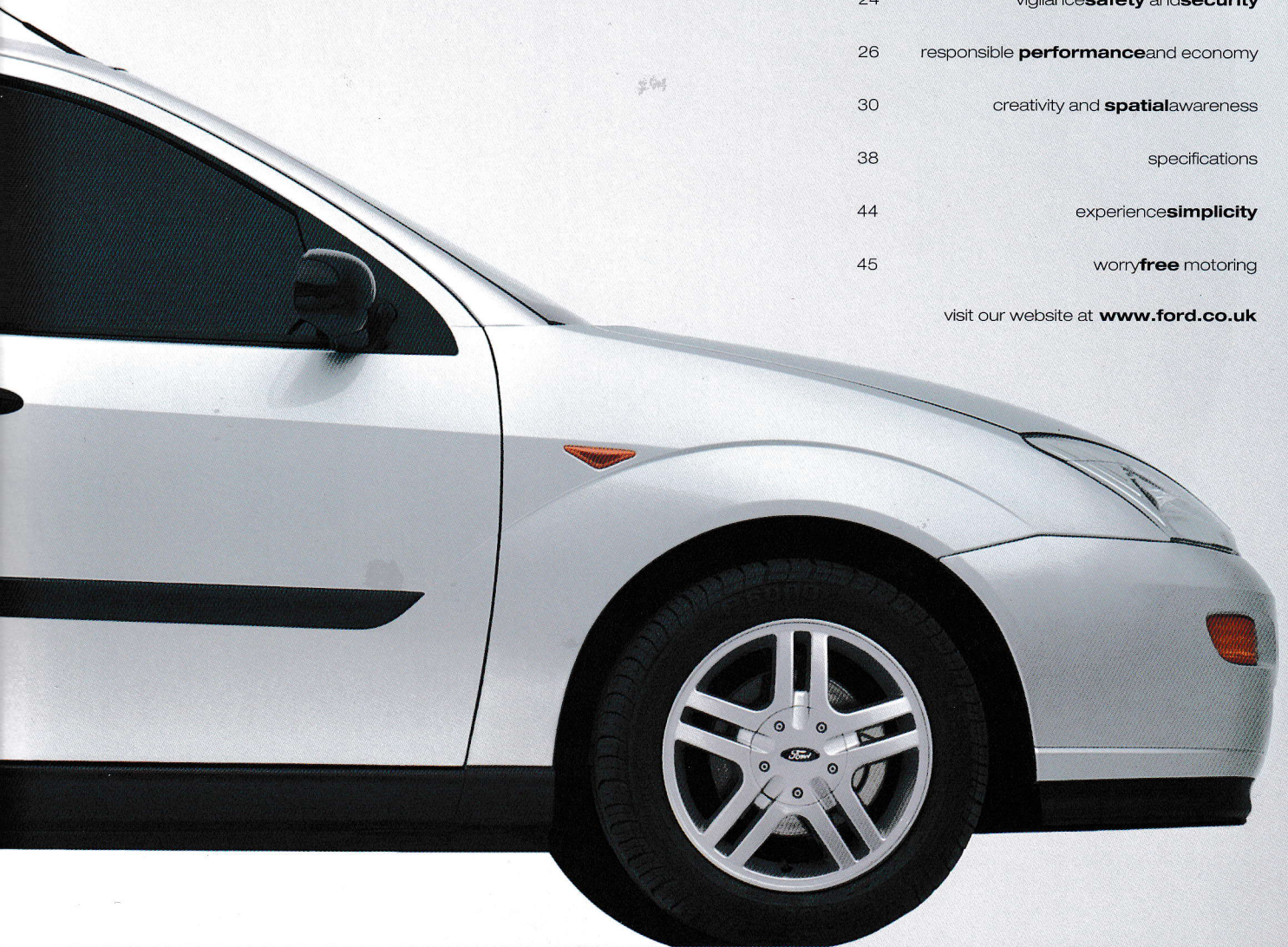


2	unique body <b>language</b>
4	versatile bold <b>human</b>
6	rewarding purposeful <b>confident</b>
8	flexible individual <b>functional</b>
10	colour with <b>style</b>
12	one ford <b>focus</b>

## the new ford**focus**

14	enhance <b>personalise</b>
16	positived <b>dynamics</b> and handling
18	<b>unique</b> rear suspension
20	functional and <b>intelligent</b> form
24	vigilance <b>safety</b> and <b>security</b>
26	responsible <b>performance</b> and economy
30	creativity and <b>spatial</b> awareness
38	specifications
44	experiences <b>simplicity</b>
45	worry <b>free</b> motoring

visit our website at [www.ford.co.uk](http://www.ford.co.uk)







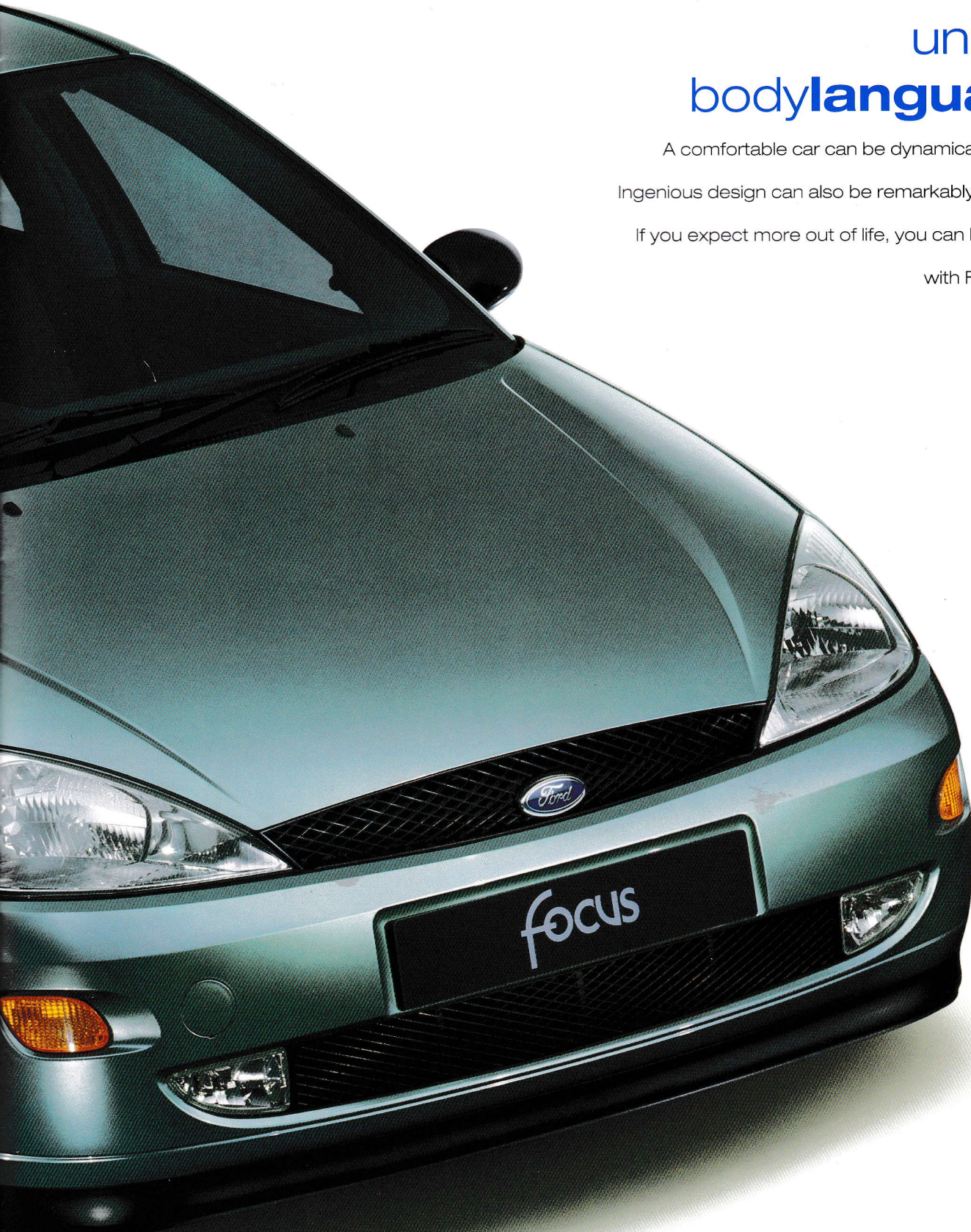




Your car can say a lot about you.  
Ford Focus says that you no longer have to accept  
compromise. You don't have to sacrifice style  
for space or performance for economy.  
It says that you don't have to be big to be safe.

## unique bodylanguage

A comfortable car can be dynamically exciting.  
Ingenious design can also be remarkably functional.  
If you expect more out of life, you can have more,  
with Ford Focus.











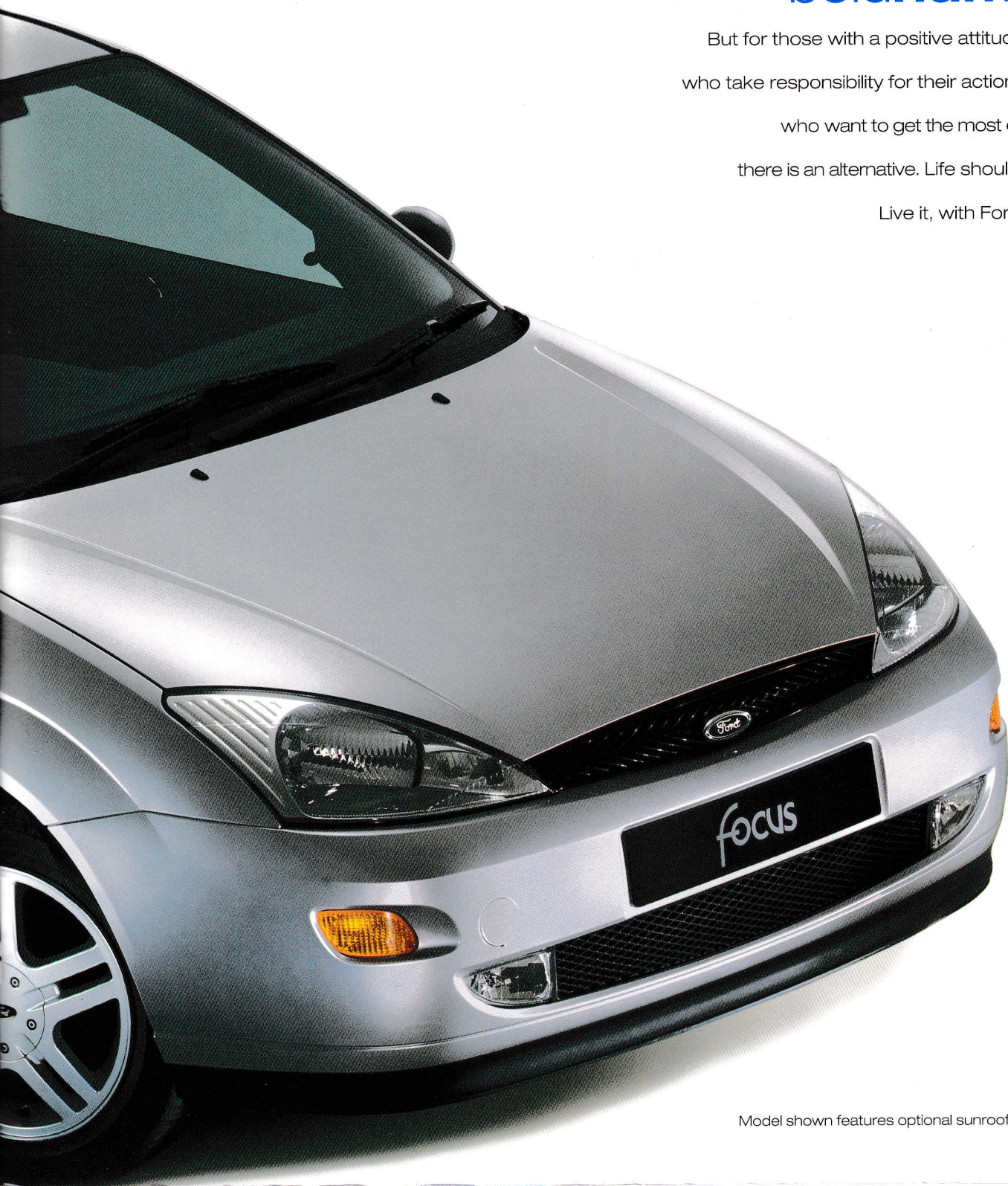
It's your life. Only you can decide what you want from it. No matter what goals you set, achieving them will take a concerted effort.

Too often, we find it easier to go with the flow than to aim for what we really want.

## versatile boldhuman

But for those with a positive attitude, those who take responsibility for their actions, those who want to get the most out of life, there is an alternative. Life should be fun.

Live it, with Ford Focus!











Life can pass you by while you're  
getting on with other things.  
So reap the rewards when you can.  
You deserve a new, more intelligent  
definition of success. More style,

## rewarding purposeful**confident**

more comfort, more sophistication.

If you expect more, you will find  
more with Ford Focus.











Whatever your expectations, whatever your needs,  
there is now a car that meets them perfectly.

A car where energy, style and quality are the norm.

As unique, freethinking individuals with lives of our own, our  
desires sometimes go beyond the conventional.

## flexible individual**functional**

We seek a car as individual as ourselves.

When it's more than simply a question of space,

Ford Focus delivers the intelligent solution.



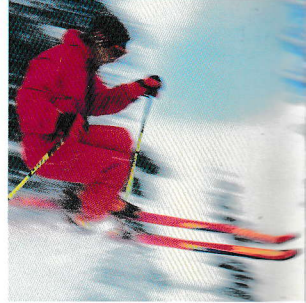




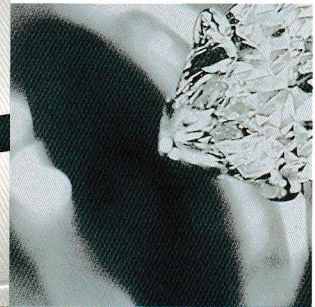
amparo**blue**



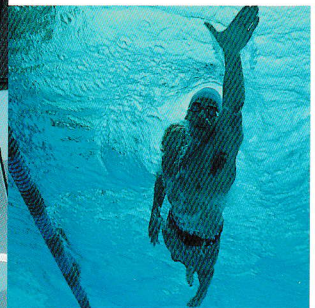
radiant**red**



panther**black**



diamond**white**



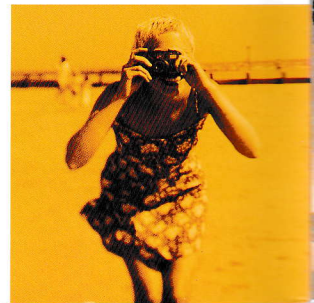
aqua**frost**



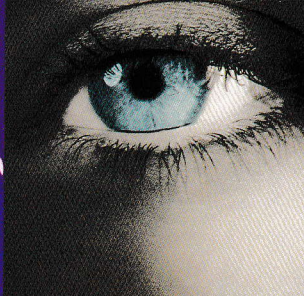
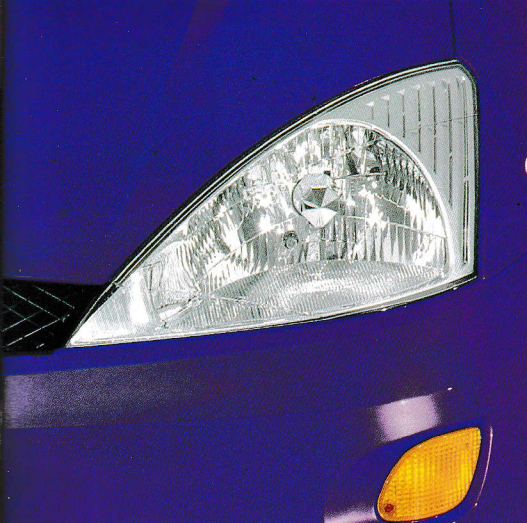
pacific**green**



harvest**gold**







bright**blue**

Colour. It reflects our mood. It can remind us of happy times, mellow times, of tastes and smells.

It can even help us to express our personality.

From passionate red to cool blue,  
from sporty silver to noble black.

## colour with**style**

With eleven paint finishes to choose from,

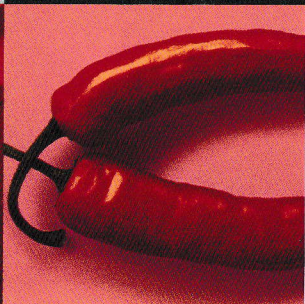
including three metallics and five

mica metallics, it has never been easier to

create a lasting impression.



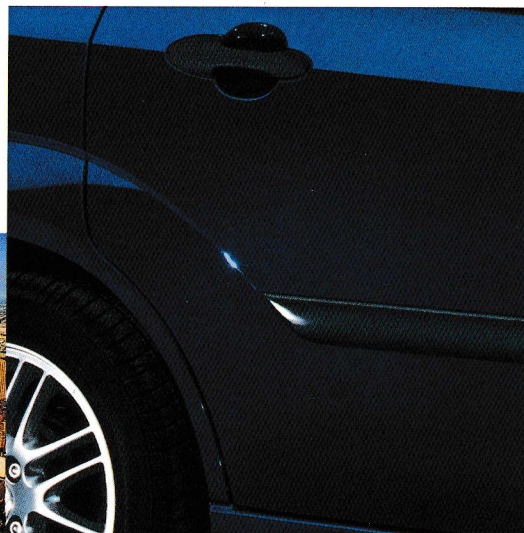
moondust**silver**



pepper**red**



state**blue**



**Note:** The car images used are to illustrate body colours only and may not reflect current build levels. Colours and trims reproduced within this brochure may vary from the actual colours due to the limitations of printing processes used.

See page 43 for full colour and trim specifications.



Self-expression. The means of  
communicating your personality, your unique  
character, your individual qualities.  
Whether you favour the smart and practical  
CL or the refined and sporty Zetec,

## one fordfocus

the stylish LX or the luxurious Ghia, Ford  
Focus gives you the opportunity to express  
yourself. To choose the model that's right for  
you – free**choice**. There is only one you.  
There is only one, very versatile, Ford Focus.



### ford**focus** CL

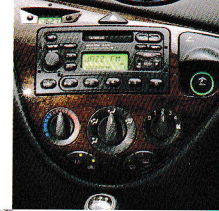
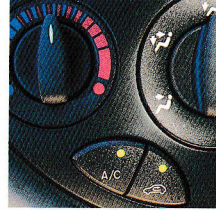
If you expect more from CL,  
you won't be disappointed  
with standard features  
including central locking,  
electric front windows, power  
steering, driver's and front  
passenger's airbags\* and  
Safeguard engine immobiliser.

**\*Note:** A rear-facing child seat should never be placed  
in the front passenger seat when the Ford vehicle is  
equipped with a front passenger's or side airbags.



## ford**focus** LX

With LX you'll find as standard a sunroof, remote control central, double locking and remote control tailgate release and a stereo radio/cassette with ergonomically-designed steering column remote controls.



## ford**focus** Ghia

If you expect more luxury, take a closer look at Ghia. Standard features include air conditioning, 'Quickclear' heated windscreen, driver's power seat height adjust, and electrically-operated and heated door mirrors with body colour surrounds.

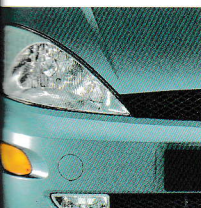
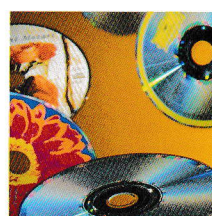
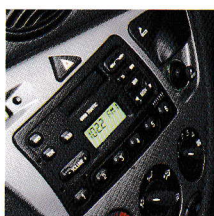
## ford**focus** Ghia 2.0i

Anti-lock brakes and traction control, 15" alloy wheels, CD autochanger and power front and rear windows with global close are standard features and add an extra dimension to Ghia.



## ford**focus** Zetec

With its dynamic image, Zetec offers remote central, double locking and sporting cues including firmer suspension, alloy wheels and front fog lights.





Smooth sculpted surfaces, defined by energy lines. The hallmark of Ford's New Edge design. With more character, more expression, more individuality, Ford Focus is full of life. Full of energy. And now you can add

## enhance **personalise**

even more to its unique personality. Whether you want enhanced enjoyment, exclusive style, even greater levels of comfort, our themed option packs allow you to choose. If you expect more from your car, Ford Focus will not disappoint.





### stylingpack

Available on Ghia

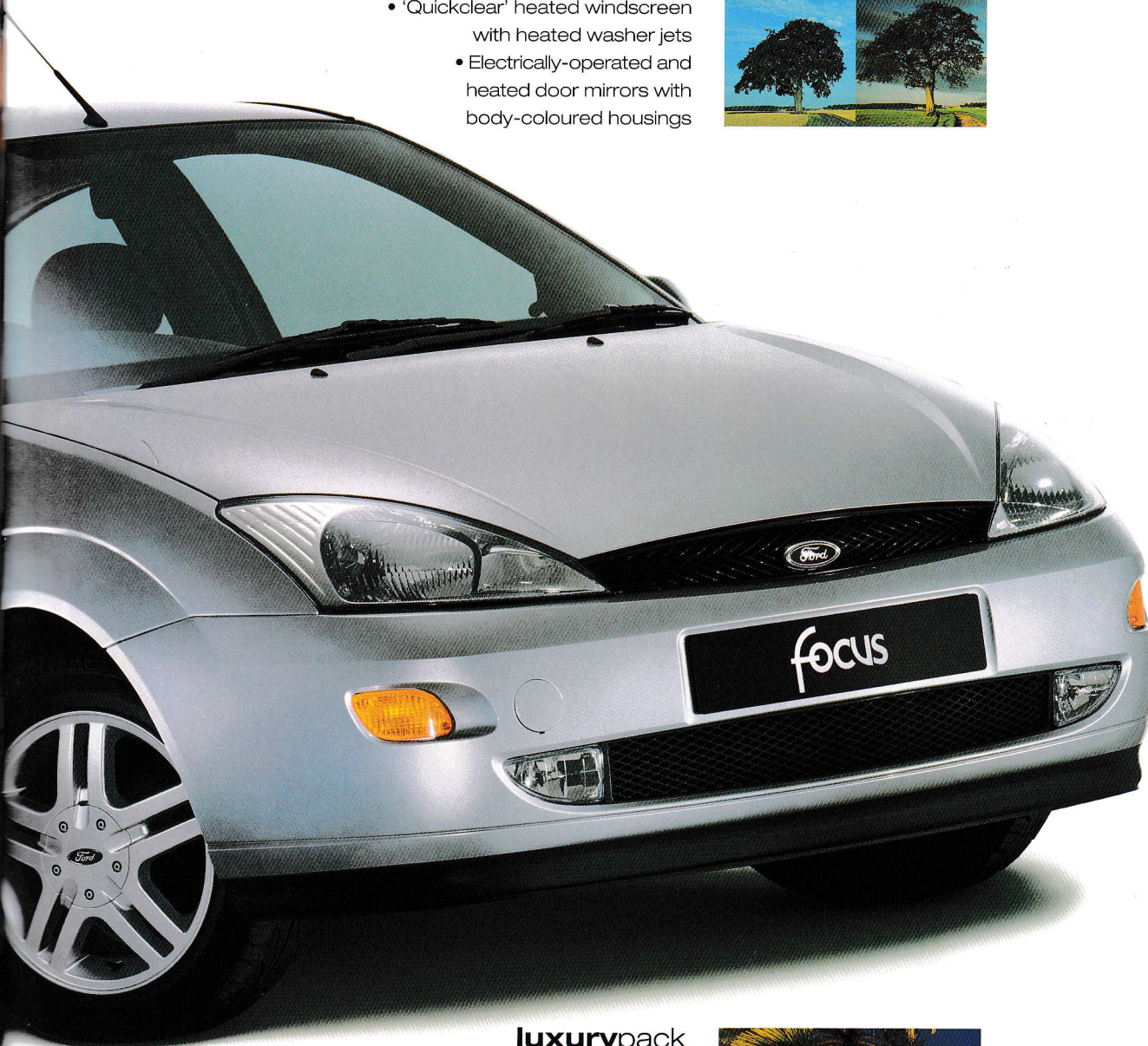
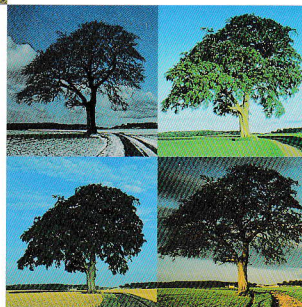
- Alloy wheels
- Metallic paint



### climatepack

Available on CL, Zetec and LX

- Air conditioning
- 'Quickclear' heated windscreen with heated washer jets
- Electrically-operated and heated door mirrors with body-coloured housings



### luxurypack

Ghia

- Leather trim
- Electrically-operated rear windows with global closing

Ghia 2.0i

- Leather trim
- Cruise control



### reflexpack

Available on CL, Zetec, LX,  
1.6/1.8/1.8 TDDi Ghia

- Electronic anti-lock brakes with traction control
- Front side airbags\*



**\*Note:** A rear-facing child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with a front passenger's or side airbags.



ganter bridge switzerland by christian menn.  
class-leading handling by the ford**focus** vehicle dynamics team.







Dynamics. The relationship between car, driver and road.

A complex subject, but one which our engineers understand implicitly. Our aim when developing Ford Focus was simple: to raise your expectations of what a car in this class can deliver.

## positivedynamics and handling

On the road, this means that Ford Focus does what you want, when you want it, like no other comparable car – a feel**safe** drive. Fine-tuned to be in tune with you.

Driving Ford Focus is a truly liberating experience.

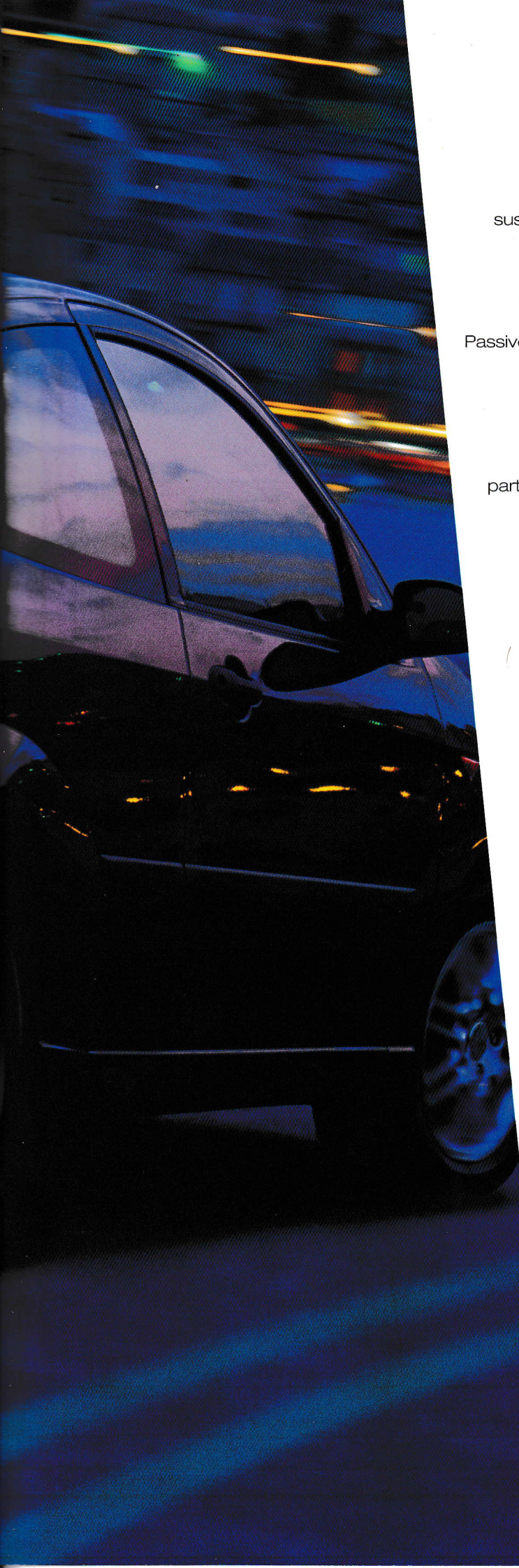
**"The mission of the Ford Focus dynamics team was very clear – to make Ford Focus ride and handle better than any car in its class had done before. Refinement was a matter of diligence. But bringing Ford Focus alive, giving it a soul and making it a member of the Ford family was infinitely more challenging."**

**Ford Focus Vehicle Dynamics Team**









Fully independent Control Blade multi-link rear suspension delivers class-leading ride comfort and refinement.

The Control Blade system allows each rear wheel to move independently to absorb bumps and enhance ride comfort. Passive rear wheel steer means that Ford Focus is designed to be

## **unique**rear suspension

particularly stable during high-speed lane-change manoeuvres.



Safety should be something you can take for granted.

Not something you need to worry about.

That's why we developed a comprehensive armour  
of special features to help protect you and  
your passengers. The result is a rigid safety cage

## functional and intelligentform

for the Ford Focus with reinforced door beams,  
energy-absorbing crash zones, driver and passenger  
front airbags\* and advanced seat belt systems.

We would expect you to expect nothing less.

**"Ford Focus has been developed to provide a rigid survival space in combination with energy-absorbing crash zones. Using our enormous computing power, we have been able to perform and analyse many more and different types of crashes to find the optimum bodyshell construction for occupant protection."**

**Ford Focus Safety Engineering Team**

**\*Note:** A rear-facing child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with a front passenger's or side airbags.













bach de roda – felipe II bridge barcelona by santiago calatrava.  
dynamic safety engineering by the ford**focus** safety performance team.



From active safety features, which, in the first place, provide the driver with the ability to avoid an accident, to innovations designed to minimise the effects of a collision, our efforts to improve safety standards are unceasing.

## vigilance **safety** and **security**

### **safetycell**

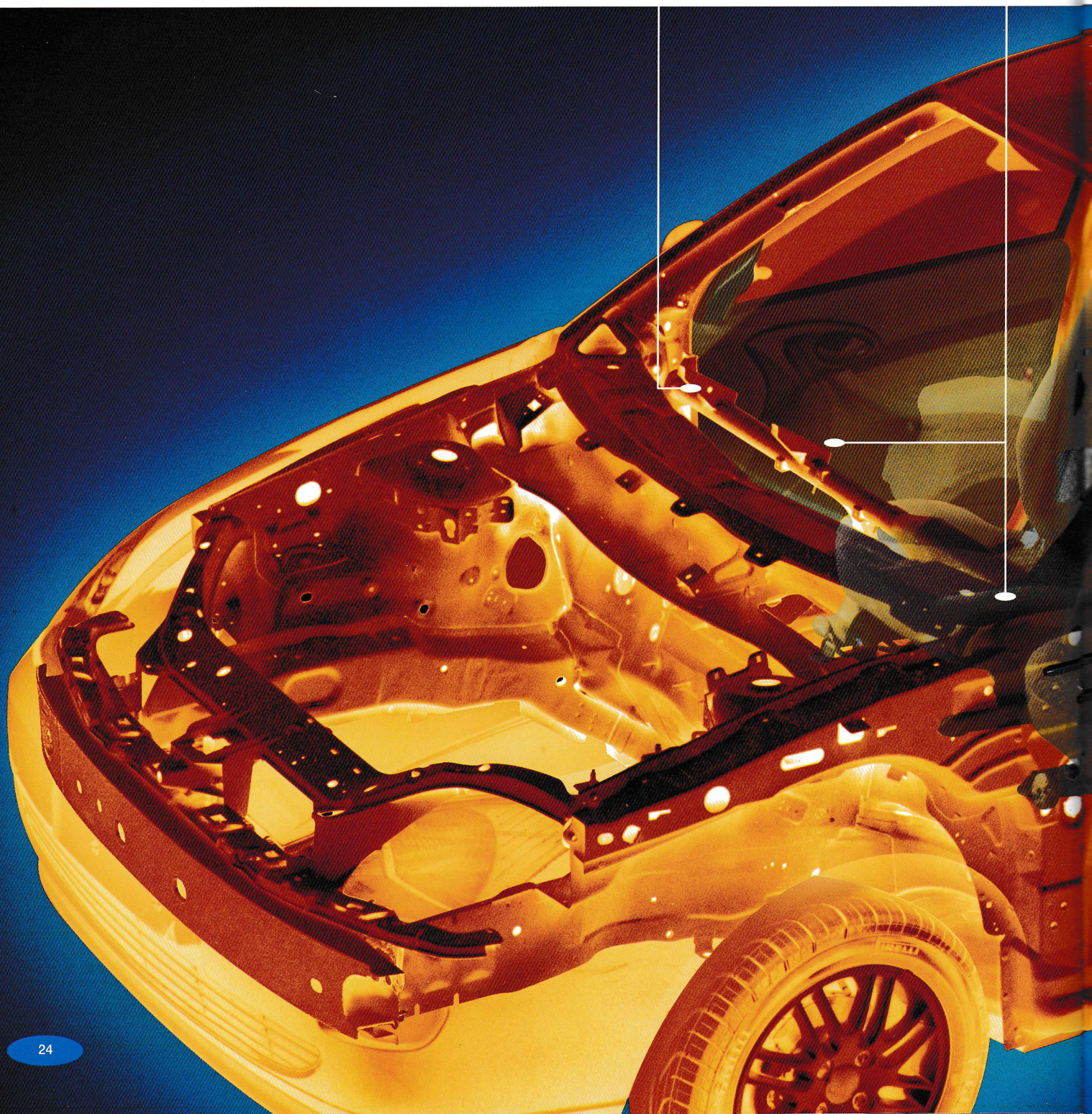
The ultra-stiff body structure has been engineered to absorb crash energy through controlled collapse.

### safeguard engine **immobiliser**

This passive anti-theft system is designed to prevent the engine from starting until its electronic control unit receives the correct coded signal from the ignition key.

### front **airbags**

Working in conjunction with the seat belts, the front airbags\* inflate within approximately 35 milliseconds to protect front seat occupants in the event of a severe frontal collision.





### front seat belt **pre- tensioners**

To provide additional protection, the pre-tensioners remove slack from the webbing by pulling the seat belt buckles down.

### side **airbags**

Optional head-and-chest side airbags\* act as a barrier between the occupant and the side of the vehicle to cushion side impact forces.

### front seat belt **retractors**

Load-limiting retractors pay out belt webbing progressively above pre-determined loads, to help limit chest injury.

### side **pushers**

Located between the outer door panel and the interior trim, moulded foam side pushers help reduce potential injury by spreading crash energy over a wider area.

### headrest **design**

Adjustable head restraints feature a new energy-absorbing foam to provide better protection for both tall and small occupants.

### side **impact beams**

Located within the door cavity, high-tensile boron steel-alloy beams help minimise side intrusion.



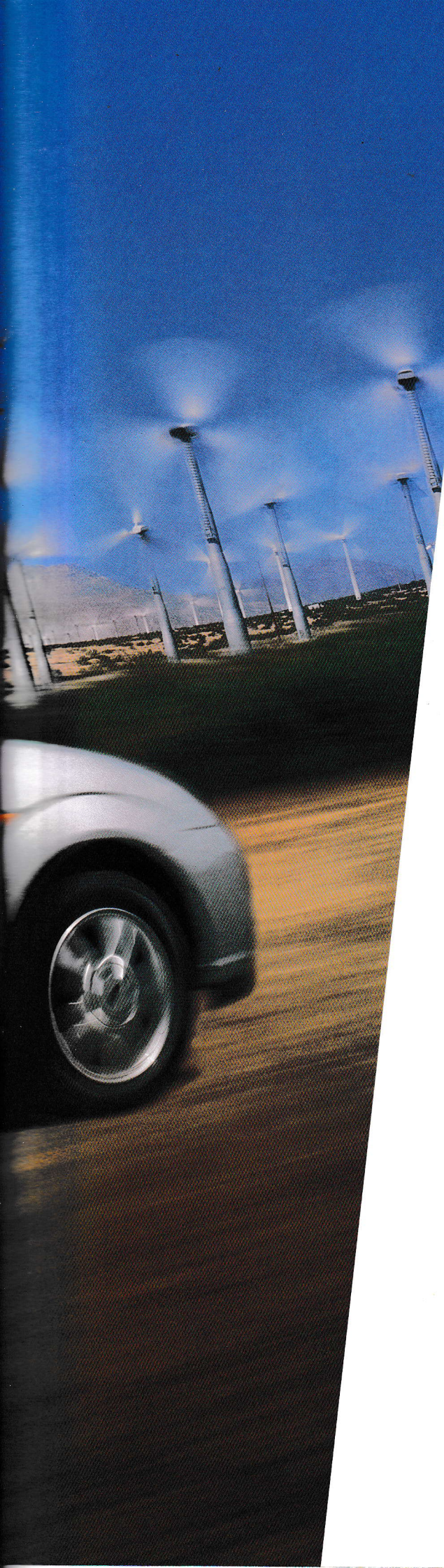
**\*Note:** A rear-facing child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with a front passenger's or side airbags.



A silver Ford Focus is shown from a side-rear perspective, driving on a road. The background features several wind turbines under a clear blue sky. The car is in motion, as indicated by the blurred background and the motion blur on the wheels. The text is overlaid on the upper part of the image.

wind turbines. pioneered by ulrich hutter.  
energising performance by the ford**focus** powertrain systems team.





To be efficient, you need to make the most of power,  
to optimise performance and minimise waste.

Engineered for low friction, the Ford Focus engine  
line-up is our most advanced ever, providing  
class-leading levels of smoothness and refinement.

## responsible performance and economy

Together with the aerodynamic New Edge  
design, Ford Focus delivers responsible  
performance and outstanding economy.

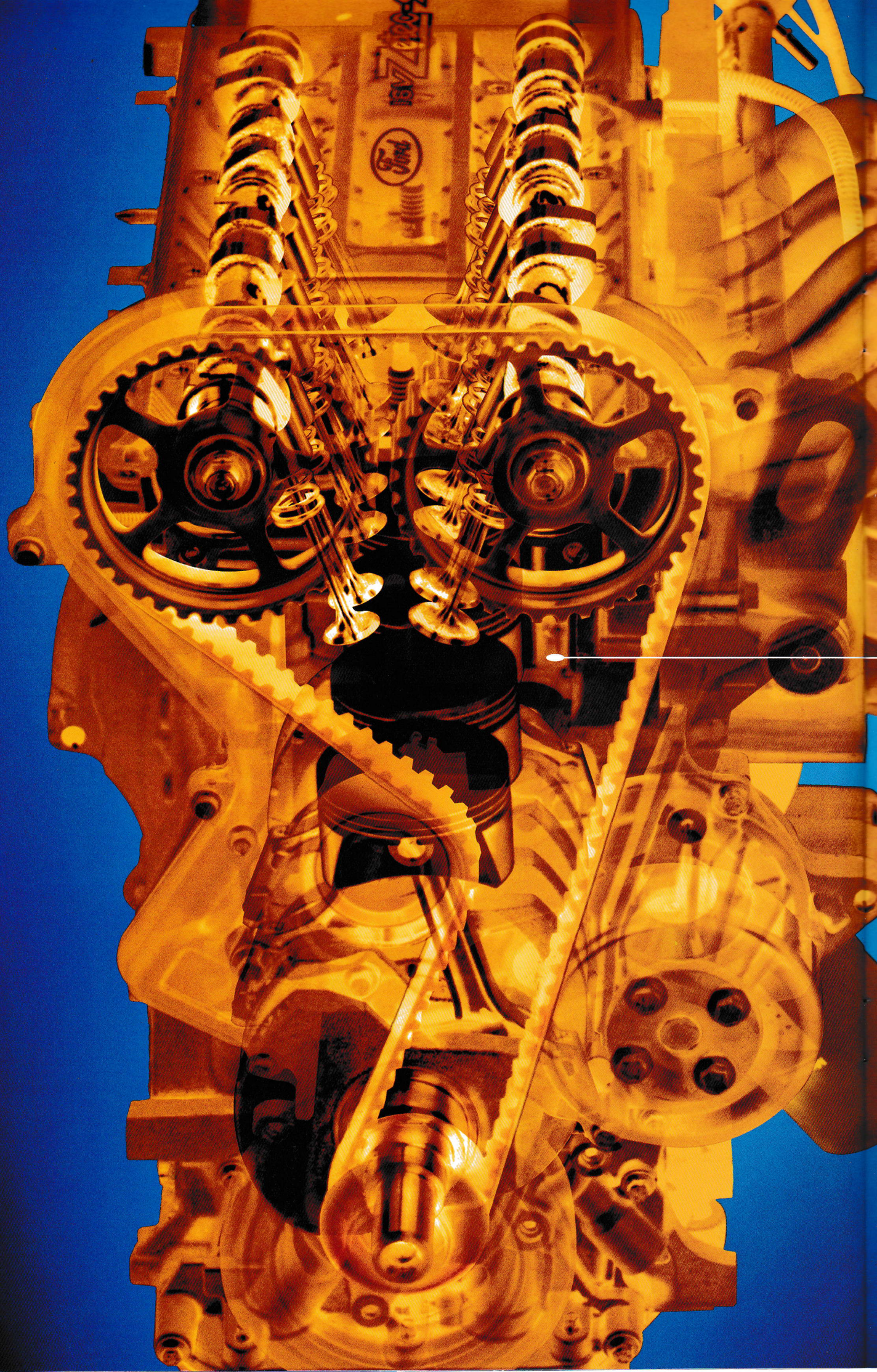
Driving Ford Focus is a truly rewarding experience.

**"Our aim was to achieve a dramatic improvement  
in fuel economy and powertrain refinement.**

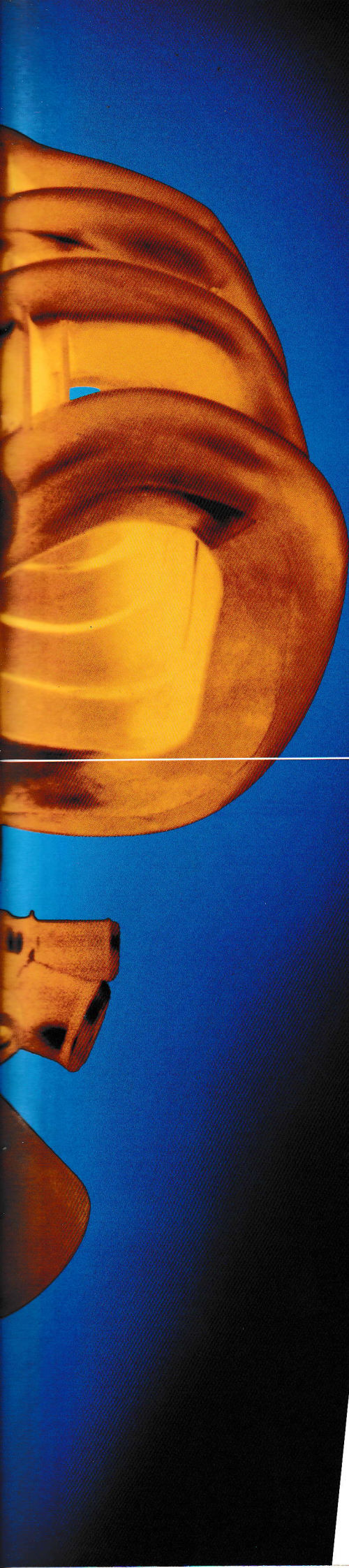
**This has been achieved while still maintaining our  
fun-to-drive criteria and ensuring that all engines meet  
the most stringent European emissions standards."**

**Ford Focus Powertrain Systems Team**









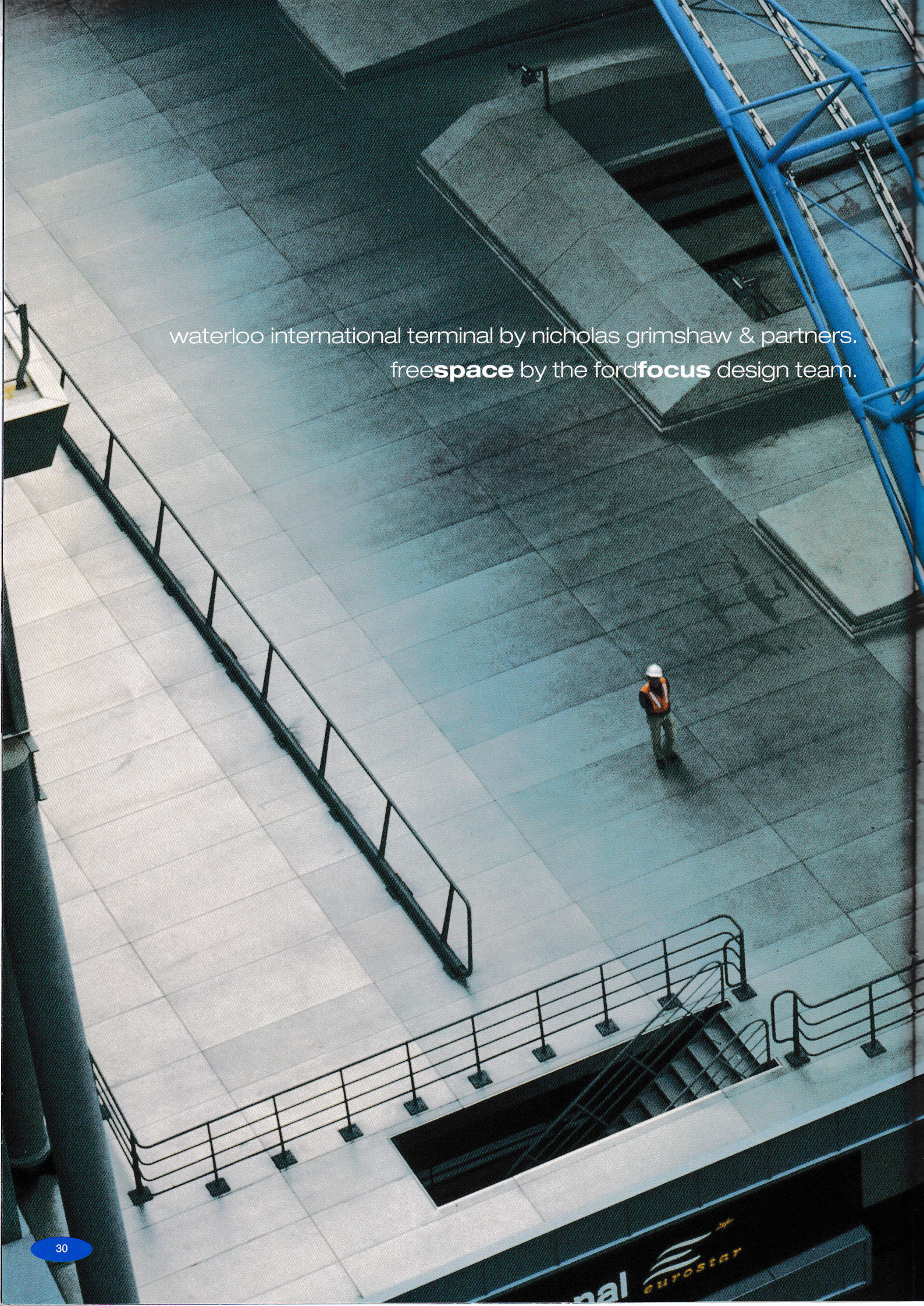
Ford Focus features the most efficient engine range in Ford history. Four lightweight 16-valve petrol engines each deliver outstanding flexibility and refinement, while an all-new 1.8-litre direct injection turbo diesel engine provides remarkable levels of performance. The low-friction engine design achieves significant gains in fuel economy without compromising on responsiveness. Designed for low maintenance, scheduled servicing is only required at 10,000 mile intervals.

#### **1.6i 16vZetec**

- Newly-designed cam covers significantly improve running refinement.
- Valve clearances need no adjustment for 100,000 miles.
- Camshafts are driven by a long-life, reinforced nitride rubber toothed belt.
- A new, low-noise ancillary drive system combined with an alloy ladder frame between the base of the block and the crankcase reduces noise and vibration to extremely low levels.

engine availability	model
1.4i 16V Zetec	CL
1.6i 16V Zetec	Zetec, LX, Ghia
1.8i 16V Zetec	Zetec, LX, Ghia
2.0i 16V Zetec	Ghia
1.8 di turbo diesel	CL, Zetec, LX, Ghia





waterloo international terminal by nicholas grimshaw & partners.  
freespace by the fordfocus design team.





Imagine a car built around you from the inside out.

A car which delivers space, comfort and versatility in equal measure.

This is the new thinking that shaped the Ford Focus interior.

An environment created around a new generation of customers.

You don't just want more space, you need it.

## creativity and spatial awareness

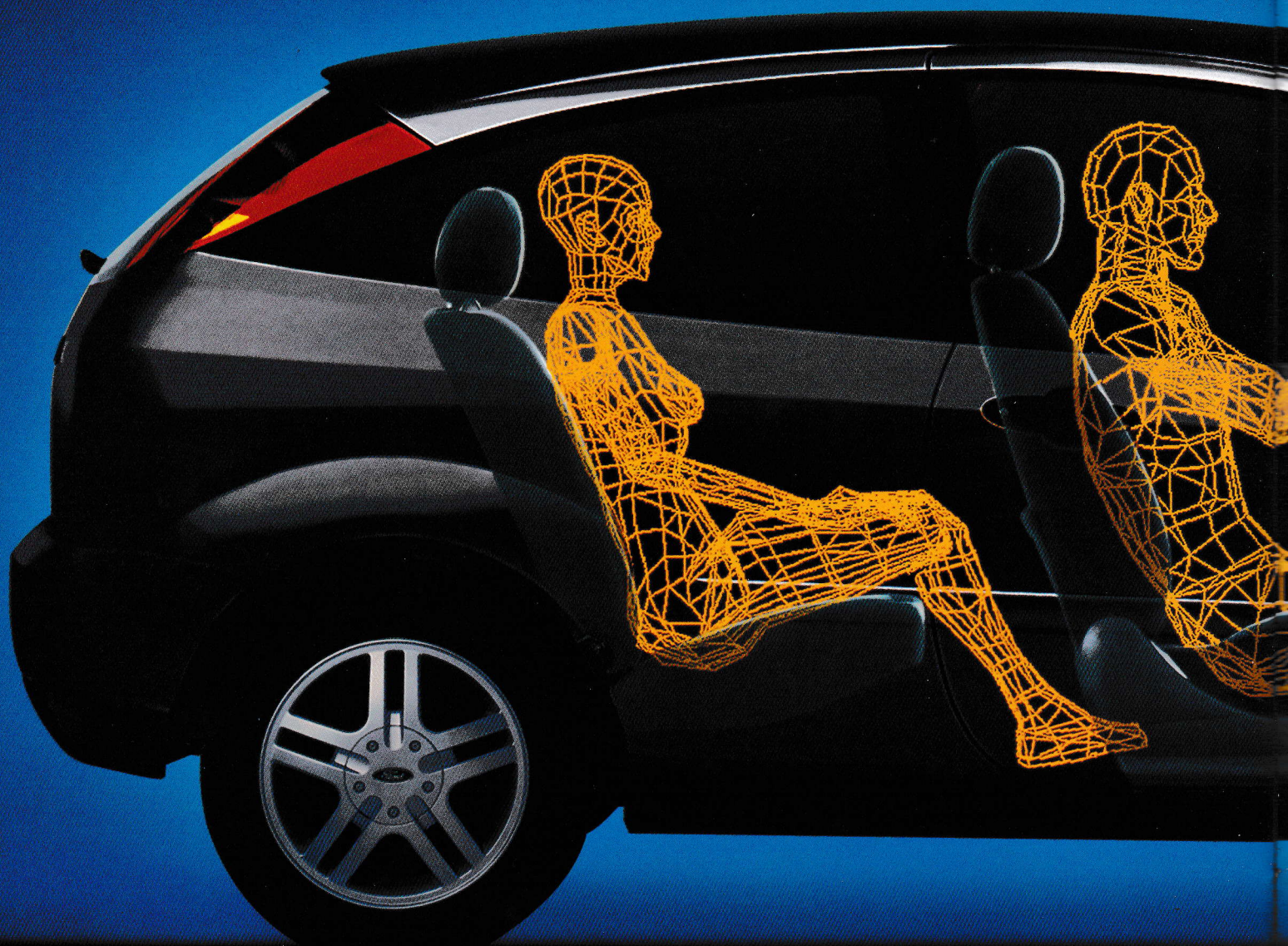
We call it **freespace**. You'll call it space to be yourself, whoever you are.

**"The packaging task was threefold: finding greater interior space; ensuring that space was used for maximum effect; and providing a comfortable and safe driving position for what we believe to be the greatest range of shapes and sizes ever attempted."**

**Ford Focus Design Team**







### **luggagespace**

Designed for life in the real world, Ford Focus offers a generously proportioned luggage compartment and plenty of interior storage space.

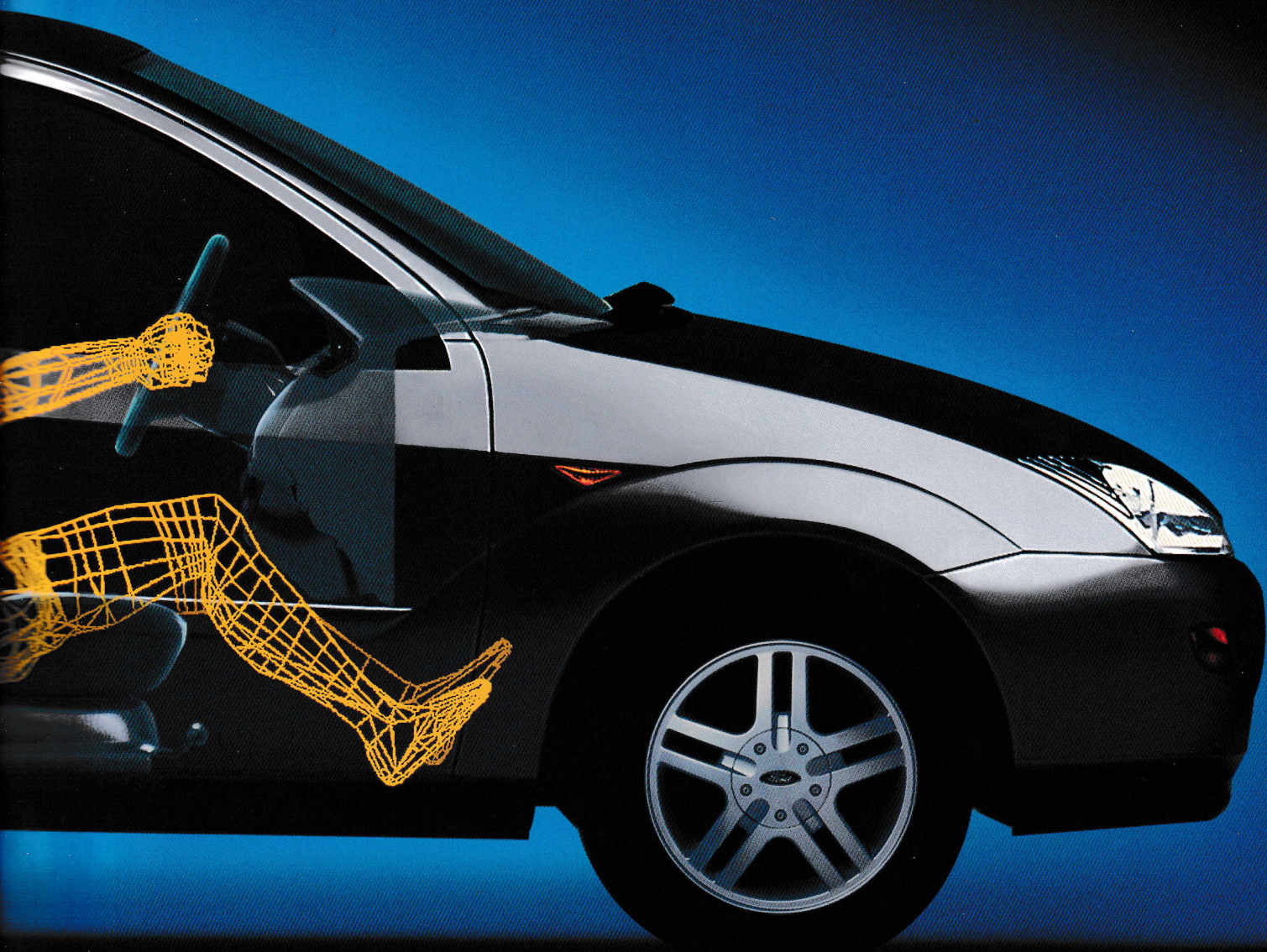
### **extrafront and rear leg room**

Raised seats and widely spaced front seat runners give you more room in which to get comfortable.

### **extraheadroom**

A high roofline means Ford Focus delivers best-in-class headroom.





command  
**driving position**

Higher seating positions give you a commanding view of the road ahead, and ease entry and exit for passengers of all ages.

longest **wheelbase**

To increase space and comfort, the wheels have been pushed out to the corners, giving Ford Focus the longest wheelbase in its class.







### ford focus**CL**

Attention to detail defines the range. Take CL's electrically-operated front windows, with a 'one-shot lowering' function on the driver's side. Further touches include a centre-mounted courtesy light with 'theatre' dimming and delayed switch-off, a remote tailgate release which operates with the engine running but prevents operation while on the move and a pollen filter, designed to keep CL's interior fresh and pleasant.

### ford focus**Zetec**

Zetec has sporting cues for the young at heart. From the sports-style front seats to the leather-trimmed steering wheel and the 'metallic' finish gear lever knob, Zetec adds a new dimension to Ford Focus' adventurous personality.

### ford focus**LX**

In addition to the tilt-and-slide screened glass sunroof, LX also brings you remote-control central, double locking with an independent boot release feature and super-light column-mounted fingertip controls for the high power, 4-speaker, stereo radio/cassette with RDS.

### ford focus**Ghia**

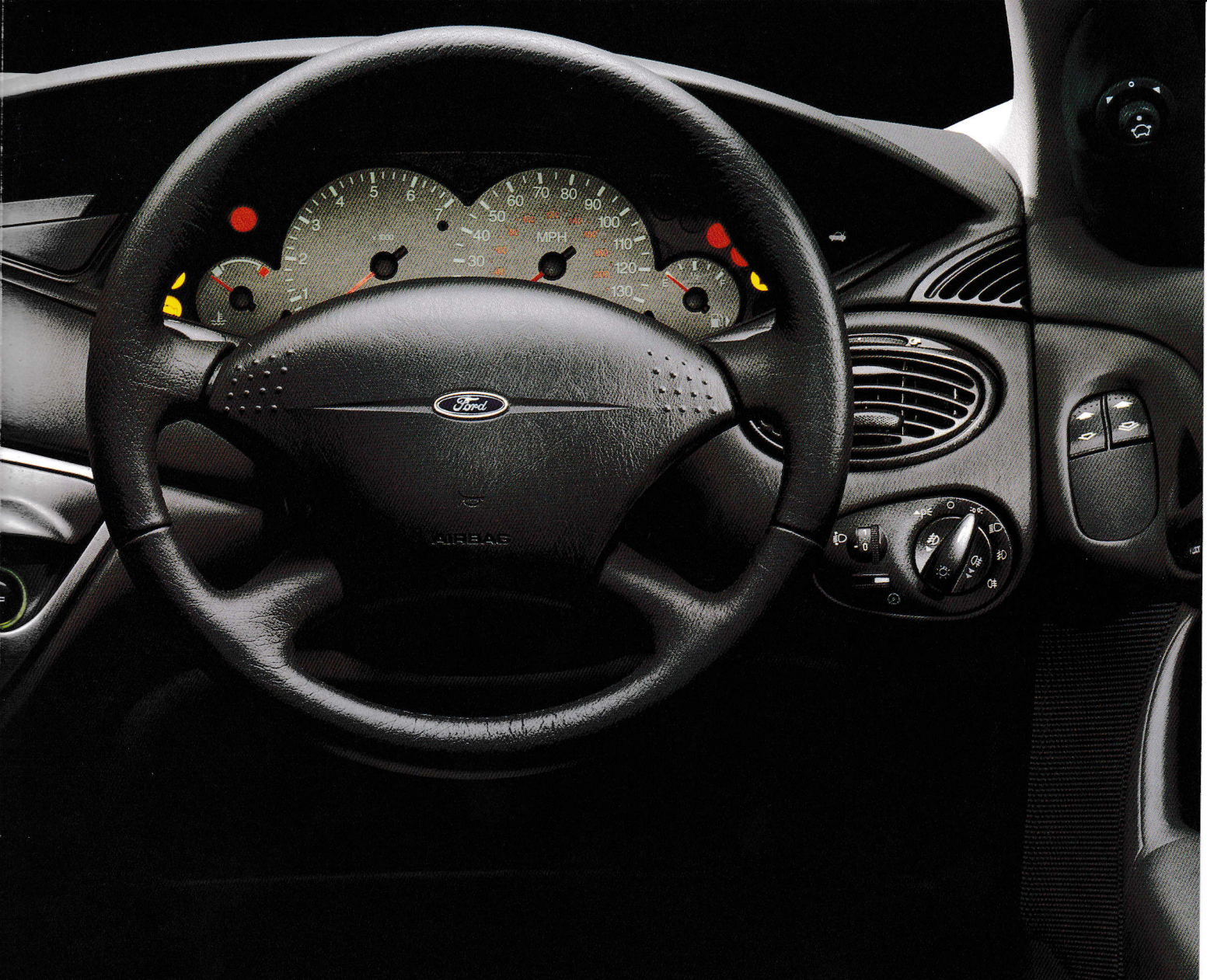
If you are looking for more luxury, Ghia brings you CFC-free air conditioning, woodgrain-effect facia, centre console and door trim inserts, leather-trimmed steering wheel and gear lever knob and stylish bright finishing touches.

### ford focus**Ghia 2.0i**

For the ultimate in driving sounds, you will find a high power stereo radio/cassette with column-mounted fingertip controls, 4 speakers and CD autochanger, in addition to the features found on Ghia.







ford focus**Zetec**



ford focus**LX**

ford focus**Ghia**







## modelchoice & weights and loads (see Key alongside)



**freechoice**  
– choosing  
the model  
that's right  
for you

Kerbweights (kg) <sup>††</sup>	CL	Zetec	LX	Ghia	Gross Vehicle Mass (GVM) (kg)	Max. towing limit at GVM (kg)
<b>3-door Focus</b>						
1.6i 16V Zetec		1070			1570	1200
1.8i 16V Zetec		1125			1620	1200
<b>4-door Focus</b>						
1.6i 16V Zetec				1091	1595	1200
1.8i 16V Zetec				1143	1650	1200
2.0i 16V Zetec				1160	1670	1200
1.8 TDdi				1205	1715	1000
<b>5-door Focus</b>						
1.4i 16V Zetec	1074				1585	940
1.6i 16V Zetec		1086	1077	1087	1590	1200
1.8i 16V Zetec		1140	1129	1139	1650	1200
2.0i 16V Zetec				1156	1670	1200
1.8 TDdi	1194	1202	1194	1204	1710	1000
<b>5-door Estate</b>						
1.6i 16V Zetec		1128	1118		1635	1200
1.8i 16V Zetec		1181	1169	1178	1695	1200
2.0i 16V Zetec				1197	1715	1200
1.8 TDdi	1232	1242	1232	1240	1755	1000

### Key:

This table shows the availability of engine combinations on Focus models and their resulting kerbweights.

### Note:

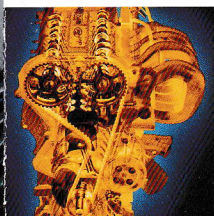
All vehicles are 5-speed manual. All petrol engines are equipped with a catalytic converter.

**Towing limits** quoted represent the maximum towing ability of the vehicle at its Gross Vehicle Mass to restart on an 8 per cent gradient at sea level. The performance and economy of all models will be reduced when used for towing. For further guidance, refer to the National Caravan Council's Towing Code.

**Roof rack load** is a maximum of 75 kg on all 3, 4 and 5-door models and 100 kg on Estate models.

<sup>††</sup> Represents the lightest kerbweight assuming full fluid levels and fuel levels, subject to manufacturing tolerances and options, etc., fitted.

## enginespecifications



to be  
efficient,  
you need  
to make  
the most  
of power

	Engine technical features	Maximum power <sup>°</sup>	Maximum torque <sup>°</sup>
<b>1.4i 16V Zetec</b> 1388 cc	Cylinders – 4 in-line ■ Electronic fuel injection with EEC V engine management system ■ Electronic breakerless ignition ■ Catalyst	55 kW (75 PS) at 5000 min <sup>-1</sup> (rpm)	125 Nm at 3500 min <sup>-1</sup> (rpm)
<b>1.6i 16V Zetec</b> 1596 cc	Cylinders – 4 in-line ■ Electronic fuel injection with EEC V engine management system ■ Electronic breakerless ignition ■ Catalyst	74 kW (100 PS) at 6000 min <sup>-1</sup> (rpm)	143 Nm at 4000 min <sup>-1</sup> (rpm)
<b>1.8i 16V Zetec</b> 1796 cc	Cylinders – 4 in-line ■ Electronic fuel injection with EEC V engine management system ■ Electronic breakerless ignition ■ Catalyst	84 kW (115 PS) at 5750 min <sup>-1</sup> (rpm)	158 Nm at 3750 min <sup>-1</sup> (rpm)
<b>2.0i 16V Zetec</b> 1989 cc	Cylinders – 4 in-line ■ Electronic fuel injection with EEC V engine management system ■ Electronic breakerless ignition ■ Catalyst	96 kW (130 PS) at 5750 min <sup>-1</sup> (rpm)	174 Nm at 3750 min <sup>-1</sup> (rpm)
<b>1.8 Direct Injection Turbo Diesel (intercooled)</b> 1753 cc	Cylinders – 4 in-line ■ Direct fuel injection with EEC V engine management system ■ Turbo intercooler ■ Oxidation catalyst ■ Exhaust Gas Recirculation	66 kW (90 PS) at 4000 min <sup>-1</sup> (rpm)	200 Nm at 2000 min <sup>-1</sup> (rpm)

<sup>°</sup>Tested in accordance with ISO 1585.

## insurancegroups



	CL	Zetec	LX	Ghia
1.4i 16V Zetec	4E			
1.6i 16V Zetec		5E	5E	6E
1.8i 16V Zetec		6E	6E	7E
2.0i 16V Zetec				8E
1.8 TDdi	5E	5E	5E	6E

E = Exceeds security requirement for model concerned.



3 & 5-door 4-door Estate

## sizeandspace

### Exterior (mm)

A Overall length	4152	4362	4438
B Overall width without mirrors	1699	1699	1699
C Overall width with mirrors	1998	1998	1998
D Unladen height	1430	1430	1447
E Wheelbase	2615	2615	2615

### Interior (mm)

#### Front

F Headroom	995	997	997
G Maximum leg room	1095	1095	1095
H Maximum shoulder room	1358	1358	1358

#### Rear

I Headroom	982	978	1014
J Minimum leg room	882	882	911
K Maximum shoulder room	1358	1358	1358

### Estate Luggage Area

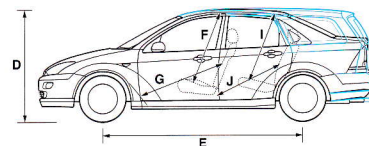
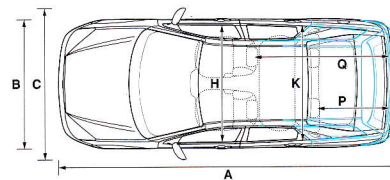
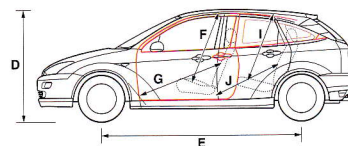
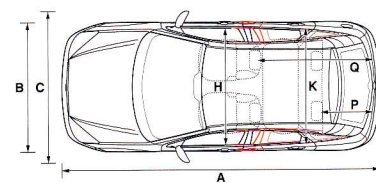
L Maximum cargo height			913
M Maximum width between wheel arches			1156
N Loadspace length to back of rear seats			1048*
O Loadspace length to back of front seats			1658*

### Stowable Luggage (cu m)\*

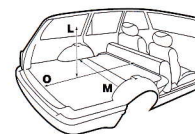
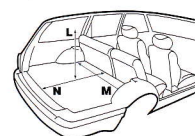
P 5-seat mode	0.350	0.490	0.520
Q 2-seat mode (laden to roof)	tba	N/A	1.580

\*At floor level.

†Measured using the VDA method. Dimensions may vary dependent on the model and equipment fitted.



enjoy more  
free**space**



## performanceandecconomy

	Performance (Ford test figs.)			Fuel consumption in L/100 km (mpg)†		
	Max. speed (mph)	0-62 mph (0-100 km/h) (secs)	31-62 mph* (50-100 km/h) (secs)	Urban	Extra Urban	Combined
<b>3-door Focus</b>						
1.6i 16V Zetec	115	10.9	15.2	9.2 (30.7)	5.5 (51.4)	6.9 (40.9)
1.8i 16V Zetec	123	10.2	13.4	10.3 (27.4)	6.0 (47.1)	7.6 (37.2)
<b>4-door Focus</b>						
1.6i 16V Zetec	115	11.0	15.3	9.4 (30.1)	5.6 (50.4)	7.0 (40.4)
1.8i 16V Zetec	123	10.3	13.5	10.3 (27.4)	5.9 (47.9)	7.5 (37.7)
2.0i 16V Zetec	125	9.3	9.6	11.8 (23.9)	7.2 (39.2)	8.9 (31.7)
1.8 TDDi	114	12.6	12.7	6.7 (42.2)	4.0 (70.6)	5.0 (56.5)
<b>5-door Focus</b>						
1.4i 16V Zetec	106	14.4	17.0	8.5 (33.2)	5.2 (54.3)	6.4 (44.1)
1.6i 16V Zetec	115	10.9	15.2	9.2 (30.7)	5.5 (51.4)	6.9 (40.9)
1.8i 16V Zetec	123	10.3	13.5	10.3 (27.4)	6.0 (47.1)	7.6 (37.2)
2.0i 16V Zetec	125	9.3	9.6	11.8 (23.9)	7.2 (39.2)	8.9 (31.7)
1.8 TDDi	114	12.5	12.8	6.6 (42.8)	3.9 (72.4)	4.9 (57.6)
<b>5-door Estate</b>						
1.6i 16V Zetec	115	11.3	16.0	9.4 (30.1)	5.6 (50.4)	7.0 (40.4)
1.8i 16V Zetec	123	10.7	13.8	10.3 (27.4)	5.9 (47.9)	7.5 (37.7)
2.0i 16V Zetec	125	9.6	9.7	11.8 (23.9)	7.2 (39.2)	8.9 (31.7)
1.8 TDDi	114	12.9	13.2	6.8 (41.5)	4.1 (68.9)	5.1 (55.4)

\*In 4th gear.

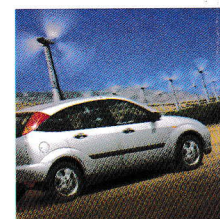
†All figures in L/100 km (mpg) are from officially approved tests under the Passenger Car Fuel Consumption Order 1983 and in accordance with EEC Directive 93/116/EC. The Government fuel consumption test figures shown in the chart do not express or imply any guarantee of the fuel consumption of a car of the class in question. All vehicles are 5-speed manual. All petrol engines are equipped with a catalytic converter.

#### Note:

**Urban** An engine started from cold in laboratory conditions operated at varying speeds, maximum 31 mph, average 12 mph over a theoretical distance of 2.5 miles (4 km).

**Extra Urban** Conducted immediately after the urban cycle, it consists of half steady speed driving and half varying speed driving, maximum 75 mph over a distance of 4.3 miles (7 km).

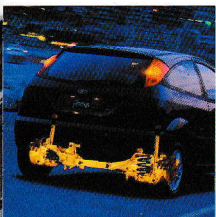
**Combined** This is an average of the two parts of the test, weighted by the distances covered in each part.



'our aim  
was to  
achieve a  
dramatic  
improve-  
ment in  
fuel  
economy  
and  
powertrain  
refinement'



## technical specifications



a feelsafe  
drive, sure-  
footed and  
confident

### Brakes

Diagonally-split, with dual-line servo-assistance (Anti-lock brakes and traction control standard on 2.0i Ghia)

Front – Ventilated discs

Rear – Drums (discs on 2.0i Ghia)

### Fuel Tank

55 litres (useable capacity)

Fuel cut-off – Inertia switch (petrol only)

### Steering

Power-assisted rack-and-pinion

### Suspension and Body

Anti-perforation – Twelve year guarantee

Body – Galvanised

Front suspension – Independent with MacPherson struts, angled coil/spring damper units and lower A-arms, anti-roll bar

Rear suspension – Independent Control Blade multi-link system, anti-roll bar

Up-rated suspension

Side impact door beams, front and rear. Steel safety cage

Steering column – Additional bracing

### Turning Circle

Wall to wall 10.9 m

Lock to lock – 2.9 turns

CL Zetec LX Ghia

▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼

## safeandsecure



peace of  
mind

Driver's and front passenger's airbags\*

Immobiliser – Safeguard Passive Anti-Theft System (PATS)

Locks – High-security, anti-burst, shielded with strengthened mountings

Childproof locks on rear doors, key-operated

Locks – Central locking

Locks – Remote with two-stage central, double locking

Locking fuel filler door

Visible Vehicle Identification Number (VIN)

### Seats and Seat Belts

Front seats – Anti-submarining

Front seats – Head restraints, height-adjustable

Rear seats – Two head restraints, height-adjustable

Rear seats – Two head restraints, height-adjustable, third fixed centre head restraint

Seat belts – Front, inertia reel, with grabbers, pre-tensioners and height-adjustable mounts. Rear, three inertia reel, lap and diagonal

CL Zetec LX Ghia

▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼

\*Note: A rear-facing child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with a front passenger's or side airbags.

## elementsofnew edge



striking and  
dynamic  
'new edge'  
design

### Exterior Appearance and Styling

Bodyside mouldings – Black, wide

Bumpers – Body colour, front and rear

Bumper – Front, lower black 'speed lip'

Bumper – Front, bright strip on top edge

Exhaust trim – Chrome-plated (petrol only)

Radiator grilles – Black, slatted

Radiator grilles – Black, mesh

Side skirts – Black (3 and 5-door only)

Tailgate/bootlid strip – Bright

CL Zetec LX Ghia

▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼
▼	▼	▼	▼



## elements of new edge

### Exterior Appearance and Styling (continued)

- Wheels – 5½x14" Steel with 175/70 R14-T tyres, wheelcovers and full size spare (1.4 only)
- Wheels – 5½x14" Steel with 185/65 R14-H tyres, wheelcovers and full size spare (not 1.4 CL or 2.0i Ghia)
- Wheels – 6x15" Alloy with 195/55 R15-H tyres, 'space saver' steel spare (not 1.8 TDdi)
- Wheels – 6x15" Alloy with 195/60 R15-V tyres, 'space saver' steel spare (1.8 TDdi Zetec and 2.0i Ghia only)

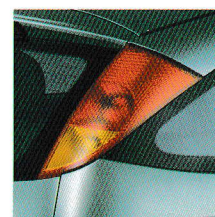
### Exterior Aspects

- Door mirrors – Manual internal control, black gloss housings
- Door mirrors – Electrically-operated and heated, body colour housings
- Heated rear window
- Heated windscreen – 'Quickclear' with heated washer jets
- Tinted glass
- Wipers – Front, two-speed plus intermittent with electric wash
- Wipers – Front, two-speed plus variable interval intermittent with electric wash
- Wipers – Tailgate wiper plus intermittent with electric wash (not 4-door)

### Exterior Lighting

- Headlight and sidelight assembly units with repair efficient lenses
- Lights on warning alarm
- Front fog lights
- Rear fog light, reversing light, high-mounted rear brake light

CL Zetec LX Ghia



CL Zetec LX Ghia

### Audio

- Stereo radio/cassette – Model 4000N, removable control panel, 'Keycode' anti-theft coding, 4 speakers
- High power stereo radio/cassette – Model 5000N RDS EON, column-mounted remote controls, removable control panel, 'Keycode' anti-theft coding, 4 speakers
- CD autochanger (2.0i only)
- Aerial – Roof-mounted

### Furnishings

- Carpet – Cut pile carpeting
- Carpet – Luggage compartment floor
- Door pull handle/armrest (soft-feel)
- Interior door release handle – Black
- Interior door release handle – Bright
- Gear lever knob – Medium grey metallic finish
- Gear lever knob – Leather with bright rim surround
- Grey metallic door trim inserts and centre stack bezel
- Woodgrain-effect door trim inserts, centre stack bezel and console top plate
- Handbrake – Bright release button
- Scuff plates – Front, bright with Ghia script
- Stowage – Front seat backs and front door bins

### Interior Lighting

- Courtesy light – Centre-mounted with map light with 'theatre' dimming and delayed switch-off
- Courtesy lights – Centre-mounted with two map lights with 'theatre' dimming and delayed switch-off, and rear courtesy light
- Light – Luggage compartment

## interior aspects



designed  
from the  
inside out



a fresh  
approach,  
an  
intelligent  
use of  
space

42



the ford **feature**model

To simplify your decision-making, we now offer a

Ford Feature Model for each range. Each Ford

Feature Model includes, as standard, the most

popular features from the range. Most importantly,

Ford Feature Models give you great value for money.

The Ford Feature Model™

## experiences**simplicity**

### **ford**drive

The easiest way to get to know your preferred

Ford Feature Model is through our Fordrive

Demonstration Programme. This gives you a

complete test drive experience professionally

and efficiently, with the services of your

own Fordrive co-ordinator.

**Ford**drive™

### **optimise**

For a straightforward way of financing your

chosen model, Ford Credit has developed

Optimise, a range of financial packages that can

be tailored to suit your needs. Simple to

arrange and easy to understand, you're sure

to find a finance plan that's right for you.

Optimise your time and arrange your vehicle

and finance together.



**Optimise**™  
Simplicity and choice from Ford Credit

## for more**information**

To find the location of your nearest Ford Dealer, simply

call the Ford Information Service on **0845 600 3000**,

or visit the Ford Dealer locator at **www.ford.co.uk**



When you buy a new Ford, you also get the support of one of the world's biggest motor manufacturers with an extensive national Dealer network to offer you the utmost convenience.

For Ford expertise, Ford-trained technicians,

## worryfree motoring

Ford Quality Parts, the finest customer service and real value for money, there is only one place to go: your Ford Dealer.

Together, your Ford Dealer and Ford are committed to giving you the highest standards of service and care, to make every mile of your motoring as trouble-free and enjoyable as it can be.

Now that many parts last longer and need less frequent checking, your vehicle will only need scheduled servicing once a year (unless it exceeds 10,000 miles a year).

Other valuable Aftersales services from Ford and your Ford Dealer include:

## extracover

Every new Ford car is covered by a 12 month, unlimited mileage Warranty. This can be enhanced for a further one or two years with Ford Extra Cover Maintenance and Warranty Extension Plans, designed to support your servicing needs, with peace of mind included.



EXTRA  
COVER

## rapidfit

The national fast-fit network backed by Ford, offering you the convenience of a 'no-appointment-necessary, while-you-wait' service covering tyres, exhausts, brakes, batteries and much more. There are over 300 sites nationwide.



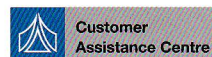
## ford accidentrepair centres

If your Ford is involved in an accident, your Ford Dealer is best placed to return it to its pre-accident condition. Dealerships displaying the Ford Accident Repair Centre sign all meet the rigorous customer service and repair quality standards laid down by Ford, and offer a 3 year workmanship guarantee.



## customerassistance centre

And finally, in the unlikely event that your Ford Dealer can't help you or you need to speak to Ford directly, the Ford Customer Assistance Centre is just a phone call away.



Call local rate **0345 231231**.

**Note:** All Extra Cover plans begin from the New Vehicle Warranty commencement date, irrespective of the Extra Cover sale date, and continue until the completion of the time and mileage allowance, whichever occurs first. Extra Cover can be purchased within 12 months of the New Vehicle Warranty commencement date. Service Cover can only be purchased before the first scheduled service date.





BY APPOINTMENT TO  
HER MAJESTY THE QUEEN  
MOTOR VEHICLE MANUFACTURERS  
FORD MOTOR COMPANY LIMITED  
BRENTWOOD ESSEX



BY APPOINTMENT TO  
H.M. QUEEN ELIZABETH THE QUEEN MOTHER  
MOTOR VEHICLE MANUFACTURERS  
FORD MOTOR COMPANY LIMITED  
BRENTWOOD ESSEX



BY APPOINTMENT TO  
H.R.H. THE PRINCE OF WALES  
MOTOR VEHICLE MANUFACTURERS  
FORD MOTOR COMPANY LIMITED  
BRENTWOOD ESSEX

**The Government fuel figures** do not express or imply any guarantee of the fuel consumption of any particular car. The cars themselves have not been tested and there are inevitably differences between individual cars of the same model.

In addition, a car may incorporate particular modifications. Furthermore, the driver's style and road and traffic conditions, as well as the extent to which the car has been driven and the standard of maintenance, will affect its fuel consumption.

**Insurance Groups** are only as recommended by the Association of British Insurers. You should always consult your insurance adviser for confirmation.

#### **Illustrations, descriptions and specifications.**

This catalogue was correct at the time of going to print. However, Ford policy is one of continuous product development. The right is reserved to change specifications, colours and prices of the models and items illustrated and described in this publication at any time. For the latest details always consult your Ford Dealer.

**Optional Equipment.** Throughout this publication, wherever a feature is described as being an 'Option' or 'Optional Fitment/Pack' etc, you should assume that it will be at extra cost to the base vehicle, unless specifically stated to the contrary.

## the new ford**focus**



Designed and produced by Allan Burrows Limited,  
Ingatestone, Essex.

Printed by Litho-Tech, London.

**Published by Ford Motor Company Limited,  
Brentwood, Essex, England.**

**Registered in England No 235446**

**FA 1335**

**15 October 1998.**

© Ford Motor Company Limited.

[www.ford.co.uk](http://www.ford.co.uk)

This publication is printed on Mega Matt.

