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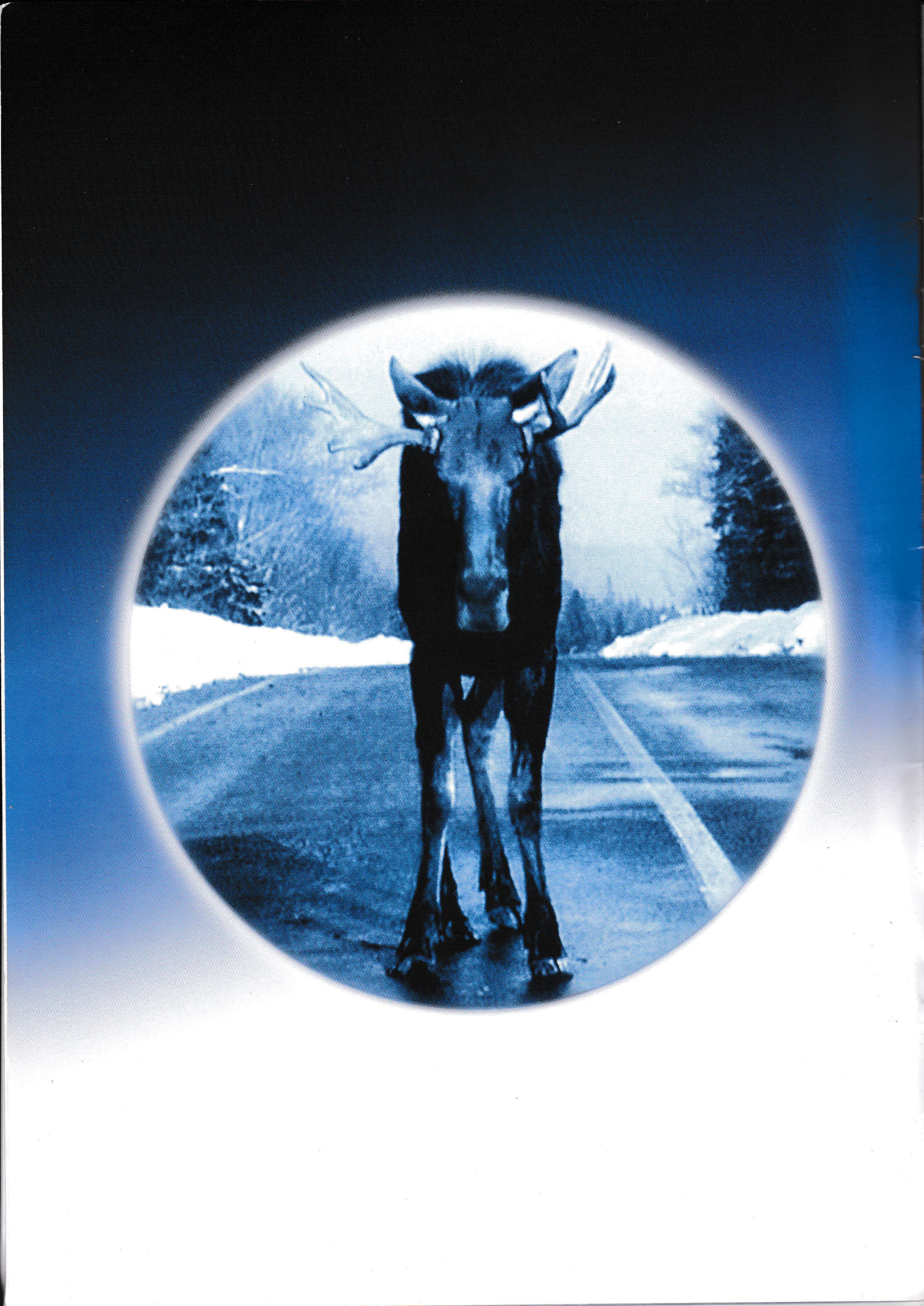
ford**focus**

ultimate control

Ford



introduction

benefits technical

From the moment it was launched the Ford Focus was declared by the media to be an outstanding success; winning best-in-class in a host of important categories. Was it any wonder that we could assure drivers that they could certainly 'expect more' from Focus. One key class-beating area is ride and handling. Focus is smooth, positive and extremely reassuring to drive. This is largely due to its unique Control Blade multi-link independent rear suspension, low-friction power steering and stiff chassis. And now, the advanced electronic stability programme (ESP) – available on the Ford Focus 2.0i Zetec ESP – helps to maintain control even in the most extreme driving conditions. To fully appreciate the benefit of these engineering features, they deserve further explanation. This booklet does just that. So read on and discover why you can expect more from Ford Focus.

To experience Ford Focus for yourself, ask your Dealer for a test drive today.

cont
independe

A car's dynamic control is determined by how well it maintains its balance under different dynamic circumstances. Accelerating, braking and cornering all shift the weight distribution of the car, affecting the way the car will handle. The greater ability the vehicle has to minimise impact of adverse conditions, the more stable the car will remain. The Ford Focus' Control Blade multi-link independent rear suspension reacts independently, moving upwards and rearwards to absorb bumps and cope with sudden change. It also reduces the harshness of an impact to provide a smoother, safer ride.

When developing Ford Focus, our aim was to raise your expectations of what a car in this class can deliver. Key to the dynamic superiority of Ford Focus is the Control Blade multi-link independent rear suspension.

rol blade
nt rear suspension

benefits

"...the Focus also out-handles its rivals. No matter how demanding the road gets, the Ford always feels the most poised, the most predictable and the most involving."

Top Gear Magazine, February 2000


Ford
focus

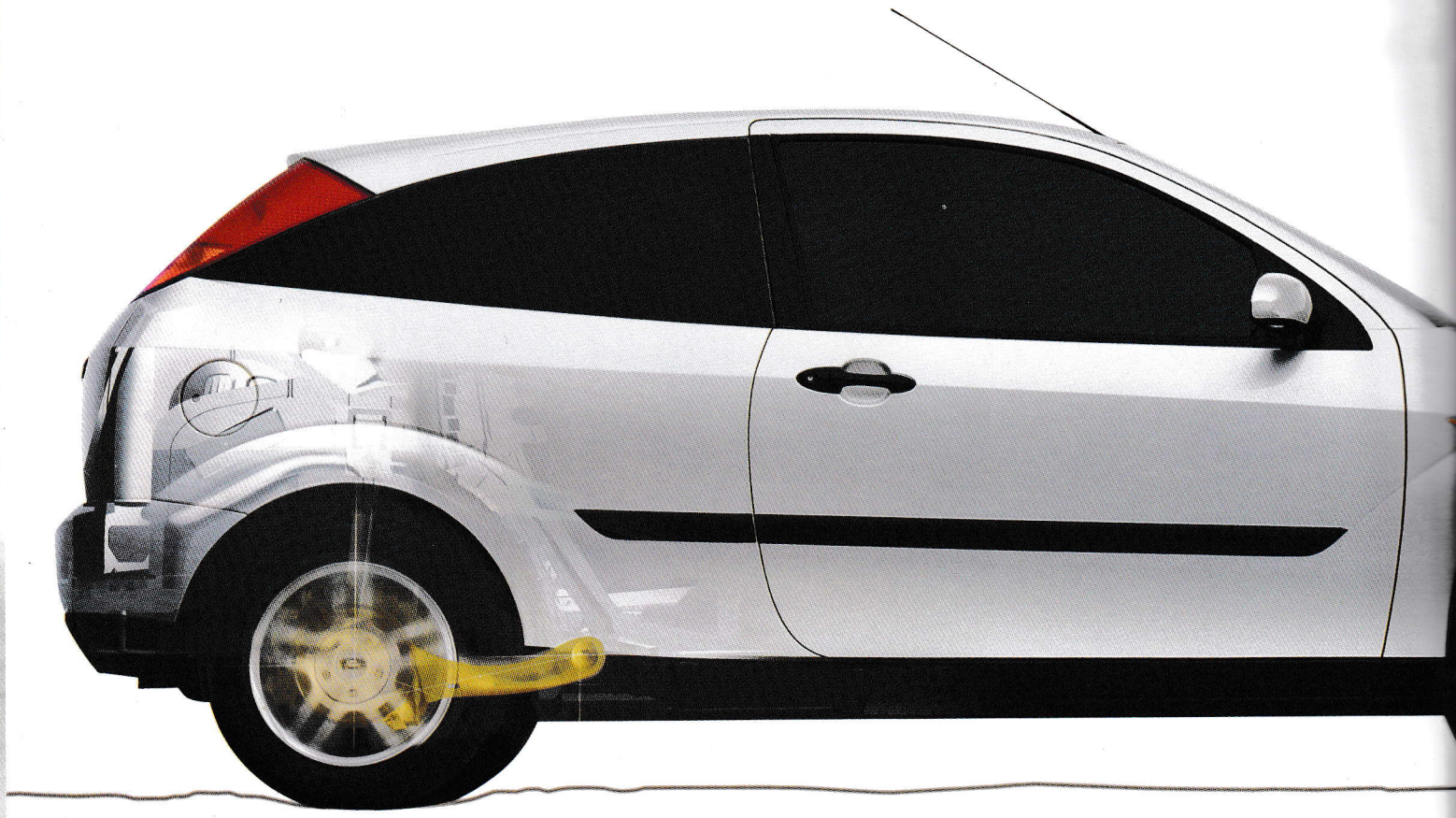
On most cars, a cross-car 'twist beam' connects the two rear wheels. More sophisticated cars, like Ford Focus, offer multi-link independent rear suspension – a feature usually only found on larger, more expensive cars. This ingenious system combines a plush ride quality with enhanced wheel control that is designed to greatly improve driving comfort, steering precision and handling. Fully-independent rear suspension was developed to deliver class-leading driving dynamics and stability, for a feeling of confidence and control. This lightweight, multi-link design allows each wheel to react separately to absorb bumps in the road, offering a notably better ride quality and stability, particularly under heavy braking.

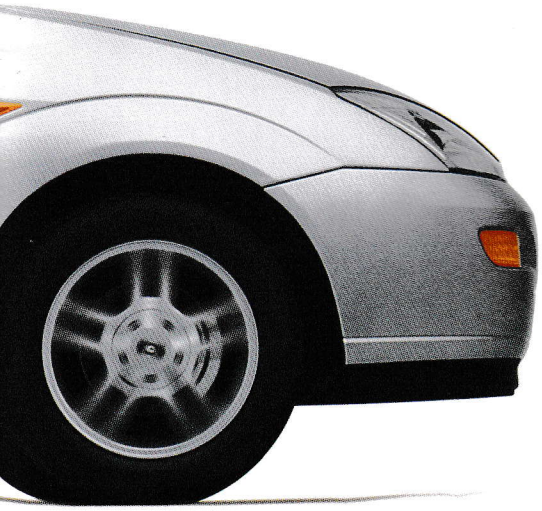
independent rear suspension

technical

The complex geometry of this multi-link design allows Ford Focus to deliver a comfortable ride, precision handling and braking and reinforce driver confidence, as well as isolating occupants from road noise.

Rear suspension allows wheels to react independently to changes in the road's surface.





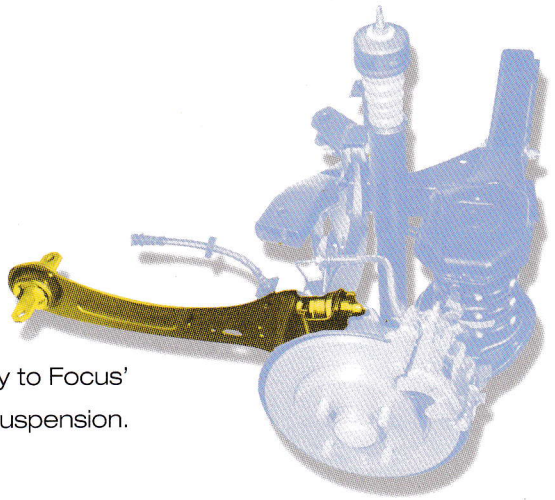
The key to the Focus' suspension system is the unique Control Blade system to deliver precise control and superior comfort. The control blade is a light, yet strong, one-piece pressed steel component providing greatly improved stability and active safety – even in the most extreme driving conditions.

The Control Blade system uses specially-designed suspension bushes so the wheels can move forwards and backwards as well as up and down,

control blade

technical

to absorb bumps and cushion impact harshness, while retaining stability and cornering precision. The intrinsic strength of the control blade in combination with other suspension linkages helps to reduce transmission of noise, vibration and harshness levels to the passenger compartment, resulting in a refined and comfortable ride.



Control Blade is key to Focus' independent rear suspension.

Without ABS, sudden heavy pressure on the brake pedal can cause wheels to lock, leading to skidding and loss of control. This is more likely to happen on wet or icy roads or surfaces that contain dust, grit or loose material. Likewise, similar adverse road conditions can cause loss of control on cornering and manoeuvring even when the driver is using due care.

abs

The Anti-lock Braking System (ABS) on Ford Focus prevents the wheels from fully locking-up while braking, allowing the driver to keep control. An electronic brake-force distribution system (EBD) is integrated into the ABS system, providing greater vehicle stability, by balancing the brake pressure between front and rear. Similarly, the Electronic Traction Control System (TCS) independently applies braking to a wheel that is losing grip, whilst reducing throttle power until it matches available all-round grip. Thus, you maintain traction and achieve smooth acceleration in wet conditions.

s&tcs

benefits

"The Focus is responsive and stable through fast corners... it's big on feel and accuracy..."

EVO November 1998

Available as standard on the Ford Focus 2.0i Zetec and 2.0i Ghia, and as part of the optional Reflex Pack on all other models, ABS helps the driver maintain steering control whilst braking. The moment any wheel begins to 'lock up' under heavy braking, the four-channel ABS automatically applies and releases the brakes, up to 12 times per second, to maintain optimum braking effect without loss of steering. Working in conjunction with the ABS, is electronic brake-force distribution (EBD) which improves stability under normal braking, reducing the likelihood of ABS being activated. EBD constantly monitors and adjusts the front-to-rear balance of braking forces, regardless of the number of passengers and the amount of luggage on board. EBD is subtle yet effective and imperceptible to most drivers.

abs & tcs

Using the same ABS sensors, the traction control system detects if either of the driven wheels begins to spin as power is applied. The dual-mode system applies low-speed brake intervention coupled to a cut in engine power – delivered via the engine management module which controls fuel and spark on a per-cylinder basis to ensure that engine torque matches traction. Again, this normally happens without the driver being aware.

Many factors determine the ability of a car to corner or manoeuvre effectively. While ESP can help to address some of these factors through reducing engine power and applying selective braking, it cannot be used as a replacement for safe driving. Always consider other factors including speed, the amount of steering lock applied, acceleration and braking, the camber of the road, the condition of the road surface and how the weather may have affected its grip.

Electronic Stability Programme (ESP), is the latest development in active safety systems and is the most significant advance since ABS brakes. By constantly monitoring the car's behaviour it instantly detects any skid or slide and takes corrective action, helping you to maintain stability and control.

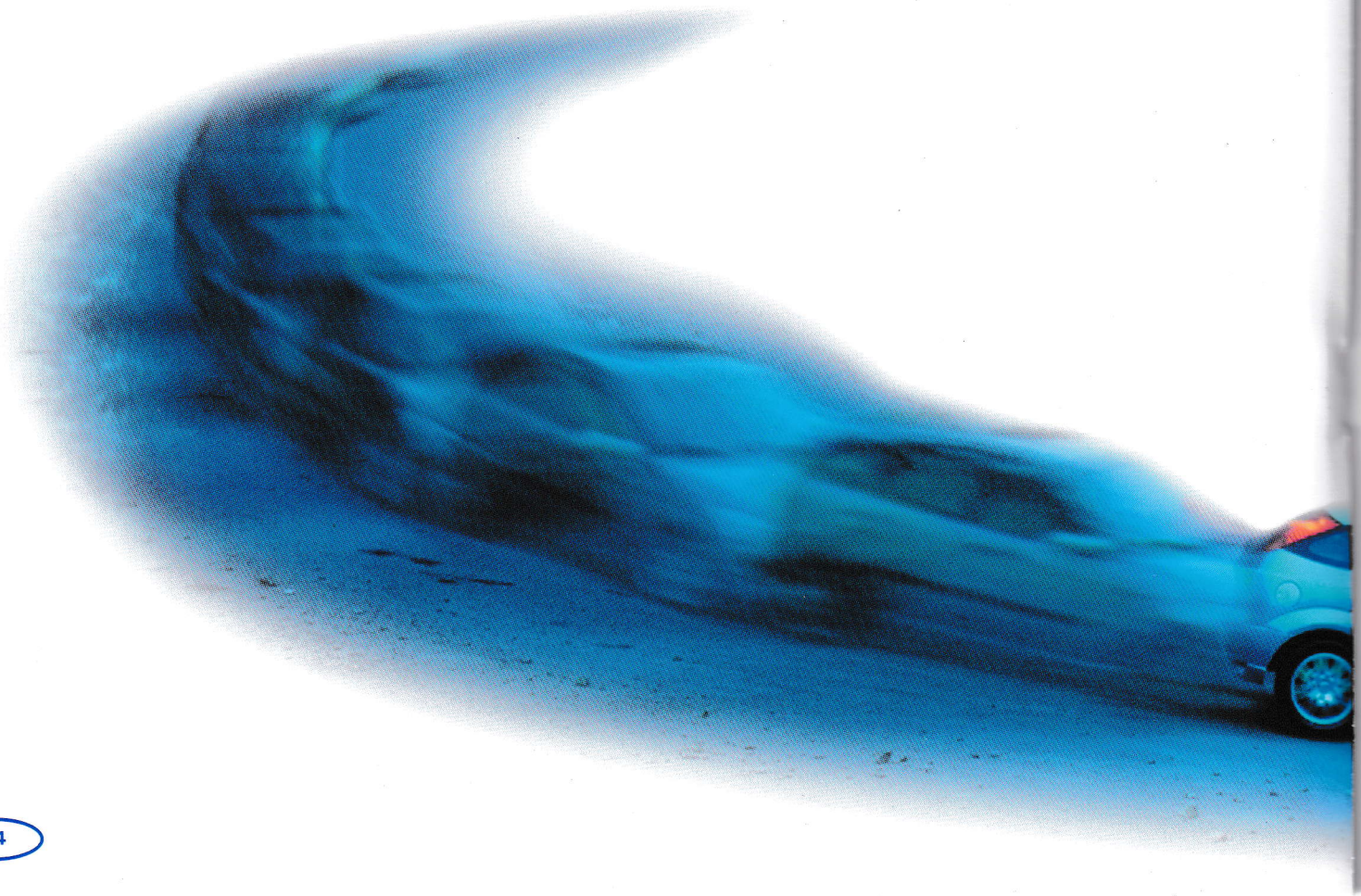
ESP is standard on the 2.0 Zetec model and will become available as an option on other models later this year.

sp

benefits

"...real life driving situations...are rendered far safer."

Autocar, August 1999



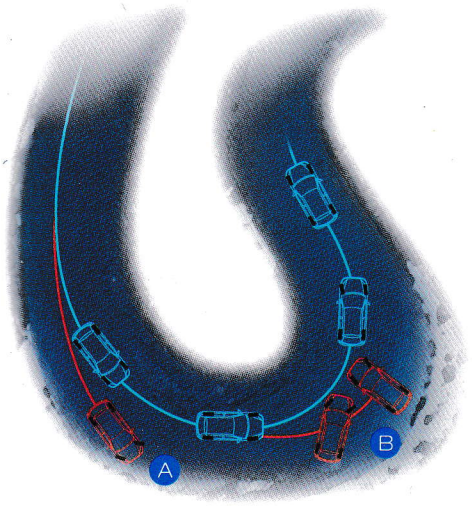
esp

technical

There are two principal ways in which a car can exceed its dynamic limits; oversteer, when the rear tyres slide causing the car to turn in too quickly. And understeer, when the front tyres lose grip, forcing the car to run wide, towards the outside of the bend. In such extreme situations, as the car reaches its dynamic limits, Electronic Stability Programme (ESP), is designed to maintain stability and roadholding. ESP builds on existing ABS and TCS systems with a series of high technology motion sensors, allowing it to continuously monitor the dynamic state of the car. By comparing steering wheel movement and road speed with the car's behaviour, the system instantly knows if the driver's intended course is being followed. As soon as a deviation is detected, the ESP system decides what action to take. In mild situations it can reduce engine power, whilst in more severe cases the brakes can also be applied. By braking an individual wheel, a stabilising moment is set up to help bring the car back on to its intended course. ESP acts whether the driver applies the brakes or not, and can take action before the driver has time to react.

— Vehicle with ESP.

— Without ESP.



A Vehicle experiences understeer on approach.

B Vehicle experiences oversteer on exit to bend.

A drive through the country lanes is a pleasant enough experience in any vehicle, but in Ford Focus it's not only relaxing, it's a great drive too. Ford Focus' steering keeps the drive smooth, responsive and reassuringly precise. It is neither too light nor heavy. Putting the pleasure into around-town and country driving. And adding confidence and a positive feel to open road driving.

ste

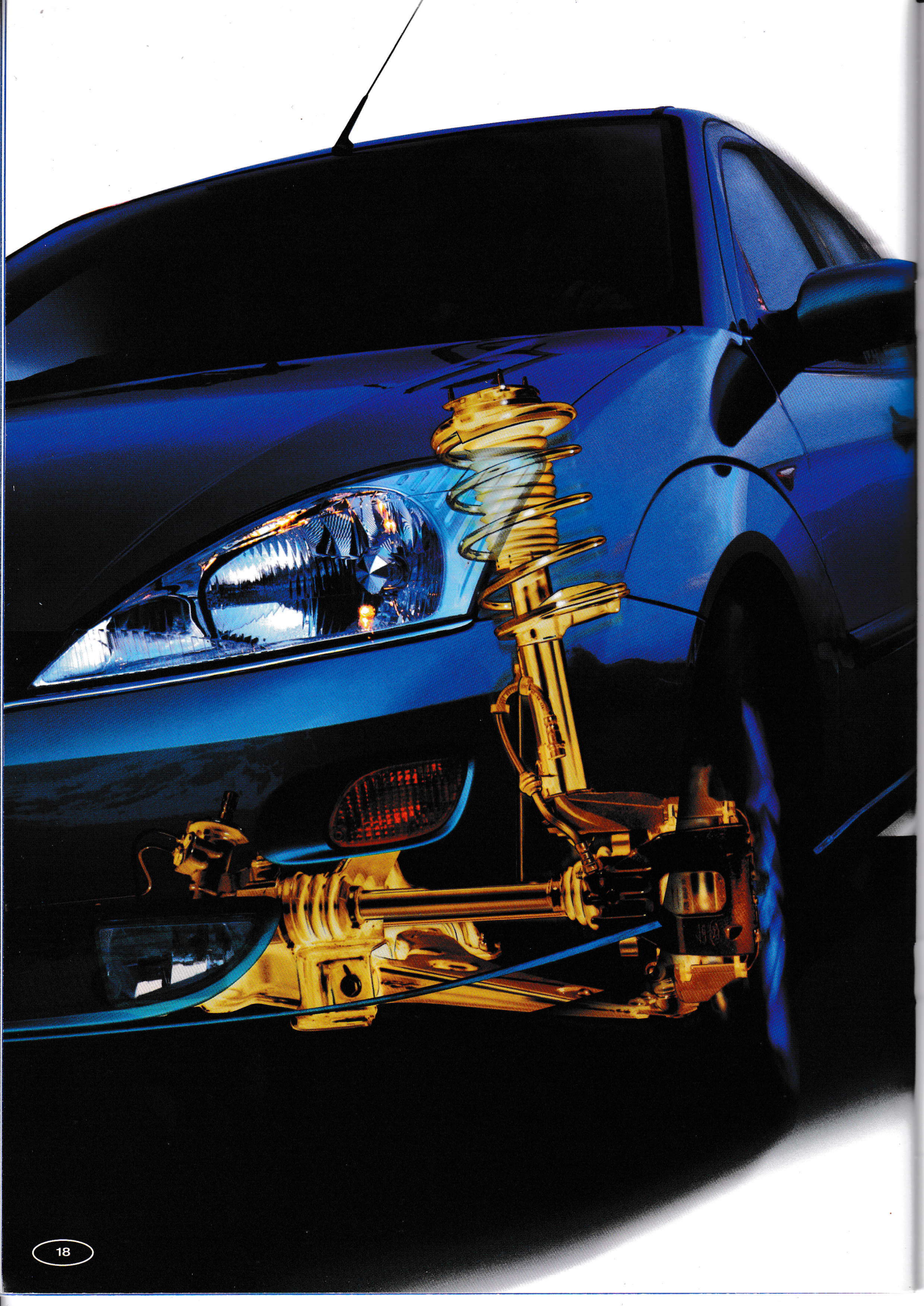
Standard power steering across the range is precise and accurate, due to the attention paid to minimising friction within the system, providing a clear sense of being 'on centre' when cruising and defined feedback when manoeuvring.

ering

benefits

"Focus wins on composure, refinement and steering accuracy"

What Car? November 1998



Steering feedback builds driver confidence. The more feedback you get from your car's steering the more you feel in control. With a compact turning circle of less than 11 metres and just 2.9 turns lock-to-lock, Ford Focus is also easy to handle at low speeds. A variable-rate hydraulic system ensures progressive steering response, combining low-speed parking effort with a stable feel at higher speeds.

The reduction of friction within the steering system reduces resistance to steering inputs, generating a feeling of steering fluidity and positive accuracy when the driver turns the wheel.

steering

technical

The rack-and-pinion power-assisted steering provides the optimum balance of positive feel and precise feedback throughout the turning circle. The lack of vagueness around straight-ahead is something we call 'Zero Dead-Zone' steering.

Suspension geometry is also a key factor in steering performance. At the front, the independent suspension is tuned for superior ride and control with directly proportional responses to steering inputs. And, at the rear, the rigid Control Blade independent suspension matches the lateral stiffness of the front suspension, resulting in improved steering response and stability.

driving

A comfortable driving position is fundamental to a great drive. Driving enjoyment is determined by many different factors, from ride quality and road noise to seating comfort and how the controls operate. Every aspect of Ford Focus' development was fine-tuned to deliver comfort, convenience and ease of use, allowing the driver to feel relaxed, in command and able to fully enjoy the drive ahead. To arrive feeling fresh even after a long journey.

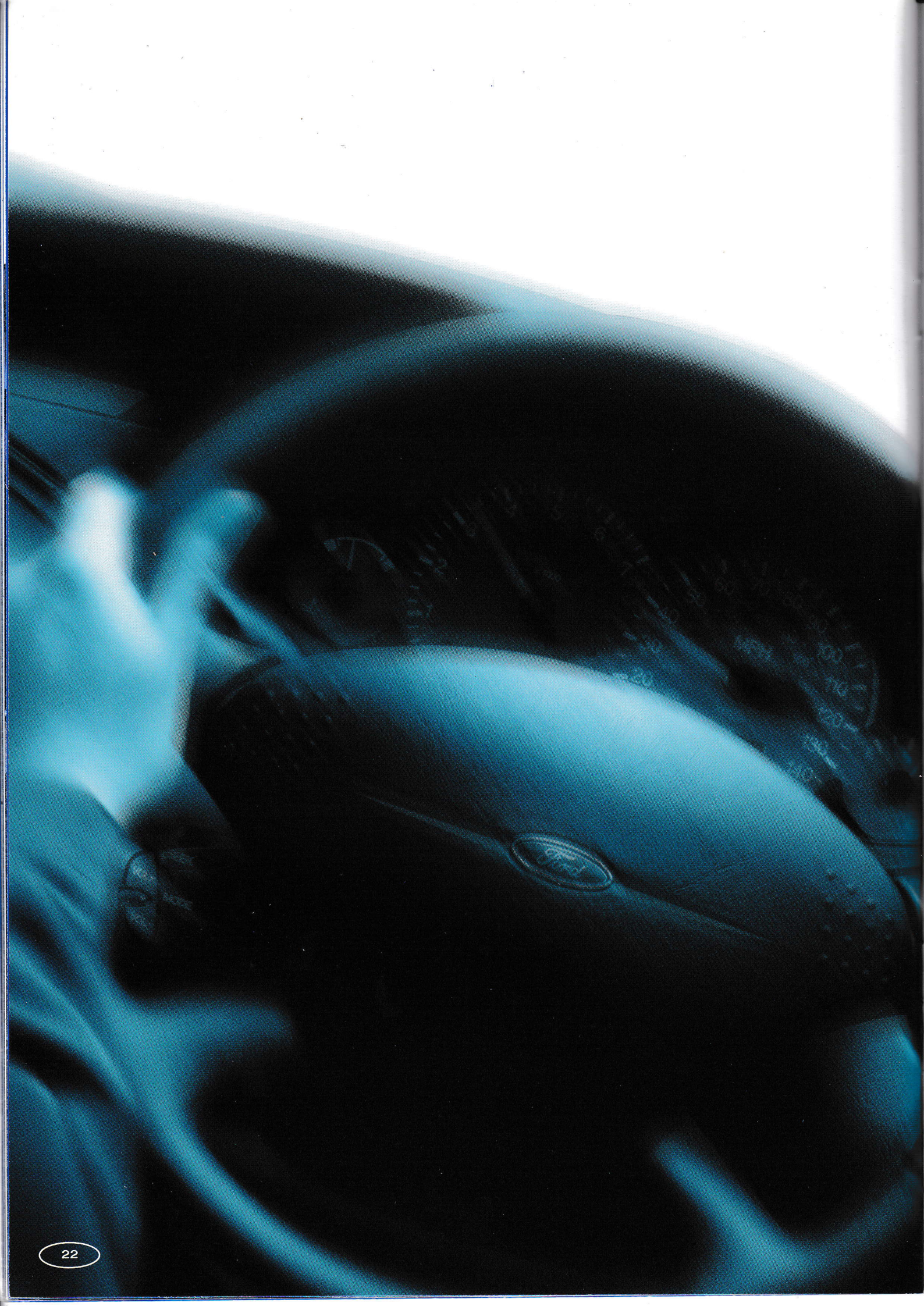
A comfortable and safe driving environment for a wide range of shapes and sizes. Maximum space used to maximum effect. These ergonomic considerations are behind the design of the Ford Focus interior, which features a command driving position, with comfortable seating and easy access, for up to five adults.

ergonomics

benefits

"An ergonomic masterpiece from the moment we first sat in one...The Ford's dominance stems from deft detailing, a perfect driving position, cracking seats and excellent access."

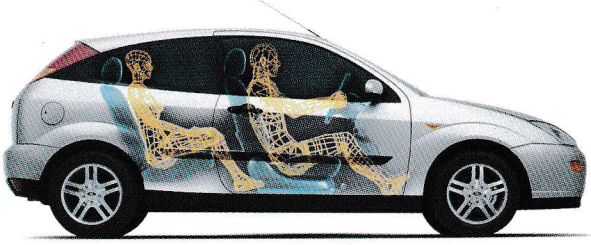
What Car? January 2000



Ergonomics have been given careful consideration, making Ford Focus great to drive. The steering wheel on Ford Focus is adjustable for both reach and rake, which, combined with the adjustable, supportive seat mechanism, delivers the perfect driving position. Power steering has been revised for reduced steering friction, providing optimum steering feel, control and precision – especially when cornering. Added to this, the ingenious use of interior space, easy access to controls and instrumentation, and a powerful, quiet heating and ventilation system, Ford Focus provides a highly relaxing driving experience.

driving ergonomics

You'll also find it exceptionally smooth and quiet inside. By tackling wind noise and vibration from road surfaces, interior cabin noise has been reduced by 50%, delivering a quieter and more refined ride. Ford engineers also worked closely with tyre suppliers to develop low noise tread, reducing cabin noise even further. Is it any wonder that What Car? voted Ford Focus the most comfortable car of the year in 1999?



Particular attention was paid to maximising interior space, a concept we call 'Freespace'.

European Car of the Year 1999

Millennium Products Award

Auto Express Car of the Year 1999

What Car? Security Awards 1999

What Car? Comfort Award 1999

What Car? Car of the Year 1999

The Ford Focus 1.6 LX was awarded the What Car? Small Hatch 1999 Award.

North American Car of the Year/
Canadian Car of the Year 2000

Golden Steering Wheel Award
Germany 1999 (design)

Fleet Excellence Awards 2000
Lower Medium sector

"As we wrote when voting it Car of the Year: "The Focus is an accomplished, superbly executed all-rounder."

Auto Express, October 27, 1999

"The Ford's handling makes it a lot of fun to drive..."

Top Gear Magazine, February 2000

ultima

"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..."

Autocar, October 28, 1998

"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..."

What Car? November 1998

Right from the beginning, the motoring press has heaped praise on the Ford Focus. Some of the toughest critics in the business have put it under close examination and given it rigorous on-road testing.

We are flattered that they have given the Ford Focus such acclaim. But for us, the ultimate acclaim will always originate from you, the driver.

So don't take our word for it; encounter Ford Focus for yourself. Ask your Dealer for a test drive.

> "The Focus is a clear winner on sportiness and classy handling, gripping and steering like a thoroughbred. Sporty drivers will also like its well-damped ride and brilliant body control."
> Autocar, December 8, 1999

te acclaim

benefits

> "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..."
> Autocar, October 28, 1998

> "The best small hatchback. Full stop."
> What Car? January 2000

> "Everyone from the short and squat to six-foot plus beanpoles have praised the multi-adjustable driving position, the quality of the interior materials and the comfortable, supportive seats...I challenge anyone picking up a Focus hire car from the airport not to instantly know where everything is."
> What Car? January 2000

> "... grips brilliantly in corners and has a level of body control over humps that would do credit to many a sports car."
> Autocar, December 8, 1999

Illustrations, descriptions and specifications.
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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.

All models and colour combinations are subject to availability.

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