

**FILE COPY - DO NOT
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The all new Ford**Focus**



Have we just built your perfect car?

What would it take to make a car so enjoyable to drive that you could only describe it as perfect?

The perfect car would be precision built. It would be great to look at. It would handle like a dream. Make you feel safe, secure and confident every time you got behind the wheel. It would recognise you, and even see around corners.

If that sounds like your idea of 'perfect', then we're sure you'll fall in love with the all new Ford Focus.

Refined, balanced, oozing craftsmanship and advanced technologies that make the driver's life easier - it's possibly the best car we have ever made.

How can we be so confident? The all new Ford Focus is greater than the sum of its parts. Every nut, every bolt, every weld is precisely in the right place. Each advanced technology and material selected belongs in a premium quality car.

Soon after its launch the award-winning Ford Focus became the world's best selling car - gaining wide acclaim from motoring critics and owners alike. Now, with the all new Ford Focus it looks like history is about to repeat itself.

Is the all new Ford Focus your perfect car?

To find out more information and to register to be one of the first to test-drive one, complete the form at the back of the brochure and then you can decide for yourself.

Note Some of the vehicle images in this brochure are of a pre-production model and are computer generated, therefore, the design/features on the final version may differ in various respects. In addition, some of the features shown on the vehicle may be optional.

To find out if this is your perfect car, visit **www.ford.co.uk**

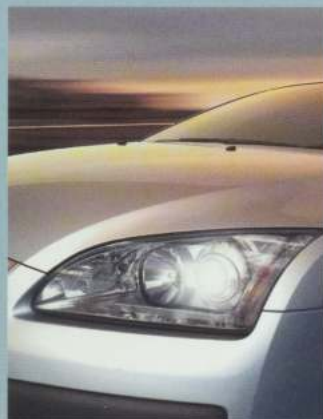








Your perfect car would...



See around corners.

The all new Ford Focus's Adaptive Front Lighting System takes into account both the steering angle and vehicle speed, then automatically adjusts the headlamp angle to provide better visibility. Simply put, when you turn the steering wheel the lights move too, even around corners.



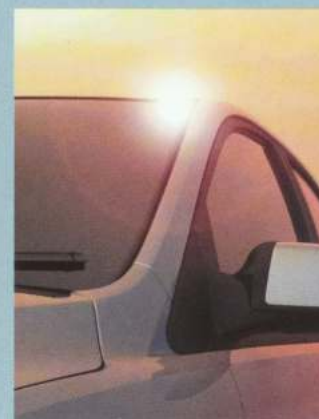
Know when you are approaching and do as it's told.

The new KeyFree System senses when you are approaching and locks or unlocks the doors and boot without you removing keys from your pocket or handbag. Bluetooth™ Hands Free Phone and Voice Control System technology in the all new Ford Focus provide voice recognition control for audio, phone, climate control, rear-seat entertainment, and navigation systems.



Be quiet and refined.

A reduction in noise, vibration and harshness (NVH) provides a new level of refinement. Engines are powerful but ultra-quiet and every part of the car has been made to fit together perfectly, so the only sound you'll hear is the reassuringly solid clunk of the door closing.



Keep its cool.

The Solar Reflect Windshield reflects the sun's infrared rays reducing the energy being transmitted into the car by up to 12%. This makes the car cooler, increases fuel economy and improves occupant comfort levels. Helping you save money and chill out.



Be ultra protective.

Ford's Intelligent Protection System (IPS) is a unique network of sensors that feed information to a powerful computer processor. Within milliseconds, it can assess the severity of the impact and activate the appropriate safety systems (including new 3-D side airbags and curtain airbags) to provide optimum driver and passenger protection. Feel safe and secure at all times.

To find out if this is your perfect car, visit www.ford.co.uk



4342 mm



4342 mm



4472 mm



1991 mm

1497 mm



1991 mm

1497 mm



1991 mm

1609 mm

Your perfect car would give you choice.

The all new Ford Focus comes in the following exciting series models. Which is the perfect series for you?

Studio

Premium Value

- Driver's and front passenger's airbags*
- Central locking
- Electronic tailgate release
- Electrically-operated front windows
- Satin aluminium finish gear knob insert and pointer hubs
- Electric Hydraulic Power-Assisted Steering (not available on 1.4 and 1.6 Duratec petrol engines)

LX

Refined Quality

(Over and above Studio)

- Remote control central double locking
- Electrically-operated and heated door mirrors
- CFC-free air conditioning
- Side curtain airbags
- Stereo radio/CD - Model 6000 CD
- Remote steering column audio controls

Sport

The Stylish Choice

(Over and above LX)

- Front fog lights
- Leather-wrapped steering wheel
- 16" 5-spoke 'Sport' wheels

Zetec

Driving Pleasure

(Over and above Sport)

- Unique sports suspension
- Chrome finish grille surround
- Sports-style front seats
- Trip/fuel computer
- Aluminium finish door handles and handbrake release button
- 16" 5-spoke alloy wheels
- CFC-free air conditioning available on Zetec Climate

Ghia

Expressive Luxury

(Over and above Sport)

- Headlamp delay
- Auto-lighting
- Rain sensing wipers
- Auto-dimming rear-view mirror
- Cruise Control
- Thatcham CAT 1 volume sensing alarm
- Sunglasses holder
- Electrically-operated front and rear windows with global opening/closing
- Glovebox cooling
- Optimum aluminium finish gearknob ring
- Chrome finish grille surround
- Trip/fuel computer
- Aluminium finish door handles and handbrake release button
- 16" 5x3-spoke alloy wheels
- Quickclear heated front windscreen

Titanium

Innovative, Modern

Technology

(Over and above Ghia)

- Partial leather sports seats
- Sony radio/CD/MP3
- 3-spoke leather-wrapped steering wheel
- Cruise Control available as an option

*Note: A child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with an operational front passenger's airbag. The safest place for children is properly restrained on the rear seat.

www.ford.co.uk

Audio and communication systems

	Studio	LX	Sport	Zetec	Ghia	Titanium
Stereo radio/cassette – Model 5000 C, RDS EON, PTY	●					
Stereo radio/CD – Model 6000 CD, RDS EON, PTY	○	●	●	●	●	
Sony audio system – Sony CD – Stereo radio/CD/MP3, RDS EON		○	○	○	○	●
Sony audio system – Sony 6CD – Stereo radio/6 disc in-dash CD autochanger, RDS EON		○	○	○	○	○
Remote audio controls (column mounted)		●	●	●	●	●
CD autochanger – Located under front passenger's seat (only available with 5000 C stereo radio/cassette (6 speakers) and radio navigation systems)		○	○	○	○	○
TravelPilot EX Navigation System (not available with Bluetooth™ Hands Free Phone)		○	○	○	○	○
DVD navigation system					○	○
Rear seat audio system (requires either Sony audio systems or DVD navigation system)		○	○	○	○	○
Multimedia DVD system – Model 7500 (not available with sunroof) (Estate only)					○	○
Mobile phone pre-equipment kit		○	○	○	○	○
Bluetooth™ Hands Free Phone with Voice Control System technology	○	○	○	○	○	○
Bluetooth™ Hands Free Phone with Voice Control System technology (not available with TravelPilot EX Navigation System)*		○	○	○	○	○

● = Standard, ○ = Optional, at extra cost. * Includes cradle (with battery charging) and exterior roof antenna.

Engine data

	Maximum power†	Maximum torque†
1.4 Duratec 1388 cc	59 kW (80 PS) at 5700 min ⁻¹ (rpm)	123 Nm at 3500 min ⁻¹ (rpm)
1.6 Duratec 1596 cc	74 kW (100 PS) at 6000 min ⁻¹ (rpm)	150 Nm at 4000 min ⁻¹ (rpm)
1.6 Duratec Ti-VCT 1596 cc	84 kW (115 PS) at 6000 min ⁻¹ (rpm)	155 Nm at 4150 min ⁻¹ (rpm)
2.0 Duratec 1999 cc	107 kW (145 PS) at 6000 min ⁻¹ (rpm)	185 Nm at 4500 min ⁻¹ (rpm)
1.6 Duratorq TDCi Diesel 1560 cc	80 kW (109 PS) at 4000 min ⁻¹ (rpm)	240 / 260* Nm at 1750 min ⁻¹ (rpm)
2.0 Duratorq TDCi Diesel 1997 cc	100 kW (136 PS) at 4000 min ⁻¹ (rpm)	320 / 340* Nm at 2000 min ⁻¹ (rpm)

†Tested in accordance with ISO 1585. *With transient overboost.

Colour and trim

Model	Studio	LX	Sport	Zetec		Ghia		Titanium	
Seat trim	Stripy	Humy	Humy	Rack	Embossed leather*	Cubical	Embossed leather*	Span/partial leather	Embossed leather*
Solid body colours									
Colorado Red	D	D/M	D/M	E	E	E/M	E/M	E	E
Deep Navy	B	D/M	D/M	E/I	E/I	E/M	E/M		
Diamond White	B	D/M	D/M	E/I	E/I	E/M	E/M		
Metallic body colours*									
Aquarius	B	D	D	E/I	E/I	E	E	E/I	E/I
Deep Rosso Red	D	D/M	D/M	E	E	E/M	E/M		
Honour Green	D	D/M	D/M	E	E	E/M	E/M		
Ink Blue	B	D/M	D/M	E/I	E/I	E/M	E/M		
Jeans	B	D/M	D/M	E/I	E/I	E/M	E/M	E/I	E/I
Machine Silver	B	D/M	D/M	E/I	E/I	E/M	E/M	E/I	E/I
Magnum Grey	B	D/M	D/M	E/I	E/I	E/M	E/M	E/I	E/I
Moondust Silver	B	D/M	D/M	E/I	E/I	E/M	E/M		
Panther Black	B	D/M	D/M	E/I	E/I	E/M	E/M	E/I	E/I
Tonic	B	D/M	D/M	E/I	E/I	E/M	E/M	E/I	E/I

Interior trim colour: D – Dark Flint, B – Generic Blue, E – Ebony, M – Medium Light Stone, I – Infinity, / – Choice of colour. *Metallic paint and leather trim are optional, at extra cost.



Colorado Red
Solid body colour



Deep Navy
Solid body colour



Diamond White
Solid body colour



Aquarius
Metallic body colour*



Deep Rosso Red
Metallic body colour*



Honour Green
Metallic body colour*



Ink Blue
Metallic body colour*



Jeans
Metallic body colour*



Machine Silver
Metallic body colour*



Magnum Grey
Metallic body colour*



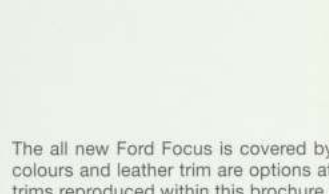
Moondust Silver
Metallic body colour*



Panther Black
Metallic body colour*



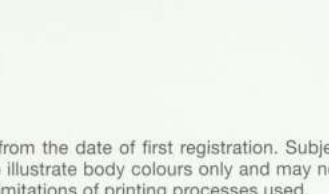
Stripy in Dark Flint
seat facing
Twill in Dark Flint
seat sides



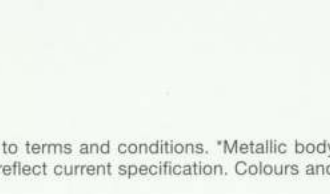
Stripy in Generic Blue
seat facing
Twill in Dark Flint
seat sides



Humy in Dark Flint
seat facing
Twill in Dark Flint
seat sides



Humy in Medium Light Stone
seat facing
Twill in Medium Light Stone
seat sides



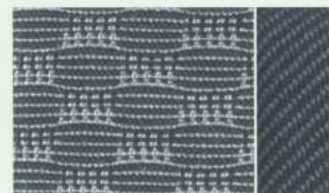
Rack in Ebony
seat facing
Mondus in Ebony
seat sides



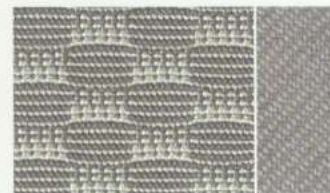
Rack in Infinity Blue
seat facing
Mondus in Infinity Blue
seat sides



Cubical in Medium Light Stone
seat facing
Kent Light in Light Stone
seat sides



Cubical in Ebony
seat facing
Kent Light in Ebony
seat sides



Span in Ebony
seat facing
Verona leather in Ebony
seat sides



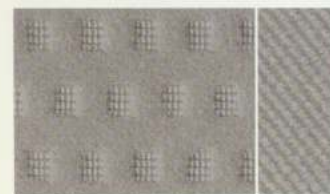
Span in Infinity Blue
seat facing
Verona leather in Infinity Blue
seat sides



Louis leather in Ebony
seat facing
Verona leather in Ebony
seat sides



Louis leather in Infinity Blue
seat facing
Verona leather in Infinity Blue
seat sides



Louis leather in Medium Light Stone
seat facing
Verona leather in Medium Light Stone
seat sides



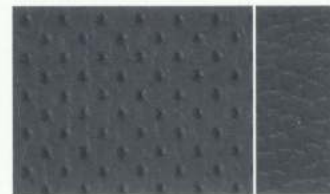
Louis leather in Medium Light Stone
seat facing
Verona leather in Medium Light Stone
seat sides



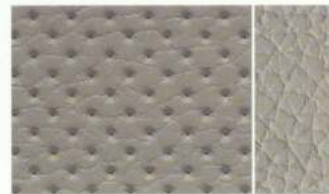
Louis leather in Medium Light Stone
seat facing
Verona leather in Medium Light Stone
seat sides



Louis leather in Medium Light Stone
seat facing
Verona leather in Medium Light Stone
seat sides



Louis leather in Medium Light Stone
seat facing
Verona leather in Medium Light Stone
seat sides



Louis leather in Medium Light Stone
seat facing
Verona leather in Medium Light Stone
seat sides

The all new Ford Focus is covered by the Ford Perforation Warranty for 12 years from the date of first registration. Subject to terms and conditions. *Metallic body colours and leather trim are options at extra cost. **Note** The car images used are to illustrate body colours only and may not reflect current specification. Colours and trims reproduced within this brochure may vary from the actual colours, due to the limitations of printing processes used.

Want to see for yourself if the all new Ford Focus is your perfect car and be one of the first to test-drive it?

Complete and return this form and we'll register you to receive priority information or a test drive.

(tick all that apply)

Keep me informed

Brochure

Test drive

Title

Forename

Surname

Address

Town

County

Postcode

Home tel.

Work tel.

Mobile

If you would like to be contacted via email, please provide your email address below

What is your date of birth?

DD/MM/YY

Please tell us about the vehicle currently in your household.

Make (e.g. Ford)

Model (e.g. Focus)

When do you expect to replace this car?
(month/year e.g. 10/04)

Was this car (tick one)

Bought privately (Used)

Bought privately
(New/Nearly new)

Company vehicle

R5354

Please tell us when you are likely to purchase a new car.

MM/YY

What makes and models of vehicle are you considering for your next purchase?

1st vehicle

Make

Model

2nd vehicle

Make

Model

Would you like a brochure, or to request a test drive of any of the following?

(tick all that apply, for brochures tick up to a maximum of three)

Ford Ka/Sportka

Ford Streetka

Ford Fiesta

Ford Fusion

Ford Focus (current model)

Ford Focus C-MAX

Ford Mondeo

Ford Galaxy

Ford Ranger

Would you like a Ford Dealer to contact you?

Ford Motor Company Limited will use any information collected about you to inform you about new products and services and to improve how we serve you. Your data will be treated in accordance with UK legal provisions. Your information will only be disclosed to Ford Motor Company Limited, its affiliated or associated companies, agencies, Dealers or companies providing services for your benefit. From time to time it may become necessary to transfer your information outside the EEA. In these circumstances we will take every step to ensure your privacy is respected. If you wish to view, update, or rectify the data you have voluntarily given to us, please contact: Ford Motor Company Limited, PO Box 2436, Glasgow G40 3WX. If you do not wish to be kept informed of new products, services, or promotions, please tick here



Colorado Red
Solid body colour



Deep Navy
Solid body colour



Ink Blue
Metallic body colour*



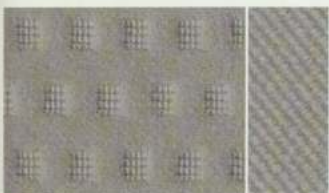
Jeans
Metallic body colour*



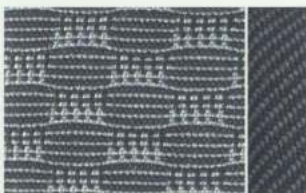
Stripy in Dark Flint
seat facing
Twill in Dark Flint
seat sides



Stripy in Generic Blue
seat facing
Twill in Dark Flint
seat sides



Cubical in Medium Light Stone
seat facing
Kent Light in Light Stone
seat sides



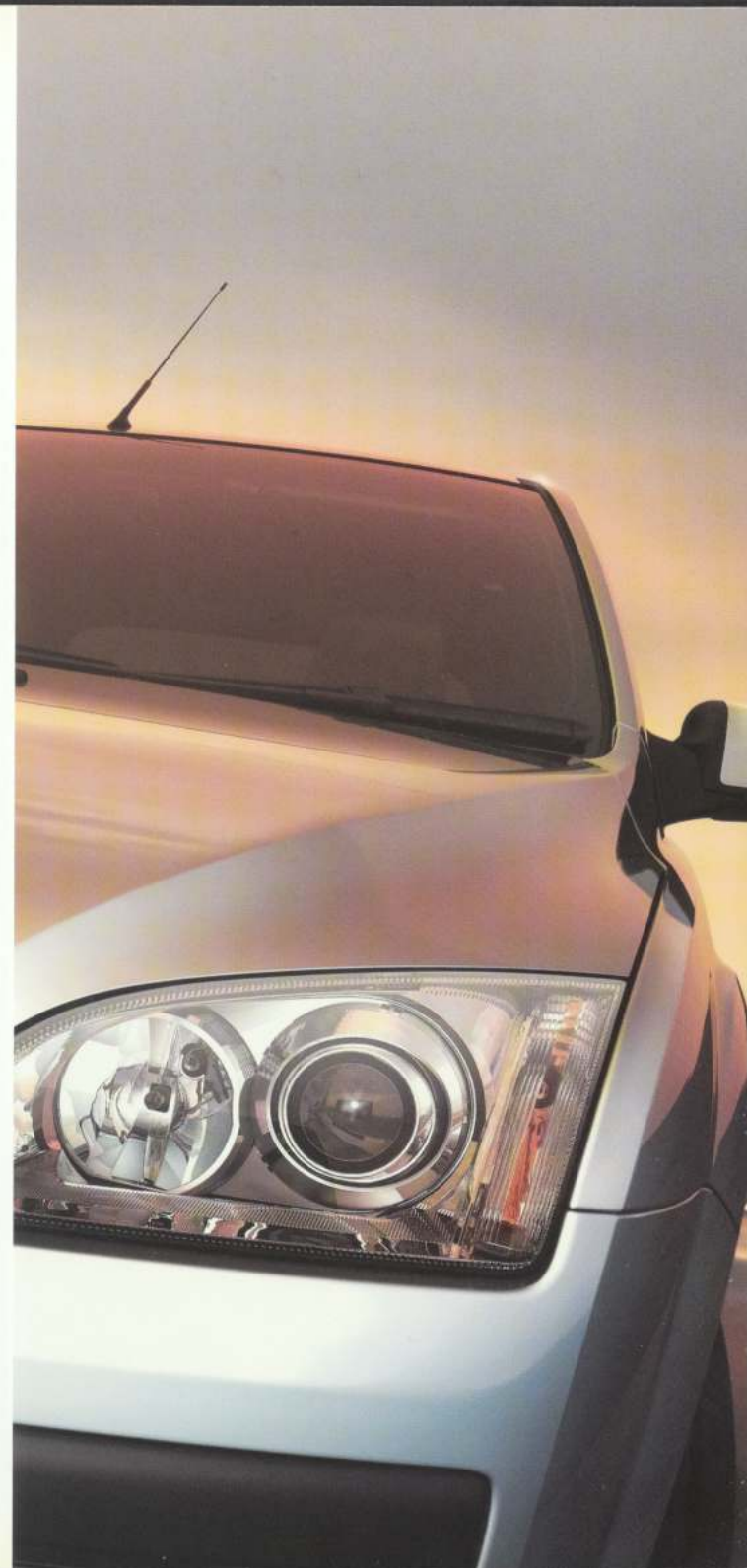
Humy in Dark Flint
seat facing
Twill in Dark Flint
seat sides



Span in Ebony
seat facing
Verona leather in Ebony
seat sides

The all new Ford Focus is covered in
colours and leather trim are options
trims reproduced within this brochure

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Ford Motor Company
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Dealer

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