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

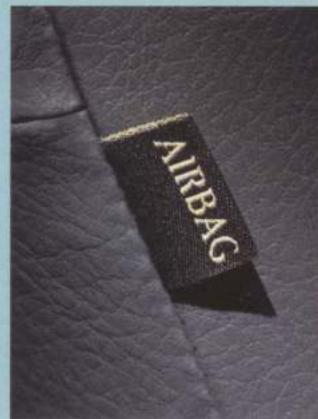
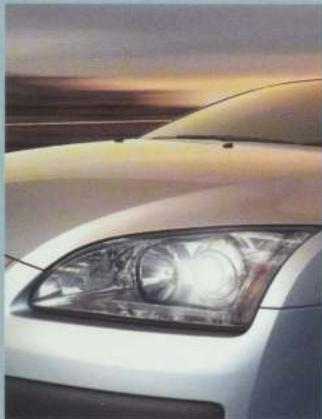








# Your perfect car would...



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



# 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?

<b>Studio</b>	<b>LX</b>	<b>Sport</b>	<b>Zetec</b>	<b>Ghia</b>	<b>Titanium</b>
Premium Value	Refined Quality (Over and above Studio)	The Stylish Choice (Over and above LX)	Driving Pleasure (Over and above Sport)	Expressive Luxury (Over and above Sport)	Innovative, Modern Technology (Over and above Ghia)
<ul style="list-style-type: none"><li>— Driver's and front passenger's airbags*</li><li>— Central locking</li><li>— Electronic tailgate release</li><li>— Electrically-operated front windows</li><li>— Satin aluminium finish gear knob insert and pointer hubs</li><li>— Electric Hydraulic Power-Assisted Steering (not available on 1.4 and 1.6 Duratec petrol engines)</li></ul>	<ul style="list-style-type: none"><li>— Remote control central double locking</li><li>— Electrically-operated and heated door mirrors</li><li>— CFC-free air conditioning</li><li>— Side curtain airbags</li><li>— Stereo radio/CD - Model 6000 CD</li><li>— Remote steering column audio controls</li></ul>	<ul style="list-style-type: none"><li>— Front fog lights</li><li>— Leather-wrapped steering wheel</li><li>— 16" 5-spoke 'Sport' wheels</li></ul>	<ul style="list-style-type: none"><li>— Unique sports suspension</li><li>— Chrome finish grille surround</li><li>— Sports-style front seats</li><li>— Trip/fuel computer</li><li>— Aluminium finish door handles and handbrake release button</li><li>— 16" 5-spoke alloy wheels</li><li>— CFC-free air conditioning available on Zetec Climate</li></ul>	<ul style="list-style-type: none"><li>— Headlamp delay</li><li>— Auto-lighting</li><li>— Rain sensing wipers</li><li>— Auto-dimming rear-view mirror</li><li>— Cruise Control</li><li>— Thatcham CAT 1 volume sensing alarm</li><li>— Sunglasses holder</li><li>— Electrically-operated front and rear windows with global opening/closing</li><li>— Glovebox cooling</li><li>— Optimum aluminium finish gearknob ring</li><li>— Chrome finish grille surround</li><li>— Trip/fuel computer</li><li>— Aluminium finish door handles and handbrake release button</li><li>— 16" 5x3-spoke alloy wheels</li><li>— Quickclear heated front windscreens</li></ul>	<ul style="list-style-type: none"><li>— Partial leather sports seats</li><li>— Sony radio/CD/MP3</li><li>— 3-spoke leather-wrapped steering wheel</li><li>— Cruise Control available as an option</li></ul>

\*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.

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

<sup>†</sup>Tested in accordance with ISO 1585. \*With transient overboost.

## Colour and trim

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

**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\*



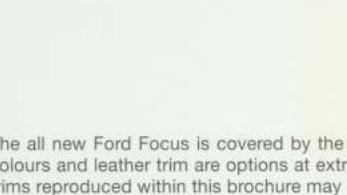
Moondust Silver  
Metallic body colour\*



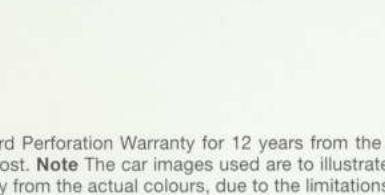
Panther Black  
Metallic body colour\*



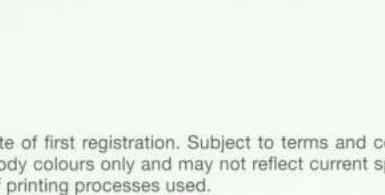
Stripy in Dark Flint  
seat facing  
Twill in Dark Flint  
seat sides



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



Hamy in Dark Flint  
seat facing  
Twill in Dark Flint  
seat sides



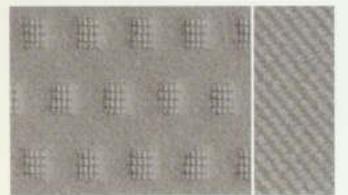
Hamy in Medium Light Stone  
seat facing  
Twill in Medium Light Stone  
seat sides



Rack in Ebony  
seat facing  
Mondus in Ebony  
seat sides



Cubical in Ebony  
seat facing  
Kent Light in Ebony  
seat sides



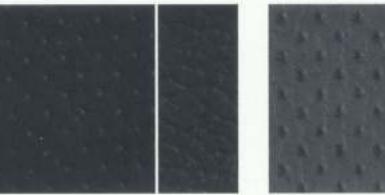
Cubical in Medium Light Stone  
seat facing  
Kent Light in Light Stone  
seat sides



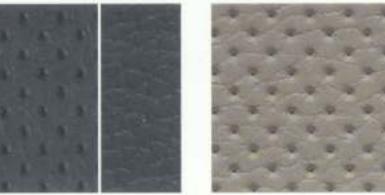
Span in Ebony  
seat facing  
Verona leather in Ebony  
seat sides



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

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

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)

Brochure

Test drive

Ford Ka/Sportka

Ford Streetka

Ford Fiesta

Ford Fusion

Ford Focus (current model)

Ford Focus C-MAX

Ford Mondeo

Ford Galaxy

Ford Ranger

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

@

DD/MM/YY

What is your date of birth?

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)

MM/YY

Was this car (tick one)

Bought privately (Used)

Bought privately  
(New/Nearly new)

Company vehicle

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Colorado Red  
Solid body colour



Deep Navy  
Solid body colour



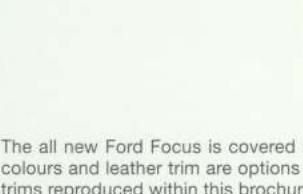
Ink Blue  
Metallic body colour\*



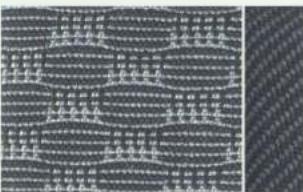
Jeans  
Metallic body colour\*



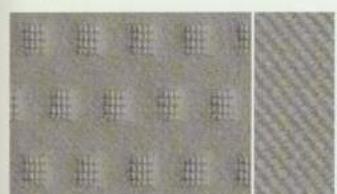
Stripy in Dark Flint  
seat facing  
Twill in Dark Flint  
seat sides



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



Hamy in Dark Flint  
seat facing  
Twill in Dark Flint  
seat sides



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

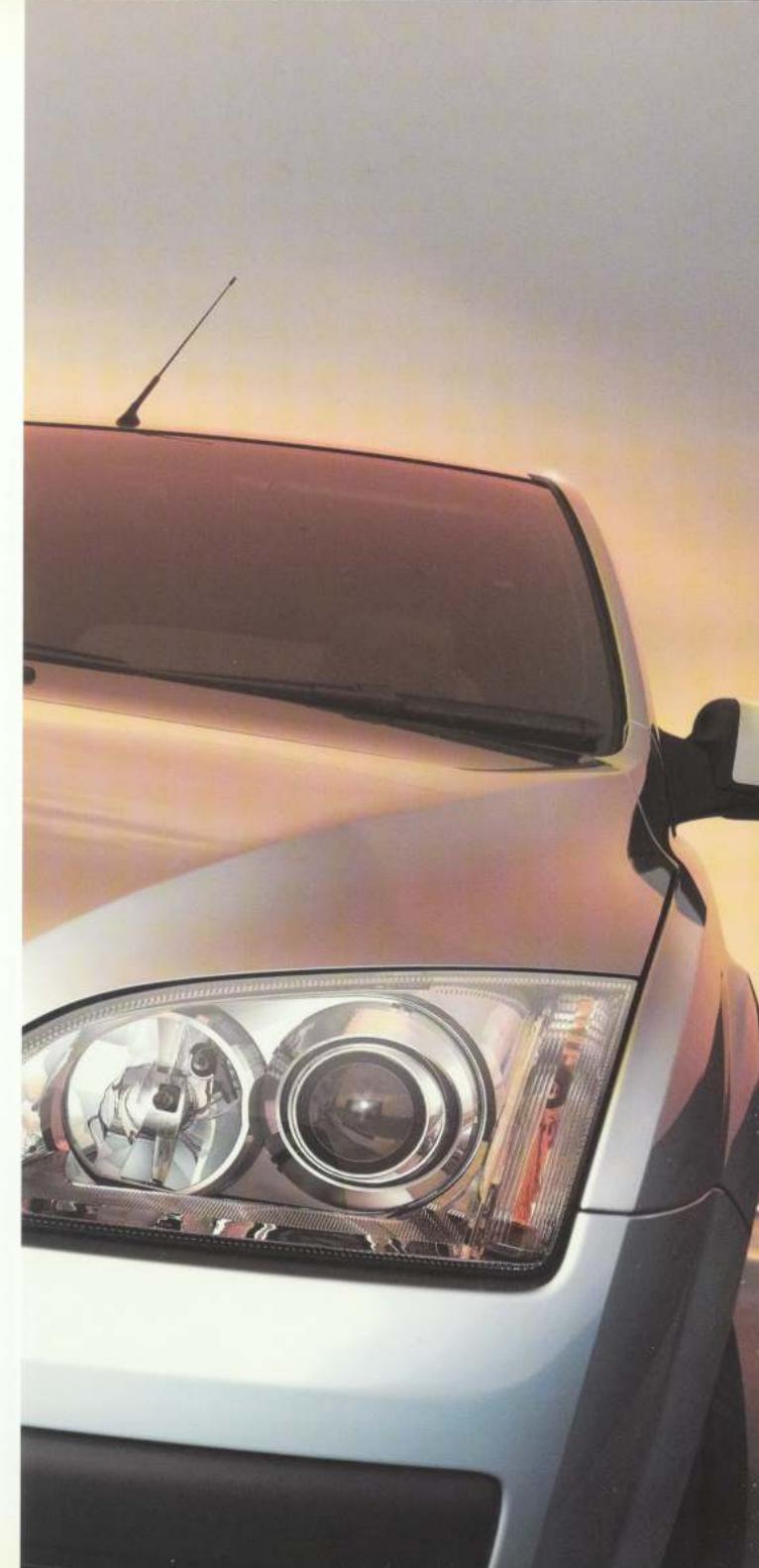


Span in Ebony  
seat facing  
Verona leather in Ebony  
seat sides

R5954

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