

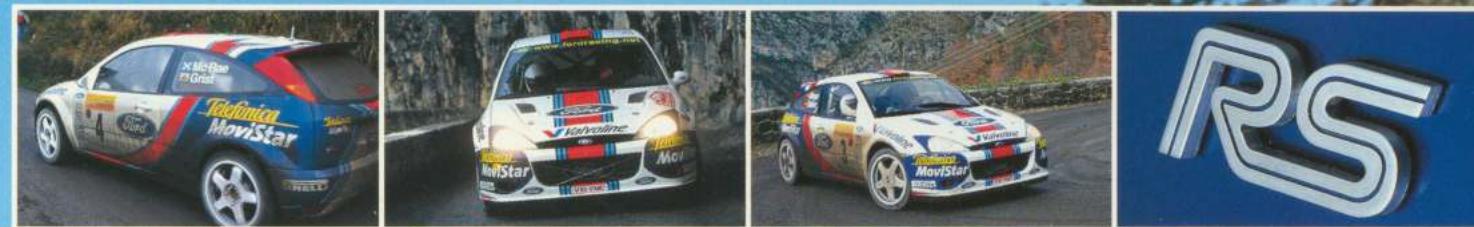
ford**focus**

RS RS



“...Ford Motor Company has made a 100% commitment to **winning** the World Rally Championship...”

Richard Parry-Jones
Group Vice-President, Product Development



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The new Ford Focus RS heralds the return of the legendary Ford Rallye Sport brand - the most exciting name in high-performance road and race car history.

The Ford RS Rallye Sport badge holds a unique place in Ford's rich motorsport heritage. From the all-conquering Escort RS1600 of 1970 – the first Ford road car to use an engine designed by Cosworth, and the first to use a 16-valve twin-cam power unit – to the stunningly fast Escort Cosworth of the Nineties, the RS badge has been synonymous with the most desirable, high-performance Ford vehicles.



“...Focus RS brings Ford’s motorsport passion to life and makes it accessible to the true enthusiast...”

Martin Whitaker, European Director of Ford Racing

On the track and on the road, Ford RS-badged cars proved to be almost unbeatable. Year after year, they recorded wins in rallying, circuit racing and touring car classes to name but a few. Now we are proud to introduce the latest incarnation of the Ford Rallye Sport range – the sensational new Ford Focus RS.

Inspired by the victorious Ford Focus RS World Rally Car, the 200+ PS Ford Focus RS has been created as an exhilarating, no frills, no compromise road-going rally car. A car true to its motorsport roots. In effect, the closest a driver can get to the Focus RS WRC driving experience.

**The new Ford Focus RS.
The legend continues.**

1987

Sierra RS500
wins World
Touring Car
Championship

1979/81 Escort
RS1800 wins
Drivers' World Rally
Championship

1979 Escort
RS1800 wins
World Rally
Championship

1971/72 Capri
RS2600/3100
win European
Touring Car
Championships

1970 Escort
RS1600
launched
– first RS-
badged car

“...the steering response,
the way the car turns
in, the throttle and
engine performance is
all absolutely
outstanding...”

Martin Leach
Ford Vice-President of Product Development



Ford Focus WRC
Autosport Awards 2000
Rally Car of the Year



2000 World Rally Championship Results

Round	Driver	Position
1: Monte Carlo Rally	Carlos Sainz	2
2: Swedish Rally	Colin McRae	3
3: Safari Rally	Carlos Sainz	4
	Petter Solberg	5
4: Rally of Portugal	Carlos Sainz	3
5: Catalunya Rally	Colin McRae	1
	Carlos Sainz	3
6: Rally Argentina	Petter Solberg	6
7: Acropolis Rally	Colin McRae	1
	Carlos Sainz	2
8: Rally New Zealand	Colin McRae	2
	Carlos Sainz	3
	Petter Solberg	4
9: Rally Finland	Colin McRae	2
	Carlos Sainz	14
10: Cyprus Rally	Carlos Sainz	1
	Colin McRae	2
11: Tour of Corsica Rally	Carlos Sainz	3
	Piero Liatti	6
12: San Remo Rally	Carlos Sainz	5
	Colin McRae	6
13: Rally Australia	Tapio Laukkonen	5
14: Rally Great Britain	Carlos Sainz	4

The 2000 WRC season saw a thrilling battle develop between the top contenders, with the Ford Martini team securing second place in the FIA World Rally Championship.

Boosted by the signing of Carlos Sainz and Luis Moya, Ford entered the 2000 season in confident mood.

Sainz acclimatised well to the Focus, finishing second on his first outing. Victory for Colin McRae in Spain and Greece – and a superb 1-2 finish on the gruelling Cyprus Rally – meant both titles were tantalisingly close. As

the season unfolded, it became clear that dreams of the Manufacturers' world title would have to be put on hold. But with Sainz and Moya finishing fourth in the Rally of Great Britain, the Ford Martini team secured a superb second place in the Championship. The result also meant Sainz finished third in the Drivers' Championship, with McRae fourth overall.

“...Focus has posted **fastest** stage times almost everywhere as the championship wound its way around five continents...”

Nicky Grist, Co-driver, Ford Martini World Rally Team

The 2000 season was extremely successful for Ford with some stunning performances along the way. In fact, the Ford Focus RS WRC car, at the hands of some of the world's greatest rally drivers, proved to be startlingly quick, recording 3 race victories and a string of fastest times at stages around the world.

With François Delecour and Daniel Grataloup now on board for 2001, you can rest assured that our motivation for the Ford Focus RS WRC car is the same as ever – we are out there to win!

2001 World Rally Championship Schedule

January 19-21	Monte Carlo Rally
February 9-11	Swedish Rally
March 9-11	Rally of Portugal
March 23-25	Catalunya Rally
May 4-6	Rally Argentina
June 1-3	Cyprus Rally
June 15-17	Acropolis Rally
July 20-22	Safari Rally
August 24-26	Rally Finland
September 21-23	Rally New Zealand
October 5-7	San Remo Rally
October 19-21	Tour of Corsica Rally
November 2-4	Rally Australia
November 23-25	Rally Great Britain

“...coming out of the hairpin in 1st gear,
with front-wheel drive and **200+ PS**,
normally it would have smoked
the tyres – but it didn’t!”

Colin McRae, Driver
Ford Martini World Rally Team





Instantly recognisable from its WRC-style bodystyling, ground-hugging bumpers and dramatic 5-spoke alloy wheels, the all-new Ford Focus RS will quicken the pulse of every motorsport enthusiast.

Using the acclaimed Ford Focus chassis as its foundation, the Focus RS delivers a stable ride and crisp responses. After all, the standard Focus is already more than a match for any comparable car. But its wider track (identical to the WRC car), specially-tuned suspension, Sachs dampers and the fastest-responding steering ever fitted to a Ford road car, put the Focus RS on a different plane.

To deliver the power from the 2.0i 16V turbocharged Duratec RS engine to the road, Focus RS drives through an uprated MTX-75 5-speed transmission. A short-throw shifter, revised gear ratios and an AP Racing clutch give it a punchy, competition feel. But the really good news for a front-wheel drive car is the vast amount of traction available – and a marked lack of torque steer.



“...Focus RS will combine all the thrills of a track car in a **driver-orientated package that can be driven daily on the road...”**

Martin Leach, Ford Vice-President of Product Development

Much of this is due to the Quaife Automatic Torque Biasing Differential. By sensing which wheel has better grip and biasing power to it without ever completely removing power from the other wheel, the Quaife ATB helps the Focus RS maintain traction and cornering ability – without the need for electronic traction aids.

Nestling behind the fabulous OZ Racing alloy wheels (identical in design to the WRC tarmac wheels) and unique 225/40 R18 tyres – specially developed by Michelin for the Focus RS – are seriously large ventilated disc brakes, gripped by Brembo calipers at the front for confident stopping power. Inspired by the victorious Ford Focus RS WRC car, the Ford Focus RS is the best driver's Ford yet. It captures the very essence of the WRC experience. And is guaranteed to put a smile on your face every time you get behind the wheel.



“...with a 200+ PS **turbocharged** engine, front-wheel drive and a chassis tuned for sports responsiveness, Ford Focus RS will appeal directly to purists...”

Martin Leach
Ford Vice-President of
Product Development





Throughout the development of the Ford Focus RS, Ford Racing engineers worked closely with M-Sport in Cumbria, taking inspiration from the WRC challengers to create a true rally-derived thoroughbred.

Behind the speed and glamour of Ford's two Martini-liveried WRC cars is a determined line-up of more than 150 talented individuals.

Located at M-Sport's multi-million pound headquarters, every team member's input is vital to securing success in the world's toughest sporting arena. But M-Sport's expertise is not confined to the rally stage.

It pays dividends on the road too.

The deep front spoiler and rear wing of the Focus RS are similar to those of the WRC car – themselves fine-tuned in Ford's full-size wind tunnel in Cologne – to improve aerodynamics and cooling. Wider wings accommodate the huge 18-inch 5-spoke OZ Racing wheels. Even the wheelbase and track are identical to the WRC car, for superb balance and dynamics.

Just like the WRC car, the Focus RS is powered by a 2.0-litre 16V intercooled Duratec turbo engine. Developed in association with Tickford, the unit is expertly

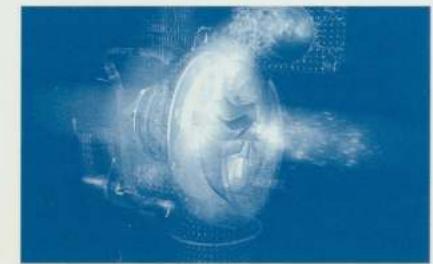


“...our new home at Dovenby Hall truly reflects the character of Ford and its **rally team**, with every part of the facility designed and executed to the highest possible standards...”

Jacques Nasser, Ford President and CEO

reworked to unleash 200+ PS, with superb low- to mid-range torque and response. Built in limited numbers at Ford's Saarlouis plant, the Ford Focus RS is a car to be enjoyed by the fortunate few.

The new Ford Focus RS. Pure motorsport technology, engineered for the road. Live the dream.



“...we took cues for the WRC car from the **original** road-going Focus. Now they're taking pointers from us on where the Focus RS should go...”

Malcolm Wilson
Ford Martini World Rally Team Director





Rallying and racing are the toughest proving grounds of all, for every event can represent a lifetime of normal use for mechanical components.

Ford and motorsport. The two are inseparable – and have been for the last 100 years.

World Champions, like Jim Clark and Jackie Stewart, trusted Ford engines to power them to Grand Prix glory, while the fabulous Ford GT40 notched up four wins at the Le Mans 24-hour race, with Aston Martin and Jaguar also recording victories.

From the World Rally Championship and the British Touring Car Championship to the Ford Credit Fiesta Zetec Championship and

Formula Ford, our extensive motorsport programme continues to provide the ultimate test for the latest innovations in automotive technology and safety.

Good reasons why, around the world, Ford competes in more kinds of racing than any other motor manufacturer.

Racing brings home more than just trophies.



Ford Focus 2.0 Zetec

Engine:	Ford 2.0-litre Zetec engine 4-cylinder, 16-valve. Electronic Ford engine management system. Catalytic converter
Power:	130 PS @ 5500 rpm
Torque:	178 Nm @ 4500 rpm
Drive system:	Front-wheel drive
Transmission:	MTX-75 5-speed
Suspension:	Front MacPherson struts, sports-tuned Rear Control Blade multi-link, sports-tuned
Brakes:	Front 258 mm ventilated discs Rear 253 mm solid discs Electronic ABS/TCS, Electronic Stability Programme (ESP)

rallying and racing provide the ideal proving ground for new ideas and technology.

we race. you win



Ford Focus RS (provisional specification)

Engine:	Ford 2.0-litre Duratec Cosworth R engine 4-cylinder, 16-valve. Electronic Ford engine management system. Garrett turbocharger with 34 mm FIA restrictor. Catalytic converter
Intercooler:	Air/air intercooler with external water spray
Power:	296 PS @ 6500 rpm
Torque:	550 Nm @ 4000 rpm
Drive system:	Permanent 4-wheel drive with M-Sport active front, centre and rear differentials. Electronic differential control units
Transmission:	M-Sport/Xtrac 240 6-speed sequential gearbox
Suspension:	Front MacPherson struts, adjustable dampers and links Rear MacPherson struts, adjustable dampers and links
Brakes:	Front and rear 370 mm ventilated discs with 8-pot calipers (asphalt), 300 mm ventilated discs with 4-pot calipers (gravel). Hydraulic handbrake. Adjustable front/rear bias



Ford Focus RS World Rally Car



“...the Focus RS will put a smile on your face – it's the **best** driver's Ford yet...”

Martin Leach, Ford Vice-President of Product Development





Many Ford customers are motorsport enthusiasts; impressed by the performance of the products on the track and convinced by their driving dynamics on the road. The Focus RS will not disappoint.

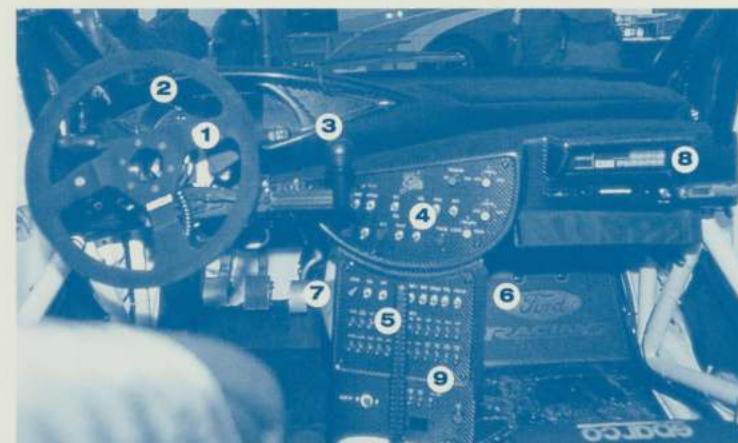
From the moment you climb inside the Ford Focus RS, everything feels right.

Settle into the deep, leather-clad Sparco road-race seats. Grip the chunky leather-wrapped steering wheel. And let your feet fall on the Sparco metal-finished pedals, carefully positioned for sporting driving.

The seating position is superb, completely natural. You are sitting upright, close to the steering wheel, just like the WRC car. The polished alloy gear knob is close at hand, ready to exploit the engine's full potential.

So too is the green starter button, just waiting to be pressed.

The Ford Focus RS. Are you ready to ride?



Ford Focus RS WRC

Looking more like the cockpit of an aircraft than a car, the Focus RS WRC is packed with banks of controls; each of the switches and buttons allowing the car's major functions to be controlled from the driver's or co-driver's seat.

1. 'Push to talk' 2-way radio control
2. LCD instrument display

3. Sequential gear selector
4. Central control panel
5. Quick-release handbrake
6. Horn button
7. Engine starter button
8. Computer and data-logger
9. Lower control panel



Ford Focus RS

In contrast to its racing cousin, the Focus RS interior is a much less daunting place, but by no means less purposeful. The Sparco seats, turbo boost gauge, short-throw gearshift and 'change-up' light all help to reinforce its rally-bred heritage.

1. Turbo boost gauge
2. 'Change-up' light

3. Leather-wrapped steering wheel
4. Air conditioning
5. Short-throw gearshift
6. ICE remote control
7. Ford 6006E 6-disc CD autochanger
8. Metal-finished Sparco pedals

"...some cars sacrifice
comfort for performance.
Focus RS gives you both..."

Martin Leach
Ford Vice-President of Product Development





The Focus RS gives keen drivers the best of both worlds: exhilarating race-bred performance and supreme comfort.

The Ford Focus RS is a very special car.

From its distinctive appearance to its wonderfully rewarding performance, every aspect has been fashioned with imagination and passion.

But unlike many performance road cars, the Focus RS is no stripped-out racer.

Indeed, it is one of the most comprehensively equipped cars in its class, with a range of features designed to enhance your comfort and safety.

Inside, the Focus RS is graced by a pair of body-hugging Sparco road-race seats. Swathed in luxurious blue and black leather with 'breathable' inserts, they will hold you securely in place, even when exploiting the RS's agile handling. The split-fold rear seats are clad in the same leather trim, with the two-tone theme continuing throughout the interior.



“...the whole team really enjoyed designing the Focus RS interior – and I think it shows...”

Martin Whitaker, European Director of Ford Racing

Sitting prominently on the carbon fibre centre console is the green starter button – inspired by the Focus RS WRC – and a strong reminder of the car's racing heritage.

Designed around the driver, the dramatically styled instrument panel is enhanced by a set of blue-faced dials. Naturally, there's a turbo boost gauge and a prominently sited rev counter, complete with a unique RS logo.

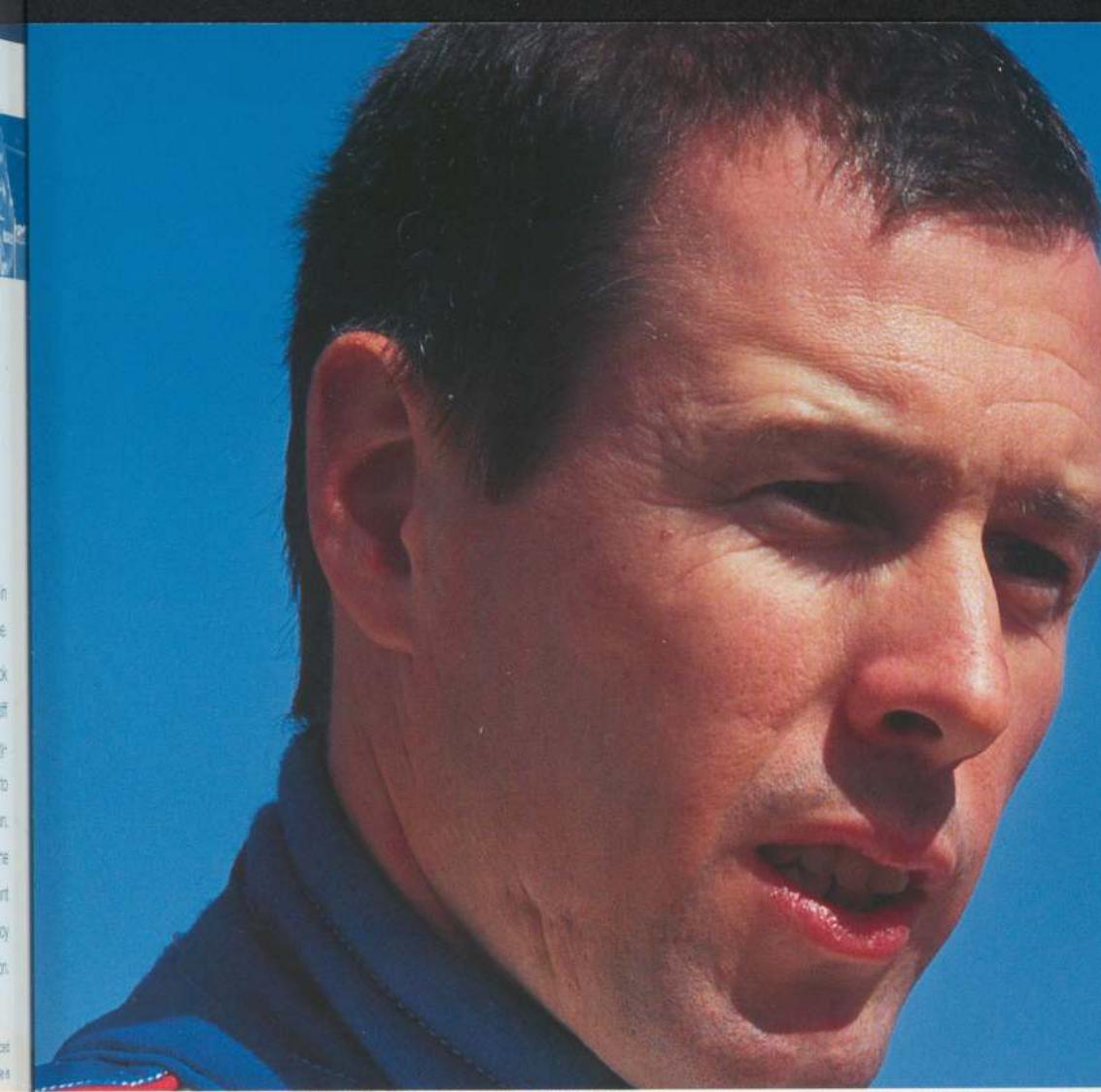
Further interior highlights include an alloy gear knob, a knurled handbrake grip, bright metal door release handles and stylish sill scuff plates, again embossed with the RS script.

Air conditioning and a superb sounding 6-disc CD autochanger simply add to your comfort. Because at Ford we believe that

the more comfortable you feel, the more in control you will be.

Naturally, the Ford Focus RS helps to look after your safety too. The ultra-stiff passenger safety cell and energy-absorbing crumple zones are designed to provide optimum passenger protection. Front airbags are fitted as standard for the driver and front passenger*. And both front doors feature high-tensile boron steel-alloy bars, designed to 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.



“...we've been working hand in hand with the engineers on this project to ensure Ford Focus RS will be a **pure driver's car...**”

Colin McRae, Driver
Ford Martini World Rally Team





The Ford Focus RS was born out of Ford's rallying success. So who better to help with its development than the men who know the WRC car best - the 'works' drivers.

At the San Remo WRC event, the FIA gave Ford Racing permission to drive the Focus RS prototype over a special stage during the official 'shakedown' session. Colin McRae, Carlos Sainz and Piero Liatti each put the car through its paces to provide additional technical input for the final chassis specification.

"To take a standard road car through a stage like that is not something you'd normally do," said Colin when he returned to the service area. "We went through quickly and the car coped superbly - even over the bumps and jumps.

"Coming out of the hairpins it really got the power down well. So I found a slippery place on the circuit, stopped, pulled on the handbrake and tried to spin the wheels because I simply couldn't believe it didn't have traction control!"

"...it's always difficult to give a road car a rally car feel, but I believe we've found the right balance with the Focus RS..."

Colin McRae, Driver, Ford Martini World Rally Team

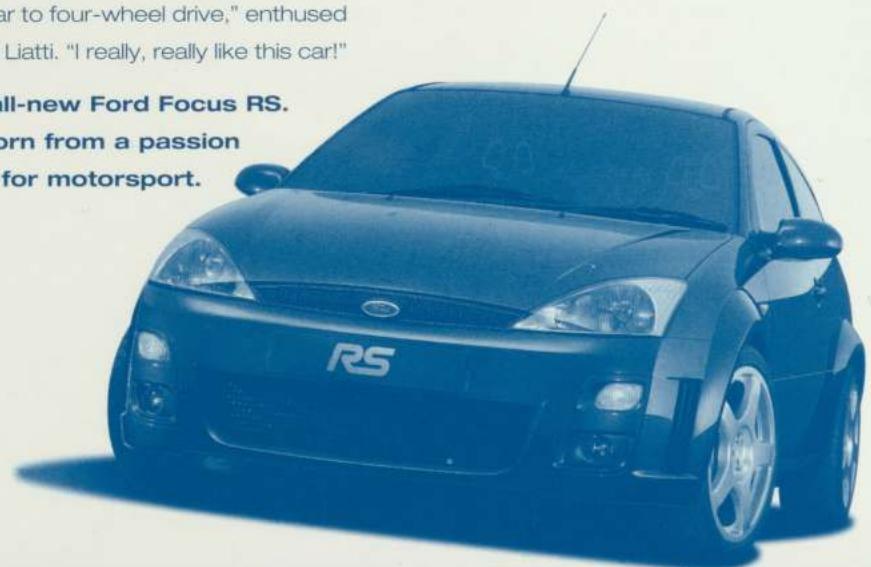
"The ride was great too," he continued, "not harsh like a lot of performance cars."

Carlos agreed: "The balance and handling of the standard Focus is already far ahead of any comparable car. The brakes feel very good. And I was surprised by the amount of traction."

"It's similar to four-wheel drive," enthused Piero Liatti. "I really, really like this car!"

The all-new Ford Focus RS.

**Born from a passion
for motorsport.**



ford focus RS provisional specifications

Mechanical Features

Engine data

Ford 2.0-litre Duratec RS 4-cylinder, 16-valve

Maximum power – 200+ bhp

Construction

Cast aluminium alloy cylinder head with modified valve seats and sodium-cooled exhaust valves

Cast iron cylinder block with improved oil system

Garrett water-cooled turbocharger, 1-bar maximum boost, large bore stainless steel exhaust system, water-cooled intercooler, new throttle body and redesigned air induction system

Increased capacity water pump, high-efficiency oil cooler, additional engine cooling fans and turbo heat shielding

Transmission

Uprated MTX-75 5-speed, revised gear ratios and heavy-duty AP Racing clutch

Front-wheel drive with Quaife Automatic Torque Biasing differential and uprated driveshafts

Suspension

Redesigned front suspension with wider track, performance-tuned MacPherson struts, uprated offset coil springs, Sachs racing dampers, modified lower A-arms, revised static negative camber and 18 mm anti-roll bar

Performance-tuned Control Blade multi-link system, Sachs racing dampers, uprated springs, increased track width, revised static negative camber and anti-roll bar

Brakes

Front – Brembo 4-pot calipers and 325 mm ventilated discs

Rear – 2-pot calipers with 280 mm discs

Electronic anti-lock braking system (ABS)

Steering

Power-assisted rack-and-pinion, 2.9 turns lock-to-lock

Wheels and tyres

OZ Racing alloy 18 x 8-inch rims with Michelin 225/40R/18 Pilot Sport low-profile tyres

Body

Computer-optimised, high-efficiency, unitary-welded steel body incorporating rigid occupant protection cell, front and rear energy-absorbing crumple zones and side impact protection system

Exterior Appearance and Styling

Body colour – Ford Racing Blue metallic paint

Wider front and rear pressed steel wings

Unique front bumper and grille with auxiliary air intakes and aerodynamic splitter

Tailgate-mounted aerodynamic rear spoiler, moulded side sills and modified lower rear apron

Interior Features

Driver's and front passenger's* airbags

Air conditioning – CFC-free

Sparco race-style front seats, trimmed in blue and black leather

Three-spoke sports steering wheel, black leather-wrapped with blue leather inserts

Carbon fibre centre console with starter button and limited edition number plaque

Sparco aluminium handbrake, gear knob and pedals

Revised instrument binnacle with new graphics and instrumentation incorporating turbo boost gauge and 'change-up' light

Bright metal scuff plates with RS script

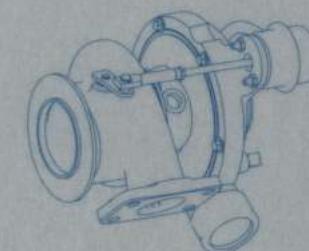
Front carpet mats with embroidered RS logo

Stereo radio/CD – Model 6006E RDS EON, 6-disc, in-dash mounted CD autochanger, column-mounted remote controls, removable control panel, 'Keycode' anti-theft coding, 4 speakers

Security

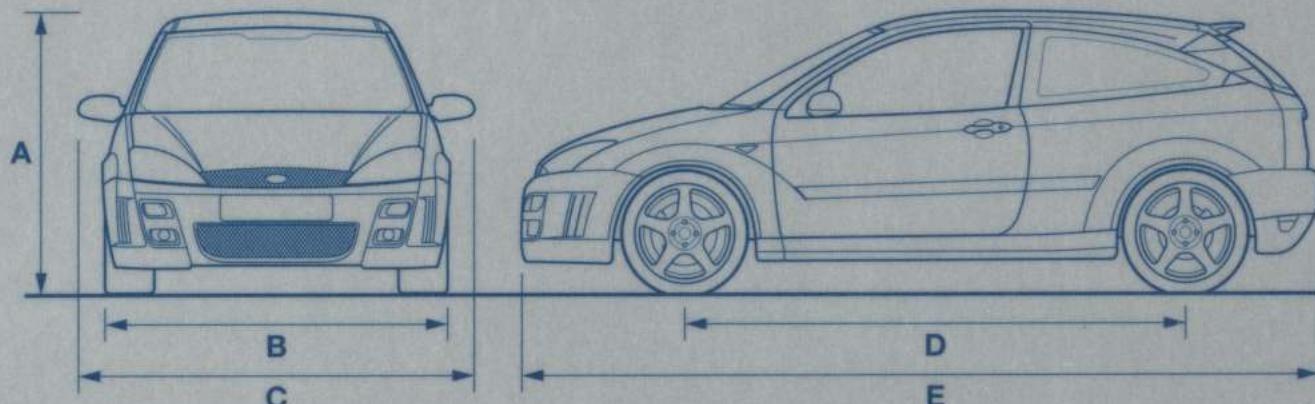
Thatcham Category 1 alarm system and engine immobiliser

*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.



Dimensions

A	Overall height (in kerb position)	1440 mm
B	Track	1514 mm
C	Overall width	1762 mm
D	Wheelbase	2615 mm
E	Overall length	4183 mm
Tyres	225/40R/18 Michelin	
Wheels	18" unique to RS – OZ Racing alloy wheels	





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MOTOR VEHICLE MANUFACTURERS
FORD MOTOR COMPANY LIMITED
BRENTWOOD ESSEX



BY APPOINTMENT TO
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BJN 15575. Designed and produced by Burrows,
Shenfield, Essex, England.

Produced by Werbeagentur Zetweka.

PN 172504/0102/30 m/GB

Printed by Heinrich + Müller, D-45478 Mülheim (Ruhr)

**Published by Ford Motor Company Limited,
Brentwood, Essex, England.
Registered in England No 235446.
FA 1389/1**

March 2001.

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www.ford.co.uk

Dealer:

