

Focus



No Boundaries



[**Ford Focus. A drive like no other.**]

> One look at the Ford Focus is enough to quicken your pulse. One drive of the Ford Focus is enough to get your heart racing. It's a car that stands out from the crowd. We designed it that way. Conventional compromise was never part of the Focus design equation. The Focus has the perfect combination of performance, vehicle dynamics and refinement. It's like putting on a second skin. Touches of ingenuity happily co-exist with functionality. The car's strong distinctive lines convey motion and communicate the dynamic capabilities under the skin. The shape of the Focus combines form with function. Other cars merely look invigorating to drive. In the case of Focus, looks do not deceive.



> The rally-bred Focus ST170 in striking Imperial Blue has distinctive sports styling inside and out.



[Focus on handling.]



>The Control Blade Independent Rear Suspension gives you cutting edge control.

> The Ford Focus reacts instinctively to every road situation. The Control Blade Independent Rear Suspension system enables each wheel to react to road irregularities independently. This ensures excellent handling, superior stability and high levels of driver control. The difference is particularly apparent during cornering, accelerating and braking. The ultra stiff body shell makes Focus reassuring and exciting to drive. It gives the suspension system class-leading handling and creates an exceptionally quiet ride. Low-friction power steering means Focus is responsive and precise, no matter what the road conditions. All of these features together put you in complete control.





[Focus on performance.]



> The ultra-responsive 2.0 litre Duratec ST170 engine pumps out 127 kW of power.

> One word describes the performance of the Ford Focus. Spirited. From the ultra responsive handling to the lively spring you get when you put your foot down. We engineered it that way. Ford designers, engineers and drivers have pushed this car to the limit and beyond. Victories in the World Rally Championships testify to the strengths of the entire Focus range. With Focus, Ford achieved a world first by being the first manufacturer to win the major Car of the Year awards in Europe and North America in consecutive years* - a unique double. The 1.8 and 2.0 litre 16-valve engines are highly advanced with relatively flat torque curves. Put simply, the power starts the second you put your foot on the accelerator.

> The many successes for the Ford Focus since its World Rally Championship debut in 1999 include: Acropolis (1st) 2003, Finland (1st) 2003, Mexico (1st and 2nd) 2004 and many more.

*Awarded European Car of the Year in 1999 and North American Car of the Year in 2000.



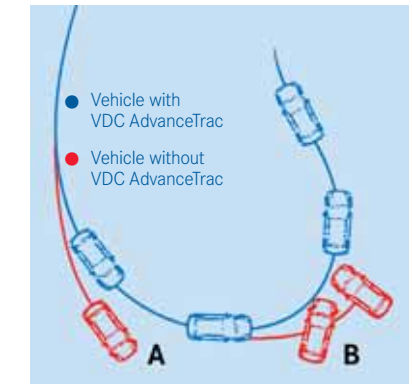
[Focus on safety.]



> Dual-stage driver and front passenger† airbags provide maximum protection within 50 milliseconds of an impact. Side airbags are standard on the Focus Ghia and ST170.



> ABS* The electronic anti-lock braking system (ABS) helps the driver retain full steering control, even under emergency braking conditions. Ford Focus ABS features electronic brake-force distribution (EBD) providing optimum directional control.



> VDC AdvanceTrac (Vehicle Dynamic Control)* The sophisticated VDC AdvanceTrac system senses when the car is deviating from the driver's chosen line and automatically applies the necessary power and braking adjustments to help correct its position. A - experiences understeer on approach. B - experiences oversteer on exit to bend.

> You can depend on Focus no matter what the road situation. The four channel anti-lock braking system (ABS)* prevents wheels from locking. For those who relish driving, there's VDC AdvanceTrac (Vehicle Dynamic Control) which makes corrections to individual wheels to help stabilise the car and optimise road holding. VDC AdvanceTrac is standard on ST170 and optional on Zetec.* Each seat, including the rear centre, has a three-point inertia reel seat belt. The front belts also have pre-tensioners that are designed to remove slack from the webbing and pull you securely into the seat in the event of a sudden impact. Other confidence building features include dual-stage driver and passenger airbags,† a rigid safety cell surrounded by energy absorbing crash zones to protect the inner passenger compartment, and a fuel shut-off switch that reacts to abrupt changes in vehicle speed. Safety is always in Focus inside and out.

> The list of safety features and innovations you'll find in the Ford Focus gives you every reason to depend on it, in every road situation. Focus LX shown in Machine Silver.

†Passenger airbag is optional on CL as part of the safety pack. *ABS standard on LX, Zetec, Ghia and ST170. Optional on CL as part of the safety pack. # Standard on ST170, optional on Zetec (manual transmission only).



[A people focused interior.]

> The interior will embrace you. The seats are designed to be comfortable yet supportive. You are surrounded by a multitude of innovative design ideas that deliver maximum comfort and provide incredible space. We made sure the interior had outstanding head, shoulder and leg room for all occupants, while the unique insulation creates an exceptionally quiet ride. It's a comforting environment that makes you and your passengers feel instantly at ease. But it's also an interior built for the driver in you. The higher seating position gives you a commanding view of the road ahead. Everything is at your fingertips with frequently used controls grouped closer to the steering wheel. With a casual flick, you can adjust the standard CD player thanks to controls mounted on the steering column. Focus is functional and incredibly stylish.

> Everything within reach. Instruments are grouped according to priority. Driving is made easier with the remote audio controls placed at your fingertips. Focus LX interior shown in Midnight Black Matre.



[Focus ST170. Straight from the rally fields to you.]



> The Focus ST170 features sports style front seats with Midnight Black leather bolsters for superior support. The unique instrument cluster features electro-luminescent dials.



> Full of bright ideas. Everything about the Focus is designed to be better, smarter, safer and more stylish than the rest (Focus ST170 instrument cluster shown).

> You don't need to be powering down the road to get your heart racing in a Focus ST170, all you need to do is sit in the driver's seat. All of the cars in the Focus range reflect our success on the rally fields of the world, but one comes even closer than the rest. It's the Focus ST170. The 2.0 litre 16V Duratec engine delivers 127 kW of power at 7000 rpm and 196 Nm of torque from 5500 rpm through a short-throw, Getrag six-speed manual transmission. With every twist and turn of the road, the highly refined chassis, 17" alloy wheels and dynamically tuned sports suspension deliver enhanced roadholding and a superb ride. Precise, low-friction steering will get your heart thumping. Standard features include Control Blade Independent Rear Suspension, ABS with electronic brake-force distribution, VDC AdvanceTrac (Vehicle Dynamic Control) and a 6-disc in-dash CD player. The combination of performance and style will give you a rush that's way beyond words.

> Look out for the Focus ST170 in eye-catching Imperial Blue.



> The sporty Focus Zetec 5-door hatch with optional bodykit and 17" alloy wheels. Designed to turn heads. Shown in Machine Silver.

[Focus Zetec – Sporty performance and style.]



> The enjoyment starts as soon as you get behind the wheel of the sporty Focus Zetec. Leather and brushed aluminium gear knob and hand brake cover available as options.

> Get ready for an exhilarating drive with the Focus Zetec 3-door or 5-door hatch, complete with 2.0 litre 96 kW engine, ABS, 16" alloy wheels and sports suspension with tuned springs and shock absorbers for corner hugging handling. The excitement and enjoyment starts the minute you get behind the wheel. Sink into the sports-style seats, grip the leather-wrapped steering wheel and admire some of the other standard features like the CD player, Dark Argent instrumentation and silver finish interior highlights. Feel the instant response when you touch the accelerator. Performance, yes, but not at the expense of all of the creature comforts you would expect with Focus. If that isn't enough for you, then the list of optional extras for the Zetec like 17" alloy wheels, VDC AdvanceTrac* and a sports body kit, will really get your heart racing.

*VDC AdvanceTrac available as an option on manual transmission only.

[Focus Ghia – The luxury car in focus.]



> The Focus Ghia is designed to satisfy your craving for luxury and style with 6-disc in-dash CD player and cruise control as standard.

> The Ford Focus Ghia is one of the most luxurious vehicles in its class. It's not hard to see why. The 2.0 litre 4-speed automatic sedan sets the benchmark for refinement. The appeal is on both the inside and out, from woodgrain interior highlights to body colour door handles and a unique, colour keyed grille. The interior is finished in Light Stone plush velour trim, which adds to the feeling of luxury. An impressive list of standard features and options gives extra definition to the overwhelming feeling of prestige. You have everything you would expect in a luxury Focus like a 6-disc in-dash CD player with steering column-mounted controls, dual-stage driver, front passenger and side airbags, ABS, Control Blade Independent Rear Suspension and 15" alloy wheels. It also features front and rear power windows, power mirrors, keyless remote entry with global close on all windows, cruise control and automatic temperature control.

> Surround yourself with luxury in the Focus Ghia. Shown in Oyster Silver.



> The Focus LX offers outstanding style and performance. Shown in Machine Silver.

[Focus LX – Style, comfort and safety.]



> A key-operated bonnet release system helps deter unauthorised entry to the engine compartment.



> The Focus is equipped with a state-of-the-art electronic Passive Anti-Theft System and a high security engine immobiliser operated via a miniature transponder within the keyfob.



> Power front windows feature one-shot lowering on the driver's side.

> Focus LX has all the style with extra comfort and safety. The comfort isn't just from the body hugging seats or the refined interior, it's also in the peace of mind you have with the impressive list of standard safety features on the LX. These include ABS, dual-stage driver and front passenger airbags and a centre rear head restraint. Other standard features include 15" alloy wheels, remote central locking, power front windows, Titanium-effect interior finishes, power exterior mirrors, air-conditioning and a CD player with steering column-mounted audio controls. You have a choice of either a 1.8 litre 5-speed manual or optional 2.0 litre 4-speed automatic. It comes in 5-door hatch and 4-door sedan with a stylish interior featuring your choice of two fabrics, Midnight Black or Light Stone. If you're after a car with a great combination of style, safety features and performance, you're after a Focus LX.



> The Focus CL has every essential feature and all the style of the Ford Focus range. Shown in Ink Blue.

[Focus CL – Packed with outstanding features.]



> Every Focus features a CD player as standard.



> Focus offers loads of luggage space.



> Steering column mounted audio controls are standard on Focus.

> Focus CL has all the space, comfort and style for whatever the week and the weekend have in store for you. Standard features include Control Blade Independent Rear Suspension, power steering, dual-stage driver's airbag and a single-slot CD player with steering column mounted controls. Fog lamps, 60/40 split rear seat, driver and passenger vanity mirrors and remote central locking are also standard. The safety features include a centre rear lap-sash seatbelt, anti-submarining front seat pans and front seatbelt pretensioners. An optional safety package includes a front passenger airbag and ABS. All this in a choice of either a 1.8 litre 5-speed manual or optional 2.0 litre 4-speed auto, in 5-door hatch or 4-door sedan. Plus it has the rally bred handling to make other drivers green with envy.

[Focus on ownership.]

A great car is just the beginning.

After you've bought your new Ford Focus, we support you with a wide range of services that aim to make you one of the most satisfied vehicle owners in Australia.

Ford Solutions.

Ford Solutions offers you peace-of-mind protection through a range of quality products to satisfy all your motoring requirements. A variety of plans are available to suit your individual circumstances including:

- > Extended Manufacturer Warranties.
- > Maintenance/Service Plans.
- > Roadside Assistance Plans.

Also available is a great range of Ford Solutions insurance products :

- > Comprehensive Motor Vehicle Insurance.
- > Payment Protection Plan – Protect your loan repayments from unforeseen events.
- > GAP Cover – Protects your vehicle investment in the event of a total loss.

The Ford Solutions plans are designed to enhance your vehicle ownership experience. Major benefits for you include optimising vehicle performance and providing peace-of-mind against the cost of repairs. Terms, conditions and eligibility criteria apply. See your participating Ford Dealer for further information on the plans that best suit your needs.

3 Year/100,000 km new car warranty.#

For three years or 100,000 km, whichever comes first, your Ford is covered against any defects in factory materials or workmanship. This also applies to Genuine Ford Accessories you may have had fitted before you took delivery.

5 Year warranty against perforation corrosion.#

It's reassuring to know that the original body of your gleaming new Focus is guaranteed against perforation corrosion for the first five years of its life. If perforation corrosion occurs, we'll fix it for free.

Financing your vehicle?

Ford Credit is much more than an automotive finance provider. Having financed more than 50 million vehicles worldwide since the company was founded in 1959, Ford Credit continues to be a pioneer in the auto financing industry. For further information, ask at your authorised Ford Dealer or visit us on the web at www.fordcredit.com.au

Want to contact us?

For answers to your questions, or help with any concerns, contact our Customer Relationship Centre on 13FORD (13 36 73).

Running a fleet?

Our Ford Business Centre is available to assist fleet customers with information on Ford products and services. Call: 1300 13 13 30.

Visit us on the web.

If you want more information on Ford or our entire product range, visit us on the Internet at www.ford.com.au

Conditions and exclusions apply. See your authorised Ford Dealer for details.

This brochure is designed to provide you with a general introduction to the Ford Products (including available optional equipment) referred to, and should be read in conjunction with the latest specification sheet. Because of changes in conditions and circumstances Ford* reserves the right, subject to all applicable laws, at any time, at its discretion, and without notice, to discontinue or change the features, designs, materials, colours and other specifications and the prices of their products, and to either permanently or temporarily withdraw any such products from the market without incurring any liability to any prospective purchaser or purchasers. The latest specification sheet should be referred to for information on the availability, ordering and use of optional equipment. Always consult an authorised Ford Dealer for the latest information with respect to features, specifications, prices, optional equipment and availability before deciding to place an order. *FORD MOTOR COMPANY OF AUSTRALIA LIMITED. (A.B.N. 30 004 116 223) Registered Office: 1735 Sydney Road, Campbellfield, Victoria 3061, Australia. Printed May 2004. FMC2609

