

New Ford Focus

An all-new high technology offering from Ford's successful stable



Ford Thailand has just announced the all-new Ford Focus, the first car in the Kingdom to be fitted with an engine which is designed to run on Gasohol E20, an economical solution to the seemingly endless and inexorable escalation of prices at the petrol pump. The four-cylinder, fuel-injected double overhead camshaft power unit also meets and exceeds all existing and proposed emission standards. The highly efficient electronic fuel metering technology ensures that the car is frugal and clean without any compromise on performance. All this is achieved using Duratech (short for Durable Technology) designs which have been created by Ford's team of engineers in Germany.



The new Ford Focus will come with a choice of engine sizes: 1.8 litres and 2.0 litres which can be matched to one of two transmissions. The 6-speed manual box uses the patented Durashift design to transmit power to the road with maximum torque. The automatic four-speed box features Sequential Shift technology to offer a choice of touring or sports modes which can be changed at the touch of a switch even when the car is in motion.

The Focus has been designed with the occupants' safety as a fundamental criterion. The body was computer engineered to ensure rigidity so that it will maintain stability under all driving conditions. The suspension has been re-tuned and features the control blade multi-link independent system at the rear. Full ABS braking is standard. Front and rear sections are built to be impact absorbent whilst a central cage and steel side beams protect the passengers in the event of an accident. Multi-anchorage adjustable seat belts and dual stage airbags (with rollfold operation) are designed to act together to ensure maximum protection in the event of an impact. Latest materials technology dual-layer security glass is used in the windscreen construction and there is a rear screen de-mister and a third high-visibility brake light.

A patented immobiliser and security key system means that this highly desirable motor car will still be in the car park where you left it, when you return.



The exterior styling is new but still characterises Ford's very distinctive design keys. The appearance is aggressive and rounded – a smooth and harmonious blend. Even when stationary the new Focus makes a powerful athletic statement – this is a car which demands to be driven.

Sleek headlights add to the sporty appearance. The front aspect is dominated by three huge air intake scoops sculpted into the car's aggressive lines, and from the side massive alloy wheels complement the powerful, dynamic posture.

The Focus comes in two configurations – a four-door saloon and a five-door hatchback.

The hatchback shares the sporting appearance of the saloon we have been describing but the body is wider and has a longer wheelbase which allows for even more space in the passenger area with extra provision for storage behind.

This car is designed to take on the competition. All construction materials (as we have all come to expect from The Ford Motor Company) are of the highest quality and interior and exterior colour combinations have been carefully selected to enhance the elegant styling of both models.

The specification is comprehensive and contains features not available on other cars in this price range. The driver's seat for example is electrically adjustable in four directions and the steering wheel can be set for both reach and rake.



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The air conditioning system is continuously monitored by computer linked sensors so that the interior climate is always optimal both front and rear. Total comfort and control is achieved even on the longest drives, and a state-of-the-art music system comes as standard to keep you entertained.

We do not normally make predictions, but we were hugely impressed by Ford Thailand's newest offering – which promises to be so popular that the biggest problem could be getting hold of one...

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