

04 Focus



HERE'S THE INFORMATION YOU REQUESTED.

Thank you for your interest in Ford Focus.

Every time the automotive press takes Focus for a test-drive, more rave reviews get printed. And car enthusiasts all over the world have made it a top choice in its class. So, what's so special about Focus? Try everything. You get European performance at a fraction of the cost. And now every new Focus comes with a fully transferable 100,000-mile/5-year Powertrain Coverage\* that includes towing and roadside assistance. So all you have to worry about is which turn to take next.

But there's more to being a Ford owner than just driving a great vehicle. There are perks like the My Ford owner website where you can manage all of your vehicle information in one place. Register today at [www.fordvehicles.com](http://www.fordvehicles.com). And if you are ready to own a Ford, we've included the location of your nearest dealer, as well as current offers you can use toward a new Ford Focus. Come in for a test-drive today and you'll find out why everyone's been raving.



Focus ZX3 SVT shown with optional HID headlamps

\*A deductible applies. 100,000-mile/5-year Powertrain Limited Warranty in Florida. See dealer for complete details.

Focus ZTS with optional Sport Group and moonroof.



## Loves curves.

Switchback. S-turn. Cloverleaf. You name it, Ford Focus loves to drive it. That's because it's built to handle everyday roads like they're part of the Autobahn. A fully independent European-tuned suspension allows the wheels to respond individually to the road. (Most cars in its class have solid axles, front and back.) The result? Focus takes on corners and uneven ground with precision handling and unbelievable traction. Add to that power rack-and-pinion steering for responsive maneuvering, and it's no wonder Focus keeps appearing on *Car and Driver's* 10Best list year after year.



*Car and Driver* 10Best, 4 years in a row  
(2000, 2001, 2002, 2003)



ZTS interior with Medium Graphite Leather-trimmed seats

**1** Focus' suspension is comprised of an independent rear control blade, independent front MacPherson struts, a front stabilizer bar and power rack-and-pinion steering. All together giving Focus precise, responsive handling. **2** The 2.3L DOHC PZEV engine not only kicks out 144 horses and 149 lbs.-ft. of torque, it meets PZEV standards. **3** Standard on ZX5

Premium, this power retractable moonroof brings the outdoors in. Optional on other Focus models. **4** This 6-disc in-dash CD changer is one of the many stereo options in Ford Focus. Just pick your style. **5** Need plenty of room for you and your friends? You'll get 94 cu. ft. of it from Focus. (One of the largest interiors in its class.)

### Special offer for Earke Bates Hr

MODEL Focus

CASH BACK **\$2,000**

OR APR ALTERNATIVE 48/60/72 Months **2.9/4.9/5.10**

OR CASH BACK/APR **\$1000 2.9/3.9/4.10**

OFFERS VALID FROM October 01, 2002 to January 06, 2003

NOT ALL BUYERS WILL QUALIFY. 36 month Ford Credit APR financing at \$27.78 per month; 48 month Ford Credit APR financing at \$21.65 per month; 60 month Ford Credit APR financing at \$17.92 per month; 72 month Ford Credit APR financing at \$15.15 per month per \$1000 financed with 10% down OR \$2000 cash back with standard APR rates. Take new retail delivery from dealer stock by 9/30/2003. See dealer for residency requirements and complete details. The incentives listed were correct at the time they were printed and are subject to change. Your local Ford Dealer is the best source for up-to-date incentive and leasing information.

### Go Your Local Dealer

Tommie Vaughn Motors Inc  
1145 N Shepherd  
Boston, MA 04487  
(345) 987-5678

### Vehicle Pricing

MSRP\* \$13,340 - \$19,705  
\*Prices exclude taxes, title, and license fees.

**Ford Credit**  
At Ford Credit, auto financing is our specialty. Whether you purchase or opt for a Red Carpet Contract, we offer a range of terms and features that make your experience hassle-free. Contact your local Ford Dealer or visit us on the Web at [www.fordcredit.com](http://www.fordcredit.com).



## More power. With less impact.

The 2.3L DOHC inline four-cylinder engine found in Focus not only gives you the power to thrill down winding roads with 144 horses, but the conscience to do so without harming the earth. That's because it's been designed to meet Partial Zero Emissions Vehicle (PZEV) standards. But what does that really mean? Here are some fun facts that'll help put it into perspective.

- It takes approximately five hundred (500) 2004 PZEV Ford Focuses to equal the smog-forming tailpipe emissions emitted by a single car from the 1950s
- A 2004 PZEV Focus has to be driven more than 2,100 miles to produce the same tailpipe emissions as a new, low-emitting 5.4-hp lawnmower used for one hour

In the end, the result is clear – Focus is not only fun to drive, it's gentle on the environment. So you can drive toward a brighter future.

## Special offer for Earke Bates Hr

MODEL  
Focus

CASH BACK  
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## Ford Focus vs. Toyota Corolla

The automotive press can't say enough about Focus when compared to other cars in its class. What do you think? Take a look and see how Ford Focus stacks up against the Toyota Corolla. Then experience the real thing with a test-drive. And for even more comparisons, visit [www.fordvehicles.com](http://www.fordvehicles.com).

*Car and Driver* 10Best, 4 years in a row  
*Automobile Magazine* All-Star, 4-time winner

"This thing's a beauty of balanced engineering." - *AutoWeek*

"[Focus brings] indulgence to a segment that is all too often defined by sacrifice." - *Automobile Magazine*

"... Focus ... delivers a generous measure of driving fun ..." - *Car and Driver*



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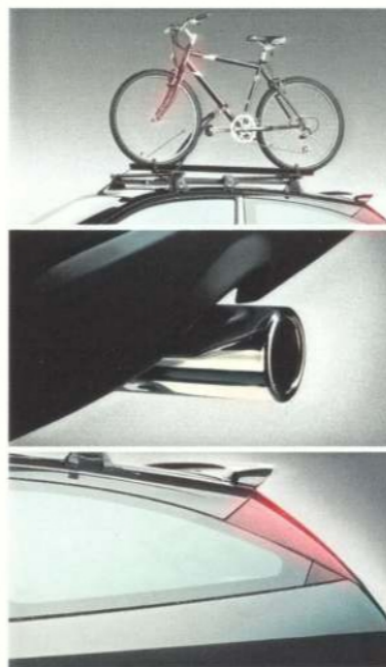
SPECIFICATIONS	2004 Ford Focus ZTS	2004 Toyota Corolla LE
Standard Seating	5	5
AM/FM Radio	Standard	Standard
Cassette Player	Not Available	Optional
CD Player	Standard	Standard
Power Windows	Standard	Standard
Power Door Locks	Standard	Standard
Manual Transmission	Standard	Standard
Automatic Transmission	Optional	Optional
4-Wheel ABS Brakes	Optional	Optional
Rear Suspension	Standard	Standard
Horsepower@RPM	144@5750	130@6000
Torque@RPM	149@4250	125@4200
Brakes (rear)	Drum	Drum
Fuel Economy City (mpg)	25	32
Wheelbase (in.)	103	102.4
Front Head Room (in.)	39.1	39.1
Front Leg Room (in.)	40.8	41.3
Warranty, Basic (months)	36	36
Warranty, Basic (miles)	36,000	36,000

## Dealer Accessories

The Yakima® removable roof rack is perfect for things like bikes, snowboards and skis. (Specific carriers sold separately.) The soft, nonskid footpads help prevent damage to the roof's surface. Integral locks help prevent theft. Kit includes all hardware, tools and installation instructions.

Leave an impression on those you leave behind with this chrome exhaust tip. Constructed of nickel-plated steel for long life, it slips over the end of the tailpipe. Easily installed; no drilling necessary.

A rear spoiler is available for the driving enthusiast. Manufactured to precision original equipment specifications, all spoilers come painted in popular colors or primed and ready to paint. Dealer installation is recommended.



## Performance driving with safety in mind.

Once you get a Focus, you're sure to be on the road a lot. So, you're going to want to feel secure while driving. You'll find that peace of mind in the exclusive, and standard, Ford Personal Safety System™. Its technologies include sensors that calculate the driver's seat position relative to the steering wheel, set the proper level of airbag\* inflation and not only recognize safety belt use, but also the severity of the crash. You can also opt for the 4-wheel anti-lock braking system (ABS) and available All-Speed Traction Control. Together, they help reduce wheel lockup while maintaining traction on slippery roads.

Looking for more reasons to drive a Focus? We'll give you 100,000. Every single Focus comes with a 100,000-mile/5-year Powertrain Coverage that's in addition to the standard Focus bumper-to-bumper coverage.\*\* This extra protection includes roadside assistance, as well as towing, and is fully transferable.

\*Always wear your safety belt and secure children in the rear seat.

\*\*3-year/36,000-mile Limited Warranty. See dealer for details.



IF YOU HAVEN'T LOOKED AT FORD LATELY, LOOK AGAIN.

## FEATURED SPECIFICATIONS

### Standard Focus Features

2.3L DOHC 4-Cylinder Engine\*  
 Suspension:  
 Independent Front MacPherson Strut  
 Independent Rear Control Blade  
 Airbags – Driver and Front Passenger\*\*  
 100,000-Mile Tune-Up Interval†  
 LATCH – Child Safety Locks on Rear Doors  
 (Not Applicable on 3-Door Models)  
 Lower Anchors and Tether Anchors  
 for Child Safety Seats (Rear Outboard Positions)  
 Height-Adjustable Driver's Seat  
 Stainless Steel Exhaust System

### Optional on All Focus Models

Side Impact Airbags\*\*  
 Anti-Lock Braking System (ABS)

### LX Sedan

Includes the Standard Focus Features, Plus:  
 5-Speed Manual Transaxle  
 14" Steel Wheels with Bolt-on Appearance Wheel Covers  
 AM/FM Stereo Cassette Player  
 OPTIONS:  
 Air Conditioning

### SE Sedan

Includes the Standard Features of LX Sedan, Plus:  
 4-Speed Electronic Automatic Transaxle  
 Tilt/Telescoping Steering Wheel  
 Speed Control  
 Power Windows, Door Locks and Outside Mirrors  
 15" Steel Wheels with 9-Spoke Appearance Covers  
 AM/FM Stereo with CD Player  
 Air Conditioning  
 Remote Keyless Entry System

### ZTS Sedan

Includes the Standard Features of SE Sedan, Plus:  
 15" 5-Spoke Aluminum Wheels  
 AM/FM Stereo with Single CD and MP3 Player  
 Tilt/Telescoping Steering Wheel  
 Speed Control  
 OPTIONS:  
 AM/FM Stereo with 6-Disc In-Dash CD Changer  
 Power Moonroof  
 Sport Group††

### ZX3

Includes the Standard Focus Features, Plus:  
 5-Speed Manual Transaxle  
 15" Steel Wheels with 9-Spoke Appearance Covers  
 AM/FM Stereo with Single CD Player  
 Tachometer  
 OPTIONS:  
 Air Conditioning

### ZX3 Comfort

Includes the Standard Features of ZX3, Plus:  
 15" 5-Spoke Aluminum Wheels  
 AM/FM Stereo with Single CD and MP3 Player  
 Air Conditioning  
 Fog Lamps  
 Tilt/Telescoping/Leather-Wrapped Steering Wheel  
 OPTIONS:  
 AM/FM Stereo with 6-Disc In-Dash CD Changer

### ZX3 Premium

Includes the Standard Features of ZX3 Comfort, Plus:  
 16" 5-Spoke Aluminum Wheels  
 Power Windows, Door Locks and Outside Mirrors  
 Remote Keyless Entry System  
 OPTIONS:  
 AM/FM Stereo with 6-Disc In-Dash CD Changer  
 Power Moonroof

### ZX5

Includes the Standard Focus Features, Plus:  
 5-Speed Manual Transaxle  
 15" Steel Wheels with 9-Spoke Appearance Covers  
 AM/FM Stereo with Single CD Player  
 Air Conditioning  
 Tachometer

### ZX5 Comfort

Includes the Standard ZX5 Features, Plus:  
 15" Multi-Spoke Aluminum Wheels  
 AM/FM Stereo with Single CD and MP3 Player  
 Power Windows, Door Locks and Outside Mirrors  
 Remote Keyless Entry System  
 Tilt/Telescoping Leather-Wrapped Steering Wheel  
 Speed Control  
 Fog Lamps  
 OPTIONS:  
 AM/FM Stereo with 6-Disc In-Dash CD Changer

### ZX5 Premium

Includes the Standard ZX5 Comfort Features, Plus:  
 16" 5-Spoke Aluminum Wheels  
 Power Moonroof  
 OPTIONS:  
 AM/FM Stereo with 6-Disc In-Dash CD Changer

### SE Wagon

Includes the Standard Focus Features, Plus:  
 4-Speed Electronic Automatic Transaxle  
 15" Steel Wheels with 9-Spoke Appearance Covers  
 AM/FM Stereo with Single CD Player  
 Power Windows, Door Locks and Outside Mirrors  
 Remote Keyless Entry System  
 Roof Rack

### ZTW Wagon

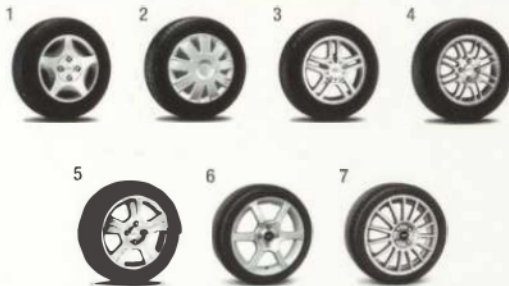
Includes the Standard Features of SE Wagon, Plus:  
 15" Multi-Spoke Aluminum Wheels  
 AM/FM Stereo with Single CD and MP3 Player  
 Tilt/Telescoping Steering Wheel  
 Speed Control  
 OPTIONS:  
 AM/FM Stereo with 6-Disc In-Dash CD Changer  
 Power Moonroof  
 Sport Group††

\*Standard on all series in states of CA, MA, ME, NY and VT.

\*\*Always wear your safety belt and secure children in the rear seat.

†Under normal driving conditions with regular fluid and filter changes.

††16" 5-spoke aluminum wheels, driver's side lumbar support, fog lamps, leather-wrapped steering wheel, rear spoiler (sedan), tachometer, rear cargo cover (wagon)



- 1 14" Steel Wheel with Bolt-on Appearance Wheel Cover
- 2 15" Steel Wheel with 9-Spoke Appearance Cover
- 3 15" 5-Spoke Aluminum Wheel
- 4 15" Multi-Spoke Aluminum Wheel
- 5 16" 5-Spoke Aluminum Wheel
- 6 17" 6-Spoke Aluminum Wheel
- 7 17" 15-Spoke Argent Wheel



<sup>1</sup>SVT only

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