| NEWS RELEASE

# FORD PÅ FRANKFURT MOTOR SHOW 2009

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"2009 har været et år med store udfordringer for hele den europæiske bilindustri. Men udfordringer kan også resultere i spændende muligheder. I år har Ford i Europa formået at forbedre markedsandelen, og vi har styrket vores position, så vi er det næstmest solgte mærke i Europa. Dette er opnået ved at give vores kunder de nye og spændende produkter, de efterspørger som for eksempel den nye FordFiesta, FordKa og FocusRS.

Her i Frankfurt fortsætter vi med at bygge videre på vores stærke produktsortiment med lanceringen af den helt nye Ford C-MAX familie samt vores nye EcoBoost 4-cylinder benzin turbomotorer med direkte indsprøjtning og vi viser vores seneste udvikling inden for Elbiler"

**John Fleming, formand Chairman & CEO, Ford of Europe**
**September 2009**

# THE STYLISH AND VERSATILE ALL-NEW FORD C-MAX RANGE

- **Exciting, all-new two-model C-MAX range makes global debut at Frankfurt Motor Show**
- **New C-MAX is the first product from Ford's new global C-segment platform**
- **Distinctive new designs show how compact multi-activity vehicles can be stylish and desirable**
- **7-seat Grand C-MAX introduces extra space and flexibility to C-MAX line-up, with twin sliding doors and innovative seating concepts**
- **5-seat model combines a sleeker, more sporting design with traditional C-MAX virtues of room and practicality**
- **Powertrain options include new high-efficiency, low-$CO_2$ Ford EcoBoost petrol engines**
- **New technologies for Ford of Europe include semi-automatic parallel parking, blind spot detection and power operation for the rear tailgate**
- **Both models available in major European markets by late 2010**
- **Grand C-MAX confirmed for launch in North America in late 2011**

An all-new, two-model Ford C-MAX range makes its global debut at this year's Frankfurt Motor Show. The exciting new C-MAX family brings new levels of style and desirability to the compact multi-activity vehicle (MAV) market, with a bold and dynamic new look which extends Ford’s acclaimed ‘kinetic design’ language.

For the first time, Ford's MAV customers will have the choice of a 5-seat C-MAX or the new 7-seat Grand C-MAX, which features twin sliding doors and innovative seat design to provide outstanding space and flexibility.

The all-new Ford C-MAX range introduces a number of advanced new technologies to the compact MAV class focused on enhanced comfort, safety and sustainability, including the

availability of new and powerful yet highly fuel-efficient low-$CO_2$ Ford EcoBoost petrol engines.

The new C-MAX models are also the first products to be launched from Ford's new, global C-segment vehicle platform, and are previewed at Frankfurt in pre-production form prior to their European sales launch in late 2010.

Additionally, Ford is confirming that the Grand C-MAX model will also be introduced in North America in late 2011, joining the new Fiesta, the Transit Connect commercial van and the next-generation Ford Focus as one of six European-designed models promised by the company under its 'One Ford' strategy.

“Following the tremendous popularity of the S-MAX and Galaxy duo, we plan to extend that opportunity to compact MAV customers with our new expanded C-MAX line-up,” said John Fleming, Chairman & CEO, Ford of Europe. “The spacious seven-seat Grand C-MAX is a brand new entry for us, and combined with the sporty, five-seat model allows us to deliver a class-leading choice of two dynamic and highly-capable family vehicles.

"The significance of the new C-MAX models cannot be underestimated as they signal the impending arrival of up to two million vehicles a year in a variety of bodystyles, all based on our new global C-segment platform," Fleming added.

**New C-MAX Preview**

***Expressive, Dynamic Design***

The new Ford C-MAX range demonstrates that compact MAVs can be stylish and desirable while still delivering outstanding space and functionality.

“Like the 2009 iosis MAX concept car, the two C-MAX models bring more emotive, dynamic design to the MAV segment,” explains Martin Smith, Ford of Europe’s Executive Design Director. “We believe we have created two distinctive vehicles which customers will choose for the way they look and drive, and not just because they are practical and versatile.”

Bold exterior and interior designs have been created using the latest evolution of Ford's 'kinetic design' form language, building on the themes established in recent product introductions like the hugely successful Fiesta, Kuga and Mondeo ranges.

Striking 'kinetic design' elements applied to the new models include the dynamic rising belt-line, full sculptured surfaces, bold wheel lips, strong athletic shoulders supported by a prominent undercut line, and the distinctive kick-up of the window graphic at the C-pillar.

The front end design features Ford's signature trapezoidal lower grille – with a special 'piano black' finish on the Frankfurt Show vehicles – together with the eye-catching new headlamp treatment previewed by the iosis MAX concept.

***Two Distinct Characters***

The C-MAX and Grand C-MAX have been deliberately designed with two distinct characters, reflecting the differing priorities of the typical customers for each model.

The 5-seat C-MAX departs from usual MAV thinking by adopting a sportier feel with a stylish passenger-car look. It features a coupé-like, sweeping roofline which falls off to the rear, yet still retains the traditional C-MAX virtues of roominess and practicality.

Its window graphic follows the bold form of the Fiesta and Kuga, with a strong kick-up after the C-pillar. At the rear, the tailgate design has echoes of the larger S-MAX, with its sportier treatment of the rear window.

Equally dynamic in character, the 7-seat Grand C-MAX presents a more functional appearance which highlights the extra space and versatility provided by the car. With a longer wheelbase, the 7-seat model features a higher roofline and thinner pillars which emphasise the generous room and visibility on offer within the cabin.

The twin sliding doors are neatly integrated, with the rail cleverly concealed by the undercut line on the shoulder of the vehicle. The large tailgate design ensures a low loading height, while the stylish intersection between the tail lamps and rear glass gives a family resemblance to the Galaxy, Ford's largest people mover.

***Stylish and Modern Interior***

The new C-MAX interior applies the same ‘kinetic design’ philosophy used to shape the body, ensuring that the dynamic and modern character of the exterior is reflected in the style of the cabin.

The main design themes are an evolution of those developed for the latest Fiesta, with muscular, expressive shapes and very bold graphics which are inspired by the stunning forms seen on the iosis MAX concept car.

Key design features include the taut, wing-like section of the upper instrument panel (IP), which reaches out to the sides of the interior. A dramatic ‘bull horn’ shape sweeps down from the lower IP, emphasising the smooth flow from the IP into the centre console.

The cockpit – which is common to both C-MAX models – provides a commanding, raised driving position with high mounted gearshift and centre console.

The central control area builds on the much acclaimed layout in the new Fiesta, with lower series models using the same ergonomic control design, while high series vehicles use next generation Sony head units with a gloss black finish.

Carefully designed storage areas are located throughout the cabin, including generous door pockets, a large glove box, and additional compartments and cupholders in the centre console.

***Ingenious 7-seat Layout***

The new 7-seat Grand C-MAX provides spacious accommodation for up to seven passengers within compact exterior dimensions, with the extra convenience offered by sliding rear doors on both sides of the car – ideal for parents helping young children in child seats, or for easy access in narrow parking bays.

To maximise the versatility of the 7-seat layout, Ford engineers have developed an ingenious new seat folding mechanism for the three second-row seats. This mechanism

allows the centre seat to fold quickly and easily under one of the two outboard seats, creating a handy walk-through space between them.

This allows passengers to access the third row without having to disturb the two outer seats, which is particularly helpful when those positions are occupied by child seats or booster cushions. Owners thus have the option of using the convenient 2+2+2 seating layout, or switching to a full seven-seater when required.

The second- and third-row seats have been cleverly engineered so that they can be folded to create a flat load floor, irrespective of how many seats remain in use. All of the folding mechanisms are designed so that they require just one hand to operate.

The 5-seat C-MAX retains the popular seating arrangement from the current model with three individual 40/20/40 folding seats, and the option of the Comfort system which allows the outer seats to slide diagonally backwards and inwards to create a luxurious 2+2 layout.

***Sustainable Performance***

The C-MAX range introduces a number of advanced new vehicle and powertrain technologies to the compact MAV class to enhance comfort, safety and sustainability.

In addition to upgraded versions of Ford’s highly acclaimed TDCi diesel engines, the new C-MAX line-up will also feature a choice of petrol engines, including the first application of Ford's all-new 1.6-litre 4-cylinder Ford EcoBoost engine, to be built at the company's Bridgend plant in Wales.

Ford's new global family of EcoBoost 4-cylinder engines have been developed by Ford powertrain engineers based in Europe and are being progressively introduced to the European product range starting in 2010. EcoBoost combines turbocharging and direct injection technology to deliver fuel consumption and $CO_2$ emissions reduced by up to 20 per cent compared to conventional larger displacement petrol engines with a similar power output.

Ford EcoBoost technology will be more affordable than equivalent hybrid or diesel engine designs, and builds on existing petrol engine knowledge to provide customers with a way to improve fuel economy and emissions significantly without compromising driving performance.

The combination of direct fuel injection, advanced turbocharging, and variable valve timing creates a much more efficient combustion process. This enables Ford EcoBoost technology to deliver the strong low-end torque and responsive performance of a large capacity engine, but with the size, weight and fuel economy of a much smaller unit.

The new C-MAX will also feature the option of Ford's latest high efficiency PowerShift six-speed dual-clutch automatic transmission, which is proving an increasingly popular choice on the current model.

***C-MAX Technologies***

Among the new technologies being introduced to Ford of Europe in the C-MAX range are a host of features which will improve practicality and safety for family users. These innovations include semi-automatic parallel parking, blind spot detection, seat belt warning lights for rear seat passengers, power activated child locks and power operation for the rear tailgate.

Further details of these features and the full technical story for the new C-MAX will be revealed closer to launch in 2010.

**New Generation of Global Ford C Cars**

The C-MAX is the first of a new generation of global C cars scheduled for introduction by Ford over the next several years. This series of exciting new models will include the launch globally of the all-new, next generation model of the best-selling Ford Focus from the end of 2010.

The new C car family is the result of an unprecedented global development programme, and is loaded with an impressive array of advanced vehicle technologies which will enhance safety, convenience, comfort, and driver satisfaction. Up to 2 million vehicles per

year based on this platform will be sold by Ford around the world when all of the different individual models are launched.

“By concentrating resources on a global family of new C cars, Ford is going to be able to bring its customers some truly exciting designs that are packed with the very latest vehicle technologies,” says Gunnar Herrmann, Ford’s Global C Car Vehicle Line Director. “We can’t wait to reveal more details as the vehicles are rolled out!”

# # #

# NEW HIGH EFFICIENCY, 4-CYLINDER FORD ECOBOOST ENGINE FAMILY DEBUTS AT FRANKFURT SHOW

- **Next generation high-efficiency low-$CO_2$ Ford EcoBoost 4-cylinder petrol engine family unveiled at Frankfurt Motor Show**
- **Fuel consumption and $CO_2$ emissions reduced by up to 20 per cent compared to conventional petrol engines**
- **Ford EcoBoost makes downsizing possible – delivering the performance of a large capacity engine with the fuel economy of a much smaller unit**
- **Ford EcoBoost global engine family features direct petrol injection, turbocharging and variable valve timing for maximum combustion efficiency**
- **European applications will initially focus on two four cylinder engines of 1.6-litre and 2.0-litre capacities, with an advanced, small-capacity engine to be launched later**
- **First production engines to be introduced in Europe from 2010**

Ford of Europe is revealing further details of its new generation of Ford EcoBoost high-efficiency low-$CO_2$ four-cylinder petrol engines at the Frankfurt Motor Show, prior to their first production applications in 2010.

The engines feature direct petrol injection, turbocharging and twin variable valve timing to maximise combustion efficiency, resulting in fuel consumption and $CO_2$ emissions reduced by up to 20 per cent compared to conventional petrol engines with a similar power output.

“The new family of Ford EcoBoost four-cylinder petrol engines coming in 2010 is a key element of Ford Motor Company's global Blueprint for Sustainability,” said John Fleming, Chairman & CEO, Ford of Europe.

“We believe that these engines will provide customers with a genuinely attractive alternative to diesel or hybrid power units, delivering highly competitive fuel economy and cost-of-ownership, along with the responsive performance and wide rev range which have made petrol engines the favoured choice for so many drivers,” Fleming added.

The initial range of four cylinder Ford EcoBoost engines for the company's European product range will launch in 2010 and use the SCTi (sequential charge turbo injection) nomenclature for production models. The line-up will comprise 1.6-litre units for the all-new Ford C-MAX and 2.0-litre units for the company's large car range.

An additional advanced, small-capacity Ford EcoBoost engine will be introduced later to expand the range of applications within Ford’s small and medium car line-up.

In addition, Ford has confirmed that its new 2.0-litre Ford EcoBoost engine will be available globally, launching in North America in 2010 and for its first rear-wheel drive application in the Ford Falcon in Australia from 2011.

“With the 2.0-litre engine catering for applications of 200 PS and above, the 1.6-litre engine spanning the 150-180 PS range, and the small-capacity unit meeting the demand for engines in the sub-130 PS segment, over time we will offer a high-efficiency low-$CO_2$ Ford EcoBoost engine for all of our major European vehicle lines,” said Fleming.

**Three critical elements**

Powertrain engineers have maximised the economy and emissions improvements delivered in Ford EcoBoost engines by creating a new combustion system which combines the benefits of three critical elements: high-pressure direct fuel injection, advanced turbocharging and twin independent variable valve timing.

While each of these features has potential technical advantages on its own, deploying all three together brings significantly enhanced performance and results in a much more efficient combustion process across the full engine operating range.

This enables Ford EcoBoost technology to provide customers with many of the benefits offered by the latest diesel engines, while retaining the driving character and cost advantages of a petrol unit.

The primary benefits delivered by the Ford EcoBoost design approach include:

- optimised engine efficiency – fuel consumption and $CO_2$ emissions reduced by up to 20 per cent
- greater driving enjoyment – strong low-end torque and responsive performance across the full rev range
- opportunity to downsize – large-engine performance, but with the size, weight and fuel economy of a much smaller unit

The technology featured in Ford EcoBoost engines builds on existing petrol engine knowledge, and offers customers a more affordable alternative to reduce carbon emissions than equivalent hybrid or diesel engine designs.

**Optimised engine efficiency**

The reduction in fuel consumption and $CO_2$ emissions achieved by Ford EcoBoost engines is the result of a combustion system which burns the fuel in the most efficient and cleanest way possible.

At the heart of this is a high-pressure direct injection system which injects fuel into each cylinder in small, precise amounts at a pressure of up to 200 bar – the droplet size is typically smaller than 0.02mm, one-fifth the width of human hair.

Compared to conventional fuel injection, direct injection produces a cooler, denser charge, delivering improved fuel economy and performance. Like in a modern diesel engine, multiple injections are also possible per combustion cycle, which further enhances economy and emissions.

Variable valve timing on both intake and exhaust camshafts helps four-cylinder Ford EcoBoost engines optimise gas flow through the combustion chamber at all engine speeds, improving efficiency and performance, particularly at part load.

**Greater driving enjoyment**

To maximise driver enjoyment, Ford EcoBoost engines deliver the same strong low-end torque which has made the latest diesel engines so popular, combined with refined and responsive performance across the full engine speed range.

This is made possible by using advanced turbocharger technology, with small, low inertia rotors that spin at speeds in excess of 200,000rpm. The turbines are carefully selected to ensure that maximum torque can be achieved at 1,500rpm or lower, with the absolute minimum of delay when the driver wants quick acceleration in traffic.

The charge cooling benefit of direct injection plays an additional part in boosting performance at low engine speeds. Variable valve timing further enhances this through a ‘scavenging’ effect, which increases air flow through the engine and maximises low-end torque.

Careful matching of the turbo ensures that Ford EcoBoost engines remain powerful and responsive at speeds in excess of 5,000rpm, providing a much wider spread of power than a typical diesel unit.

**Opportunity to downsize**

A key advantage of the Ford EcoBoost approach is the ability to downsize engine capacity, so that larger naturally aspirated engines can be replaced by much smaller units without sacrificing power output.

The performance boost offered by turbocharging typically results in a 50 per cent increase in torque, so there is a significant opportunity to downsize capacity while still providing a potential performance benefit.

The advantages of downsizing include improved efficiency through reduced internal friction, lower pumping losses, and lighter weight – which also makes the engine warm up more quickly. This helps to ensure that the real-world fuel economy benefits of Ford EcoBoost engines are delivered in all driving conditions, including both city and highway driving.

**Advanced engine designs**

The 1.6- and 2.0-litre Ford EcoBoost units are advanced lightweight, high efficiency engine designs which have been specially developed from Ford's latest four-cylinder engine families.

Both units have an all-aluminium construction, with sixteen-valve DOHC cylinder heads featuring twin independent variable cam timing. The engines have been refined for maximum operating efficiency with optimised lubrication system design and application of low-friction coatings.

The advanced combustion system design allows both engines to meet the most stringent global emissions requirements including the PZEV (partial zero emission vehicles) standard in California and the European Stage V regulations.

**European production**

Production of the two initial Ford EcoBoost engines for European vehicles will be spread across two different locations within Ford's powertrain manufacturing network. The 2.0-litre unit will be produced at the Valencia Engine Plant in Spain, while the 1.6-litre engine will be made at the Bridgend Engine Plant in the United Kingdom.

The future advanced small-displacement Ford EcoBoost engine will be produced both at the Cologne Engine Plant in Germany and at the new Craiova Engine Plant in Romania.

**Global Family**

Ford Motor Company's global EcoBoost engine family is the cornerstone of Ford Motor Company's near-term sustainability plan to deliver high-volume, affordable, fuel-efficient vehicles that customers around the world want and value.

By 2012, the company plans globally to produce 1.3 million EcoBoost engines annually - 750,000 of these in the U.S, where availability of turbo diesel engines in passenger cars is less widespread. By 2013, Ford expects to offer EcoBoost engines in 90 per cent of its global product lineup

The strategy behind EcoBoost is downsizing petrol engines to use less fuel, combined with the use of turbocharging and other powertrain technologies to deliver significantly improved fuel economy and torque plus the power of a larger engine.

The EcoBoost revolution is already underway in North America. Ford recently started production there of its first EcoBoost engine, which is also the first gasoline direct-injection twin-turbocharged engine to be manufactured in North America.

This 3.5-litre EcoBoost V-6 offers similar power but better fuel economy than V-8 competitors and is offered in the new Ford Taurus SHO with 370 PS and in the 2010 Ford Flex, Lincoln MKS and MKT models with 360 PS and a responsive 475 Nm of torque across a broad rpm range.

# # #

# FORD FOCUS BEV PROTOTYPE – E-MOBILITY WITHOUT COMPROMISE IN SIZE

- **Frankfurt debut for Ford Focus-based battery electric passenger car prototype**
- **Ford's first European passenger car Battery Electric Vehicle signals demonstration programme in 2010**
- **Focus BEV prototypes will form part of UK Ultra-Low Carbon Vehicles research programme**
- **Potential for other selected demonstration projects in Europe**

At the 2009 Frankfurt Motor Show, Ford of Europe is revealing the first of a fleet of Battery Electric Vehicle (BEV) prototypes based on the Ford Focus, and specially developed to participate in the UK Government's 'Ultra-Low Carbon Vehicles' demonstration initiative next year.

The research programme aims to test the technology's suitability for potential future application in Ford's European passenger car range.

A consortium of Ford, Scottish and Southern Energy and Strathclyde University will use the fleet of fifteen prototype Ford Focus BEV vehicles and a charging infrastructure in and around the London Borough of Hillingdon from early 2010. The vehicles will be used by both the Scottish and Southern as well as a number of evaluation drivers located in Hillingdon.

This new BEV demonstration fleet is being developed partly with public funding from the UK Government's Technology Strategy Board (TSB), which promotes innovative industry-led projects that reduce $CO_2$ while benefitting the country's transport system.

“Electrification is an important step in Ford's pursuit of delivering more efficient and sustainable mobility solutions,” John Fleming, Chairman & CEO Ford of Europe said. “And Ford is looking forward to working with its project partners on developing a viable market for electric vehicles in Europe.”

**The Focus BEV prototype vehicles**

The Focus BEV prototype is based on the current European Ford Focus and will use a new all-electric powertrain, provided by the strategic supplier Magna. This technology is based on that being developed for Ford's new-generation C-sized global vehicle architecture and which will be launched in North America in 2011.

To evaluate whether this technology is suitable for European road and driving conditions, a fleet of fifteen European Focus BEV prototypes is being built. These cars will deliver local zero emission mobility without constraining the user needs and providing room for five passengers, a practical boot and other class leading attributes already existing in the Ford Focus.

Under the skin of the Ford Focus prototypes is a state-of-the-art lithium-ion battery pack with the capacity of 23kWh and a chassis-mounted 100-kilowatt permanent-magnet electric traction motor. The BEV will have a range of up to120 km (75 miles) and a top speed of up to 136 km/h (85 mph). Charging the batteries will take between 6-8 hours using a common 230 volt grid.

The prototype incorporates key components from Ford’s proven North American hybrid technology, including the electric climate control system. The high-voltage air-conditioning compressor is a key feature of the 2010 Ford Fusion Hybrid, recently introduced in the North American market.

The successful co-operation that is allowing this UK programme to proceed also shows the potential for similar prototype vehicle fleets to be considered for trials in other European countries.

“Electrification is key element in the effective use of Ford's global resources and talents,” John Fleming, Chairman & CEO Ford of Europe said. “The development of this fleet of Focus BEV prototypes is an important step in our goal of delivering more efficient and sustainable mobility solutions that are affordable and practical for our customers. We are looking forward to working with the various project partners on developing a realistic solution and viable market for electric vehicles both in the UK and Europe."

| Ford Focus BEV Prototype Technical Data | |
|---|---|
| Battery Technology | Lithium Ion Tri-Metal |
| Battery Capacity | 23 kWh |
| Charging time | 6-8 hours (230 V grid) |
| | |
| Electric motor | Permanent-magnet motor |
| Max Power | 100 kW |
| Max Torque | 320 Nm |
| Top speed | 136 km/h (85 mph) |
| | |
| Range | 120 km (75 miles) |

# # #

# FRUGAL NEW FORD FOCUS ECONETIC USES AUTO-START-STOP TO ACHIEVE 99G/KM $CO_2$ AND 3.8L/100KM FUEL ECONOMY

- **Next generation Focus ECOnetic 5-door for 2010 with optional Ford Auto-Start-Stop targets 99 g/km average $CO_2$ emissions and 3.8 l/100 km economy**
- **First Ford of Europe production model with new eco technologies including Ford Auto-Start-Stop, Smart Regenerative Charging, Ford Eco Mode and Low Tension FEAD**
- **Focus ECOnetic 5-door and wagon versions without optional Ford Auto-Start-Stop still achieves 104 g/km.**
- **New Focus ECOnetic range available from early 2010**

At the 2009 Frankfurt Motor Show Ford of Europe is revealing the next step in its acclaimed low $CO_2$ Ford ECOnetic strategy, the super efficient new 2010 Focus ECOnetic.

Dedicated Ford ECOnetic Fiesta, Focus, Mondeo and Transit models have already established themselves as credible alternatives for customers prioritising low carbon motoring and high levels of fuel efficiency. The new model for 2010 takes this formula even further by combining new technology with clever details to produce the most efficient Focus ECOnetic to date.

**Efficient Technology**

The new Focus ECOnetic 5-door features a new optional **Ford Auto-Start-Stop** system that was previewed on the Ford iosis MAX Concept at the 2009 Geneva Motor Show. Regardless of whether Auto-Start-Stop is specified, the Focus ECOnetic has **Smart Regenerative Charging** and **Low Tension FEAD** (Front End Accessory Drive) - technologies that are new to the Ford of Europe product line-up for the first time, and which combine to deliver lower emissions and better fuel efficiency and pave the way for future powertrains from the blue oval.

Power still comes from Ford's proven and durable 109 PS (80 kW) **1.6-litre Duratorq TDCi** engine with standard coated Diesel Particulate Filter (cDPF). Target average $CO_2$ emissions for the Auto-Start-Stop equipped car are as low as 99 g/km, with a combined fuel economy of 3.8 l/100 km (74.2 mpg) and 104g/km for the standard Focus ECOnetic.*

The new Focus ECOnetic is also the first vehicle to feature the new **Ford Eco Mode** system as standard. An all-new driver information system, Ford Eco Mode helps to educate the driver to achieve improved real-world fuel economy – thus benefitting the customer's pocket as well as the environment.

"To achieve these impressive figures, we combined the proven approach of the original Focus ECOnetic model with even more detail improvements and all-new technologies," said Dr. Thilo Seibert, Manager $CO_2$ Technologies for Ford of Europe. "The new Focus ECOnetic is particularly significant as it paves the way for some of these technologies to be implemented into our core vehicle series in the near future."

**Ford Auto-Start-Stop System**

The new Focus ECOnetic 5-door is the first European Ford to offer a new Ford Auto-Start-Stop system, which combines automatic engine start-stop operation with the car's smart regenerative charging and advanced battery management systems.

The Ford Auto-Start-Stop system automatically shuts down the engine when the vehicle is at idle – at a stop light, for example – and restarts the engine when the driver wants to move off, saving the fuel wasted while the vehicle is stationary.

The system can reduce fuel consumption and $CO_2$ emissions by up to five per cent in mixed driving conditions. In an urban environment and in heavy traffic with frequent stops the savings could increase to as much as 10 per cent.

The advanced new Ford Auto-Start-Stop system has been carefully designed with customer comfort in mind, and to provide consistent starting and stopping performance that is smooth, quiet and seamless, requiring no changes in driver behaviour.

When the engine shuts down, the electronic control unit immediately prepares the engine's systems for an instant restart. An integrated system of sensors is then used to detect when the driver performs an action that signals the intent to drive off, such as pressing the accelerator or clutch pedal.

As soon as the driver prepares to move away, the engine starts quietly and almost instantly: It only takes the system around 0.3 seconds to fire up the engine. The process is near imperceptible, and happens before gear selection is completed.

To support the increased number of engine starts, the starter motor is upgraded with a high performance electric motor and a stronger pinion-engagement mechanism with reduced noise levels.

Advanced battery technology is required to ensure the main vehicle battery copes with the frequent charge-discharge cycles common with stop-start operation.

**Smart Regenerative Charging**

The new Focus ECOnetic also uses advanced technologies to ensure that the battery is kept charged in the most efficient way.

A Smart Regenerative Charging system increases the alternator output when the vehicle brakes or decelerates. This converts the kinetic energy of the vehicle into electric energy without having to use additional fuel.

The ‘free’ electric current is used to recharge the battery, so that it can be used by the electrical systems at a later stage. This could be when the engine is switched off during a stop-phase, but can also be when the generator is operating in a less efficient mode.

The battery has an advanced management system that continually monitors its status and communicates with the Ford Auto-Start-Stop system, so that the regenerative charging feature can charge the battery in the optimal way. The start-stop system knows how much

battery charge is available, so that it can leave the engine running if the battery does not have a sufficient level of charge.

**Low Tension FEAD**

It has always been an integral element of the Ford ECOnetic approach to monitor potential sources of friction and find innovative solutions to make everything work even more efficiently. The Low Tension FEAD (Front End Accessory Drive) technology is the latest example that reinforces this.

A newly designed alternator bracket and new belt pulley design enable the tension of the front end accessory drive belt to be lowered without causing issues that are normally related to drive belt slackness such as increased wear of the belt itself or the alternator bearings, as well as raised noise levels.

The benefit of these changes is clear: with the belt at a lower tension, friction in the entire system is reduced and less friction leads to reduced fuel consumption.

**Improved Duratorq TDCi engine technology**

For the Ford Duratorq 1.6-litre TDCi engine, new injectors were specified, while the intake system was revised and the exhaust system fitted with an oxygen sensor. The engine management system was recalibrated and a standard coated Diesel Particulate Filter (cDPF) was added. No additives are required for the filtering process.

Additionally, the gear ratios of the Ford Durashift 5-speed manual gearbox have been revised, offering a longer ratio for third, fourth and fifth gears – bringing down engine revs and engine noise.

**New Ford Eco Mode**

The new Focus ECOnetic also extends its attention to the human factor.

Drivers of the new Ford Focus ECOnetic will not only benefit from new technology hardware addressing lower fuel consumption, but also the introduction of smart, driver-focused software.

"At Ford we have a great deal of experience in the techniques of 'Eco-driving' used to achieve maximum real-world fuel economy," Dr. Seibert explained. "The new Ford Eco Mode system is a new software application that is added to the instrument cluster to give the driver useable and realistic Eco-driving advice."

This system monitors major parameters relevant for optimal fuel consumption that can actively be influenced by altering driving behaviour. These parameters include gear shifting, anticipation (driving as consistently and smoothly as possible) and motorway driving (driving with the most efficient speed on motorways and country roads). In addition the system considers the percentage of cold-engine short trips.

As a result of this monitoring process, Ford Eco Mode generates a driver profile with a scoring scheme for these driving parameters, and offers information on how to improve fuel economy over time. This ongoing process can be translated into driver advice that can help make the best of the vehicle's technology.

"Ford Eco Mode really helps you to become an Eco-driver," Dr. Seibert noted. "We have been amazed by the positive feedback on the system by customers in early tests. Customers have told us that they actively enjoyed exploring a new and very contemporary discipline: saving fuel!"

**The Ford ECOnetic experience**

The new technologies added to the second generation Ford Focus ECOnetic complement and add to the original model's fuel-saving features.

To improve aerodynamics, the Focus ECOnetic is lowered by 10 mm at the front and 8 mm at the rear, while the outer areas of the lower grille are fitted with blanking plates on the inside surface which contribute to the vehicle's favourable cd (coefficient of drag) of 0.31. The car takes full advantage of latest generation Michelin Energy Saver 195/65R15 tyres to lower rolling resistance.

A further measure to reduce friction continued from the original Focus ECOnetic, is the use of low-viscosity transmission oil developed by Ford's energy partner BP. The benefits of

using this oil on Focus ECOnetic were immediately clear, so Ford subsequently introduced it as the standard transmission oil for all of the company's core C- and CD-segment passenger cars fitted with manual transmission and dual-mass flywheel.

The reduction in energy consumption is combined with the efficiency of the Focus electro-hydraulic EHPAS steering system and underlines the fact that seemingly minor changes can produce a major fuel consumption benefit. By re-calibrating the no-load performance of the electric servo pump, energy consumption was reduced sufficiently to provide a noticeable reduction in fuel consumption.

The new 2010 Focus ECOnetic with Auto-Start-Stop will be available as a 5-door model only in selected European markets from early 2010.

**The versatile alternative: New 104 g/km Focus ECOnetic**

In order to offer an even bigger versatility also to cost-conscious ECOnetic customers in many markets to suit local taxation break points, Ford is also launching additional 5-door and wagon versions of the new Focus ECOnetic without the integrated Ford Auto-Start-Stop system.

Available with Ford's 1.6-litre Duratorq TDCi engine with standard coated Diesel Particulate Filter (cDPF) in both 90 PS (66 kW) and 109 PS (80 kW) power ratings and in a choice of five-door and wagon bodystyles, these versions offer the full range of the latest Focus ECOnetic technology, with the single exception of the start-stop functionality.

Even without Ford Auto-Start-Stop, average $CO_2$ emissions are a low 104 g/km and target average fuel consumption is just 4.0 l/100 km (72.3 mpg)*.

"From the very beginning of Ford's ECOnetic approach it has been the clear intention to offer our customers affordable Eco-technology, and to also pave the way for those technologies to possibly get integrated into the core vehicle programmes", Dr. Seibert concludes. "With its new comprehensive set-up, the new Focus ECOnetic offers exactly what it takes: Versatility, latest level technology and – regardless of version – excellent

$CO_2$ and fuel economy figures. Now it's the customers' choice, and it's a green one anyway."

**Note: Fuel economy figures quoted are based on the European Fuel Economy Directive EU 80/1268/EEC and will differ from fuel economy drive cycle results in other regions of the world. Data relates to 5-dr Focus bodystyle*

| **The new Ford Focus ECOnetic** | | | |
|---|---|---|---|
| Version | Focus ECOnetic with Ford Auto-Start-Stop (Five-door model) | Focus ECOnetic (Five-door or Wagon model) | Focus ECOnetic (Five-door or Wagon model) |
| Max Power (PS/kW) | 109 / 80 | 109 / 80 | 90 / 66 |
| Max Torque (Nm) | 240 | 240 | 215 |
| $CO_2$ emission (g/km) | 99 | 104 | 104 |
| | | | |
| Fuel Consumption* (l/100 km) | | | |
| Urban | 4.5 (62.7 mpg) | 5.0 (56.5 mpg) | 5.0 (56.5 mpg) |
| Extra Urban | 3.4 (83 mpg) | 3.4 (83 mpg) | 3.4 (83 mpg) |
| Combined | 3.8 (74.2 mpg) | 4.0 (70.6 mpg) | 4.0 (70.6 mpg) |
| | | | |
| Top speed km/h (mph) | 191 (119) | 191 (119) | 182 (113) |
| * All $CO_2$ emissions figures in g/km and fuel consumption figures are from officially approved tests in accordance with EC Directive 93/116/EC. Fuel economy figures quoted are based on the European Fuel Economy Directive EU 80/1268/EEC and will differ from fuel economy drive cycle results in other regions of the world | | | |

Note: This data information reflects preliminary specifications and was correct at the time of printing. However, Ford's policy is one of continuous product development. The right is reserved to change these details at any time without further notice.

# # #

# SMALL WONDERS – KA AND FIESTA BOOST FORD SALES AND CUSTOMER DEMAND IN DIFFICULT CLIMATE

- **Fiesta is Europe's no. 2 best-selling car and Ford's no. 1 seller in the Euro 19 markets**
- **Range of distinctive, stylish enhancements to Ka and Fiesta models within the Ford Individual programme**
- **New Fiesta WRC announced for 2011 competition**

Despite the difficult economic conditions in 2009, Ford of Europe has increased its market share progressively through the year as customers have been drawn enthusiastically to the company's latest small car stars, the new Ford Ka and Fiesta.

Positive media reports, regular industry and auto magazine readership awards, high technology levels and Government scrappage schemes in key European regions have all made a contribution to the success of these two all-new models.

"Evidence shows that Ford introduced the right new cars at the right time as many customers decided to opt for smaller vehicles during the difficult economic conditions," said Ingvar Sviggum, Ford of Europe's vice president of Marketing, Sales and Service. "In addition, the scrappage incentives in many European markets have allowed people who have perhaps never bought a new car before to take that step, and the new Ka and Fiesta have proved the ideal choice.

"Both the Ka and Fiesta offer large car features and technologies, great fuel economy and low emissions from a wide choice of efficient petrol and diesel engines, and class-leading driving dynamics," Sviggum added. "Combine these attributes with Ford's extensive European dealer and service network, and initiatives like the Ford Individual vehicle personalisation programme which allows customers to make their cars even more personal, and it is clear to see why Ka and Fiesta have proved to be so successful for us this year."

**Fiesta Facts**

- **New Ford Fiesta is the fastest-selling model ever to wear the famous name badge**

250,000th example came off the assembly line just nine months after launch

- **Fiesta is Ford's second best-selling nameplate in Europe**

Since the very first Fiesta was launched in 1976, over 12 million have been sold worldwide.

- **Fiesta sales success**

Fiesta is Europe's no. 2 best-selling car and Ford's no. 1 seller in the Euro 19 markets.
By the end of the first half of 2009 nearly 300,000 Fiesta cars had been sold in Europe since its launch in autumn 2008.

- **New Fiesta ECOnetic van**

From August production a new Fiesta ECOnetic van has become available; Ford's most economical Fiesta van can travel 100 kilometres using just 3.7 litres of fuel (76.2 mpg)*, on the EC Combined Cycle. This impressive fuel economy is matched with a class-leading $CO_2$ output of 98 g/km – making Fiesta ECOnetic van the lowest $CO_2$ commercial vehicle in both its segment and Ford's European range.

** Fuel economy figures quoted are based on the European Fuel Economy Directive EU 80/1268/EEC which may differ from fuel economy drive cycle results in other regions of the world*

- **Fiesta goes global**

From January 2009 Fiesta manufacturing in Cologne was supplemented when Ford's manufacturing facility at Valencia in Spain also started building Fiesta.
Cologne-built Fiestas are now being exported to South Africa, Australia and New Zealand.

In keeping with its global credentials and to fulfil its worldwide demand and roll-out Fiesta is also built in Nanjing where five-door and saloon models are manufactured. China is the first market to introduce the four-door Fiesta saloon. China will not be the only Asian production location; Ford and Mazda's joint-venture facility in Thailand, Auto Alliance, will begin assembling the new model next year.

Fiesta for the North American market will be built in Cuautitlàn, Mexico in two bodystyles: a sporty hatchback and a saloon. Sales in North America will start in 2010.

- **Fiesta in Motorsport**

From 2011 the current generation of World Rally Cars will be replaced by a "Super 2000". The new WRC rally car will be based on the Ford Fiesta road car.

In addition, an all-new Ford Fiesta R2 rally car was unveiled in May. Designed to replace the successful Fiesta ST Group N rally car, the new vehicle is targeted at competitors in the popular Fiesta Sport**Trophy** series, as well as in regional rally championships.

A production based Fiesta Rallycross car, prepared by Motor Sport Evolution, was entered into the 'Pikes Peak' race in Colorado. Driven by two-time World Rally Cross Champion Marcus Grönholm, the Fiesta came second in the 'Unlimited Class' and had the fifth fastest time overall at the Pikes Peak International Hill Climb at Colorado Springs in the United States. A run of 11min 28.963sec up the 12.4-mile, 156-turn course gave Grönholm the honour of Pikes Peak 'Rookie of the Year'.

- **22 Awards for Fiesta including prestigious RED DOT for design**

Often bestowed by industry watchers and stakeholders many awards recently gained are finding new ground for Ford with specific recognition from design bodies and driver groups. Fiesta design has recently been acknowledged in Germany with the prestigious award for international product design by Red Dot, one of the world's largest design recognition programmes.

- **Expanding powertrain options – Euro Stage V Duratec and LPG**

A 1.25-litre Duratec petrol engine is available now and is the first accessible to Fiesta customers that is Euro Stage V compliant. A legal requirement for newly registered vehicles from January 1 2011, the availability of this engine in the Fiesta line-up means that customers choosing it can be more than a year ahead of the regulation.

For those seeking alternative power sources a Fiesta that runs on liquefied petroleum gas (LPG) is now available. Customers in Germany, Italy and the Netherlands – where the necessary infrastructure is in place – can order this alternatively-powered Fiesta now.

- **Brand new Mobile Navigation technology available to Fiesta customers**

New Fiesta models being ordered from now can benefit from Ford's new Mobile Navigation technology. The feature enables the driver to use a 'smartphone' – a mobile telephone equipped with Symbian Series 60 Operating System – to gain mobile satellite navigation function. The system Ford has developed for Fiesta uses the Bluetooth®, voice control connectivity plus USB connector functions of the car to connect with the phone. Sound is played through the car's speaker system and turn-by-turn route guidance is shown on the upper area of the instrument panel. When placing their order at the dealership a 'mobile navigation' box is simply ticked on the vehicle order form.
Mobile phone handset compatibility and details of the Ford range the system is available to can be seen at a dedicated website www.ford-mobile-connectivity.com

**Ka Facts**

- **Ka sales success**

In June 2009 Ford sold 9,800 Ka models, an increase of 4,100 units on June the previous year, and has delivered over 51,300 units to Ford customers since the model's launch earlier in 2009; the nameplate's best sales performance since 2003.
Around 60 per cent of all Ka models sold are of the highest Titanium series specification.

- **Ka personalisation**

The Ka range includes three distinctive and highly stylish models within the Individual styling programme. Ka models with Individual personalisation – Tattoo, Grand Prix and Digital – are already sold out for 2009.

- **Ka – award winner and trend setter**

The all-new Ford Ka has gained its own awards including the Trend Award 2009. Voted for by readers of German female lifestyle magazine *Joy* other nominations in the category included drinks and artworks.

The Ford Ka TV advert that was aired throughout Europe from January created such a stir among Ka enthusiasts that Universal Records in collaboration with Ford were prompted in July to release the exclusive music track composed for its launch TV campaign.
The track is the first release from 'The Tease featuring Megan Wyler' and the demand it created is the latest demonstration of how Ka-related media is engaging web users.

Fiesta also has a programme of distinctive Individual styling options; high grade leather interiors are complemented by exterior styling features applicable to three-door Sport or Titanium models. Even without opting for Individual styling nearly half – 45 per cent – of Fiesta customers have been ordering the highest Titanium models.
The Ford Ka and Fiesta are proving to be convincing propositions for the small-car owner. Ford's brand heritage, coupled with acclaimed kinetic design styling offer customers a fun-to-drive small car in a highly stylish package. Offering the lowest $CO_2$ emissions of the Ford range and low fuel consumption, they equal Ford's larger cars in their standards of driving quality. High levels of standard equipment and a range of technologically advanced options give new customers an attractive value-for-money new-car experience. Strong residual values and low insurance groups add to the appeal of Ka and Fiesta.

"We acknowledge the positive impact of national vehicle scrappage schemes on the industry across Europe, but given the market's ongoing weakness, it is very important that these schemes are prolonged and even expanded until the underlying demand for new vehicles has sufficiently recovered." Ingvar Sviggum, Vice President Marketing, Sales & Service, Ford of Europe said recently. "Given the current economic climate, this is a good time to have introduced not one but two smaller, fuel-efficient cars; the new Fiesta and new Ka."

A variety of Ka and Fiesta models will be on display at the Frankfurt Motor Show. Ka models include the Grand Prix and Digital with Individual styling features. The Fiesta range on the Ford stand includes Fiesta ECOnetic, plus models equipped with the new Mobile Navigation feature.
A three-door Fiesta with Hot Magenta bodycolour will have interior styling from the Individual programme and new 1.25-litre Duratec Euro Stage V engine.

# # #

# FORD EXTENDS EURO V ENGINES ACROSS THE RANGE

- **Euro Stage V engines available from small to large and luxury Ford models**
- **14 new vehicle/engine combinations will meet Euro Stage V regulations**
- **Full availability from September 2009 production**

Ford of Europe will soon offer a wide range of engines complying with future Euro Stage V emissions regulations across its product line-up from small cars to large luxury models.

From August 2009 production, a total of eight vehicle/engine combinations with manual transmission for the Fiesta, Focus and C-MAX passenger car ranges will meet the requirements, followed by Stage V compliant engines for the Focus Coupé-Cabriolet , Ford Mondeo, S-MAX and Galaxy ranges in September.

The full Stage V passenger car line up is:

| **August 2009 on:** | **Fuel type** | **Displ. ccm** | **Power** | **$CO_2$ g/km** |
|---|---|---|---|---|
| **Fiesta, 3-/5-door** | | | | |
| 1.25l Duratec | Petrol | 1242 | 60 PS | 127 |
| 1.25l Duratec | Petrol | 1242 | 82 PS | 133 |
| **Focus, 3-/4-/5-door, wagon** | | | | |
| 1.6l Duratec | Petrol | 1596 | 100 PS | 159 |
| 2.0l Duratec | Petrol | 1999 | 145 PS | 169 |
| 1.6l Duratorq TDCi with cDPF* | Diesel | 1560 | 90 PS | 119 |
| 1.6l Duratorq TDCi with cDPF* | Diesel | 1560 | 109 PS | 119 |
| **C-MAX, Compact MAV** | | | | |
| 1.6l Duratec | Petrol | 1596 | 100 PS | 164 |
| 2.0l Duratec | Petrol | 1999 | 145 PS | 171 |

* does not apply to ECOnetic versions

| **September 2009 on:** | **Fuel type** | **Displ. ccm** | **Power** | **$CO_2$ g/km** |
|---|---|---|---|---|
| **Focus Coupé-Cabriolet** | | | | |
| 1.6l Duratec | Petrol | 1596 | 100 PS | 169 |
| 2.0l Duratec | Petrol | 1999 | 145 PS | 179 |
| **Mondeo, 4-/5-door, wagon** | | | | |
| 2.0l Duratec | Petrol | 1999 | 145 PS | 184 |
| **S-MAX, Sport MAV** | | | | |
| 2.0l Duratec | Petrol | 1999 | 145 PS | 189 |
| **Galaxy, Compact MAV** | | | | |
| 2.0l Duratec | Petrol | 1999 | 145 PS | 189 |

In addition to these passenger cars, Ford's new Transit ECOnetic (2.2-litre Duratorq TDCi, 115 PS, average $CO_2$ emission 189 g/km) model also meets the Stage V regulations when fitted with its optional cDPF (coated Diesel Particle Filter).

All of these vehicle/powertrain combinations will be produced to meet the strict emission regulations that will be legally required for newly registered vehicles from January 1, 2011.

Graham Hoare, Executive Director Powertrain Development Ford of Europe, said, "This early realignment of our volume engine line-up gives our customers the opportunity right now to buy a vehicle that both meets the 2011 requirements more than a year in advance, and also allows them to take advantage of any future tax incentives for Stage V-compliant vehicles."

# FORD EXTENDS WRC PARTICIPATION IN NEW TWO-YEAR AGREEMENT WITH M-SPORT

- **Ford of Europe will continue its successful WRC programme in 2010 and 2011**
- **Partnership with M-Sport continues together with support from BP and Abu Dhabi**
- **Driver line-up retained - Mikko Hirvonen / Jarmo Lehtinen and Jari-Matti Latvala / Miikka Anttila**

Ford of Europe has confirmed its commitment to the FIA World Rally Championship by announcing its continued participation for the next two seasons. Ford, together with long-term partner M-Sport, will continue its successful WRC programme in 2010 and 2011.

The record-breaking Ford Focus RS World Rally Car, which claimed the manufacturers' world title in 2006 and 2007, will again contest the championship next season. In 2011 the team will switch to the all-new Ford Fiesta S2000, based on the hugely successful Fiesta road car which is one of Europe's top-selling vehicles.

The team will retain its current driver line-up of Mikko Hirvonen / Jarmo Lehtinen and Jari-Matti Latvala / Miikka Anttila. Senior partners BP and Abu Dhabi will also continue their support.

Ford has a long and successful heritage in world rallying. With over 70 world rally wins in WRC and a record-breaking consecutive points finishes, Ford is one of the most successful and formidable teams in the series.

Ford of Europe Chairman & CEO John Fleming highlighted the strong will to continue from both parties, "We've worked closely with Malcolm and M-Sport to reach this point, and today's announcement is important because it emphasises the commitment that we share about maintaining Ford's prominent position in motorsport globally. This renewed commitment builds on the excellent relationship that we have with Malcolm and his dedicated team," he said.

"The WRC is motorsport's toughest competition for production-based vehicles and we're delighted to be extending our participation. I believe that our successes in WRC and other motorsport disciplines give Ford employees the opportunity to be proud of the company for which they work. I hope they will share my pride at seeing Ford's vehicles on the winners' podium around the world for years to come," he added.

Ian Slater, Ford of Europe's Vice President of Communications and Public Affairs, said: "Everyone at Ford is proud of our long heritage in Motorsport, and proud of the successes we've enjoyed in WRC, particularly our world titles in 2006 and 2007, and this new commitment with Malcolm to WRC shows that we are hungry for more success.

"Just as the World Rally Championship is important to Ford, we understand also how important Ford's continuing participation is to the WRC itself. Everyone is working hard to make international rallying more attractive for manufacturers, the news media, and the viewing public, and we're confident that this will increase the benefits to Ford, and draw in more competitors in the coming years," he added.

Gerard Quinn, Senior Manager, Motorsport, at Ford of Europe commented on the recent announcement, "Ford participation in WRC is targeted to display the attributes of our road products and to send a clear message to the public from a hugely competitive environment. The WRC is a global showroom and our continuation in the championship is not only beneficial for Ford, but also for the sport as a whole.

"The WRC has made significant progress recently, particularly in reducing the costs of participation and confirming new long-term technical regulations to bring much-needed stability for manufacturers. We believe that with the help of these changes the championship will benefit from greater global media exposure as it goes from strength to strength, and lead to other manufacturers following our path over the next two years," said Quinn.

M-Sport managing director and team director Malcolm Wilson said: "I'm delighted to continue our partnership with Ford. The announcement is a further vote of confidence in M-Sport and displays the importance in which Ford holds the WRC.

"We have a young and dynamic driver line-up which continues to gain in experience and maturity. The Focus RS WRC has displayed its speed, strength and reliability time and

again, while we have the infrastructure in place at our Dovenby Hall base to develop, with Ford's support, the Fiesta S2000 into a car capable of taking the fight to our rivals in 2011. We're not in WRC just for fun, we're there to challenge for titles and we'll do everything to win.

"Throughout 2010 and 2011 we expect to maintain Ford's significant presence in the WRC service park, both through the official 'works' team and via our customers," added Wilson.

# # #

# FORD INDIVIDUAL PROGRAMME COMPLEMENTS CUSTOMER DEMAND FOR HIGH SERIES MODELS

- **More than 45,000 customers have chosen 'Ford Individual'**
- **Ford's vehicle personalisation programme available in every segment**
- **Premium quality with high levels of craftsmanship**
- **Range of exterior and interior styling options complement popular high-series models**
- **All models available with Individual styling on display at Frankfurt Motor Show**

Over 45,000 Ford owners have chosen styling packs from the 'Ford Individual' vehicle personalisation programme since its launch in 2007, and it is proving to be popular with the increasing number of customers buying the company's higher series models.

"We're seeing more customers than ever opting for the higher series models in our latest range, and then looking for styling options that allow them to further personalise their vehicle," said Bernhard Mattes, Ford of Europe's European Vice President for Ford Customer Service Division. "For example, more than 40 per cent of all Fiesta buyers choose the Ghia or Titanium versions compared to only three per cent for the previous model. This clearly shows that while many customers are choosing smaller vehicles, they aren't prepared to sacrifice style, features and equipment, and that is where Ford Individual fits in."

Since 2007 Ford of Europe has offered a variety of styling features and options within its 'Ford Individual' programme. Offering customers a luxurious range of bespoke interior and exterior features, including high quality leather seat finishes, specially coloured diffusers and wheels with bespoke paint finishes, the 'Ford Individual' programme is currently available to customers ordering seven models from the company's award-winning passenger car range.

Implemented first in the S-MAX, then the Galaxy and Mondeo models, the availability was quickly extended to the new Ka and Fiesta, followed by the Focus and Kuga ranges in March 2009.

A small, dedicated team within Ford's European Design group creates and tailors the Ford Individual packs specifically to the seven models featured in the programme. In addition, Ford's Customer Service Division continues to offer a range of functional and sporty accessories for the full portfolio of Ford passenger cars.

"Vehicle personalisation has always been an important factor for our customers, especially when fulfilling special functional requirements," said Mattes. "But it's not just about towing hooks, spoilers and rubber floor mats. In line with the general tendency, we knew that there was a growing demand for really high-class luxurious personalisation – and not only for large and more expensive cars, but throughout our entire range."

With 'Ford Individual', the design themes are targeted for different groups: Luxury or Lifestyle. There are both 'Classic' and 'Modern Techno' designs that fall into the Luxury category, and Style, Fun and Fashion into the Lifestyle group.

**Ford Individual – Fulfilling customer demand for the highest styling levels**

In addition to the significant number of Fiesta customers choosing the high series models, a third of all Focus customers are specifying the highest Ghia or Titanium trim series. On Mondeo, the ordering rate for higher trim levels, including Titanium X, was at 55 per cent, while on the S-MAX it reached more than 60 per cent.

To date, around 45,000 customers have opted for a 'Ford Individual' pack. Due to the increasing demand for leather trim interior styling packs, production levels are close to reaching full capacity. Exterior styling packs and body kits as well as special alloy wheels and multi-media systems are also in great demand.

"Fewer retail customers can be classified in the traditional categories of small, compact, medium or premium class buyers," says Laura Blossfeld-Smith from Ford of Europe’s

Vehicle Personalisation Team. "In addition to fulfilling basic needs, such as space, the character of a vehicle nowadays plays a vital role when purchasing a new car."

The personalisation of Mondeo, S-MAX and Galaxy (built at Ford's Genk plant in Belgium), Fiesta (Cologne, Germany) as well as Focus and Kuga (Saarlouis, Germany), is carried out at dedicated modification centres that have been set up in the respective plants. The modifications are carried out by specially trained personnel and quality is strictly monitored. For the new Ford Ka, the implementation of 'Ford Individual' features has now been integrated into the regular assembly process.

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*Ford news releases and high-resolution photographs are available on the Ford Motor Company media Web sites www.media.ford.com & www.fordmedia.eu & www.ford.dk*