

BEST WHEELS • OAKVILLE

Ford may gamble on four new Focus concepts

LAS VEGAS - The compact-performance car market is the largest growth segment in the aftermarket, and Ford Motor Company is emerging as a major player with its popular Ford Focus.

"Sales of compact-performance parts have grown from \$295 million in 1997 to \$756 million last year," said Chris Theodore, vice president, North American Car, Ford Motor Company, today before unveiling four innovative Focus concept cars to members of the Specialty Equipment Market Association (SEMA) at their industry's annual trade show in Las Vegas. "It is the hottest segment in the aftermarket industry since America's love affair with muscle cars in the 1960s and '70s, and the Ford Focus is poised to be a leader in this segment."

"It has been said that as Detroit goes, so goes the economy," said Theodore, hinting that there is lots of room for additional market growth. "At Ford we believe that as youth go, so goes the economy. With the largest generation in history hitting car-buying age over the next few years (the Echo Boomer generation, ages 6-21), the market for aftermarket parts for compact cars could triple yet again."

During the first half of 2000, the Ford Focus was the world's best-selling car. Introduced a year ago to North American markets, nearly half of all Focus buyers are under 35 years old. Focus also leads all other cars in its segment in sales to buyers under 25.

The first car ever to be named "North American Car of the Year" (2000) and "European Car of the Year" (1999), the Focus has become popular with compact-performance enthusiasts because of its design, spacious interior package, precise steering and excellent handling.

The four concept cars Theodore revealed today showcase the types of aftermarket modifications possible with the Ford Focus, and highlight Ford Motor Company's commitment to the environment. Concepts shown for the first time included:

□ The Made in Detroit Focus is a unique panel van design based on a three-door Ford Focus designed for customers always on the move. With versatile seating and storage configurations, detachable carrying bags, and a striking graphic treatment - complements of the trendy Made in Detroit urban wear label - this concept has a sleek, urban look and feel.

□ Focus FCV (Fuel Cell Vehicle) is

*Order
personalized
licence plate
now for
Christmas*

Ontario residents looking for a unique gift for a friend or loved one can shop this holiday season for a seven- or eight-character personalized licence plate.

The Ministry of Transportation expanded its personalized licence plate program on April 10, 2000 to seven or eight-characters. With the expansion of the program personalized plates are now available in combinations ranging from two to eight letters and numbers.

One-of-a-kind personalized plates are high in demand as they give people the unique opportunity to express their individuality. The Ministry has sold over 22,000 plates since they went on sale in April, and with the holiday season approaching many more requests are expected.

A personalized or graphic plate can be ordered through all Driver and Vehicle Licence Issuing Offices across the province, at a ServiceOntario Kiosk, or by calling 1-800-AUTO-PL8.

The cost to first time buyers of a personalized plate is \$212.60. Customers already owning a personalized plate can add a graphic for \$52.10 or replace an existing personalized plate for \$30.70. Regular series graphic plates are available for \$52.10 and two-to-six personalized plates with graphic can be purchased for \$266.10.

Gift Certificates area also available in denominations of \$30.70; \$52.10; \$212.60; and \$266.60. All prices include GST.

Christmas delivery is available for any plates ordered prior to Nov. 17th.



Photo by Joe Wilssens

Ford Motor Company debuted the world's first production-prototype, direct hydrogen powered fuel cell vehicle at the recent Specialty Equipment Market Association (SEMA) Show.

the world's first production-prototype, direct-hydrogen powered fuel cell vehicle. Ford will deliver the Focus FCV to the California Fuel Cell Partnership on

Nov. 1. Powered by THINK, the Focus FCV brings high-tech and high-volume together for the first time by putting the world's most advanced powertrain into

the world's best-selling passenger car. The Ford Focus FCV showcases the company's continuing effort toward delivering full-performance fuel cell



The Made in Detroit Focus panel van.

vehicles that offer a seamless driving experience to customers in 2004.

□ Based on a European 5-door Focus model, Focus Flexus signifies what customers of the future will be looking for in a car: versatility, e-connectivity and innovative features. Flexus has a newly designed bicycle lift and foldable ramp for easy storage as well as interchangeable seating configurations. The instrument panel features a voice recognition system that offers the ability to access turn-by-turn navigation and wireless information such as news, stock updates, weather and traffic reports. An LCD screen with DVD player is integrated into an overhead console and wireless headphones are available for rear-seat passengers.

□ The Focus FR200 is the second in a series of performance parts project vehicles created by Ford Racing Technology for the purpose of developing new lines of parts for the performance parts industry. The FR200 is a 304-horsepower, turbocharged version of the Ford Focus ZX3. Like its big brother the Mustang FR500, the FR200 is designed to be the ultimate combination of high horsepower and superior handling in a small car.

"The demand for aftermarket parts for compact cars like Ford Focus really is the equivalent of the kind of excitement generated in the 1960s and '70s when the parents of today's Focus buyers were buying muscle cars like the Ford Mustang," Theodore said. "Focus is part of our vision of Ford cars in the future with flexible seating configurations, personalized features, e-connectivity, different fuel options, and, of course, performance. These are what tomorrow's customers will demand."

Sometimes a little used makes a lot of sense.

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Just like a worn in chair, Quality Certified vehicles tend to make people relax. They come with a 3 day/500km money back guarantee, 100 point inspection, factory warranty and 24 hour roadside assistance. This is one instance where a little used happens to make all the sense in the world.

\$500 Rebate on the purchase or lease of any Ford Quality Certified pre-owned vehicle with the Grad Program 2000. See dealer for details.