

WHEELS September 09 2010 6

Ford Focus is put to the test

The next generation Ford Focus has been tested in some of the most extreme locations on the planet, over frozen lakes, across the hottest deserts and up and down high Alpine passes to ensure impeccable reliability and dependability wherever it is sold.

While many of these tests focus on how such climate extremes affect the performance of the vehicle, the comfort of the driver and passengers in these tough conditions is equally important.

Ford's climate control test team travels the world to ensure that the car's EATC (Electronic Automatic Temperature Control) system can handle any conditions. The system needs to be able to cool the occupants down quickly and comfortably in scorching sun and warm them up just as rapidly when the temperature drops.

In the next generation Focus, which goes on sale early next year, the EATC system cools occupants more comfortably and efficiently than ever before. The fans are quieter and are capable of moving cool air through the cabin more quickly. The team's task is to fine-tune this system.

One of the team's regular testing locations is Antequera in Southern Spain.

In the height of summer this is one of the hottest places in continental West-



Ford continues to test the next generation Focus in a variety of conditions such as the plus 40C temperatures found in southern Spain and shown here.

ern Europe, with temperatures regularly rising above 40C.

One of the main challenges for the team is that customers in North America have different preferences to their European counterparts, so the two test vehicles have different calibrations.

North American customers generally like to feel a strong cooling effect while the European customer preference is for the cabin to be cooled but not to feel chilled. This is where the team's experience in subjectively evaluating the system comes in. The sensors can monitor actual data, but the human experience is just as important.

Other tests carried out by the engineers include an altitude test and a control curve, where the temperature settings are changed and the team monitors how it feels as the system adapts. As they drive the engineers can directly make changes to the EATC calibration.

—Metroland Media Group
Carguide Magazine



A five-door hatchback version of the Chevrolet Cruze will premiere at the Paris Motor Show at the end of the month.

Cruze hatchback to make debut

A show car version of Chevrolet's Cruze five-door hatchback compact contender will be seen for the first time at the Paris Motor Show, on September 30.

It will be one of four world Chevrolet premieres at the show.

With the introduction of the new Cruze hatchback, customers have an alternative body style to the traditional sedan and Chevrolet has raised the bar again with a vehicle that brings new levels of value against some of the more established competition.

Since its European launch in the spring 2009, the Cruze sedan has been

warmly welcomed by markets all over the world, greeted as a step change for the brand with customers attracted to its coupe style, build quality, five-star NCAP rating and driving dynamics.

Outside of Europe, Cruze's sales momentum is equally evident.

In China alone, Chevrolet has sold nearly 90,000 Cruze since the start of the year, while the saloon is also selling well in Russia, parts of South America, and in India and other emerging markets.

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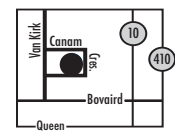
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