

Girich E.
V.T. Vechevov, research supervisor
National Mining University

NEW FORD FOCUS RS: A LEGEND RETURNS

BRENTWOOD, July 4, 2008 – The legendary Ford RS performance car brand is returning in the shape of the exciting new Ford Focus RS, which will be previewed on July 22 at the 2010 London International Motor Show.

The new Focus RS will go on sale in early 2011 and is being created by a small team of dedicated engineers, under the direction of Jost Capito, Ford of Europe's Vehicle Line Director for Performance Vehicles.

For performance road car enthusiasts, the new model will mark a welcome return for the Ford RS badge. This will be the second Focus model to carry the RS mantle and promises another exciting chapter in an exciting 40-year story that began in Germany in the late 1960s and gained momentum across Europe with the launch of the 1970 Escort RS1600.

Authentic RS presence and style.

Before it even turns a wheel, the new Focus RS exudes the presence, sporty style and lowered, 'meaner' appearance expected of a genuine Ford RS. Overt performance styling details mix with subtle revisions to create a planted, powerful stance and the promise of an exciting drive.

The London show car previews the design intent for a final production vehicle, though as development work continues, some final details may change before volume production begins.

The vehicle is finished in a special bright green paint with inlaid metallic flake, a striking, modern interpretation of the 1970s Le Mans Green of the Escort RS1600 era.

The vibrant exterior colour is contrasted with a number of performance styling details highlighted in gloss 'piano black', including the strip at the leading edge of the bonnet, the deep housings for the integrated front fog lamps and door mirrors with integrated side indicators.

Front and rear quarter panels have been revised to incorporate wider wheel arches and a wider track, complemented by revised, deeper side rocker mouldings. In another visual reminder of the car's performance potential, triangular, RS-

badged vents sit behind the front wheel arches. Two classic-style bonnet louvres are both a styling hint at the power beneath and a practical requirement, maintaining correct system temperatures.

The completely new front bumper design for Focus RS incorporates a deep front airdam with a large, mesh lower grille in an extended trapezoid. Stylish and practical, this prominent feature represents the latest Ford 'kinetic design' face and also is finished in piano black. Above, chromed xenon headlamps stand out like cat's eyes and are framed by matt-black housings with unique additional vents running underneath.

At the rear, a deep new rear bumper incorporates a large venturi tunnel to its lower edge with small vents at each corner of the bumper, emphasizing the car's width. Two impressive chromed exhaust tailpipes sit each side of the black venturi, creating a purposeful rear view for the car.

Above, a unique, twin-element, black RS rear spoiler sits at the Focus RS' roofline, echoing both RS models of the past and the World Rally-winning Focus WRC that has been its inspiration.