

Ford Focus Named 'Most Significant' Vehicle at 2010 Detroit Auto Show by AutoWeek Magazine

The AutoWeek editorial staff has named Ford's next-generation Focus the "Most Significant" vehicle of the 2010 North American International Auto Show. High praise indeed, considering the number of excellent cars and trucks at this month's annual gathering in Detroit. The popular auto show hosted nearly 40 new vehicle premieres.

"This was a unanimous vote, one of the few in the history of the AutoWeek award," said Wes Raynal, editor of AutoWeek and autoweek.com. "This car gives Ford and Focus fans their car back. By that we mean enthusiasts have been crying for the European Focus for years and we're finally getting our wish. We also think it's a perfect platform for an SVT version. The car goes on sale in 2011 powered by a sporty four-cylinder engine mated to a DSG transmission, and we can't wait to drive it."

The Next-Generation Ford Focus

The next-generation Ford Focus made its worldwide debut Monday, Jan. 11 at the 2010 North American International Auto Show. Scheduled to go on sale in both North America and Europe early in 2011, the new Focus will offer customers more affordable technologies and features than ever in this segment, noteworthy levels of craftsmanship, outstanding fuel economy and a new standard for driving quality.

The prestigious AutoWeek award is being presented just three days after Ford received both the North American Car and Truck of the Year awards for the 2010 Ford Fusion Hybrid and 2010 Ford Transit Connect, respectively.

"We are delighted and humbled with the initial response to the next-generation Ford Focus," said Derrick Kuzak, Ford's group vice president for Global Product Development. "The new Focus is a direct result of our new global product development system and perhaps the best example yet of what we believe a global Ford product should be – great to look at, great to sit in and great to drive. This is truly ONE Ford in action."

Sleek, stylish and sporty, the new Focus will eventually be sold in 122 markets, with up to 80 percent parts commonality. The Focus will be built on Ford's new C-car platform, which will underpin up to 10 unique models and generate sales of 2 million units annually.

The next-generation Ford Focus will be on public display at NAIAS – along with other award-winning Ford, Lincoln and Mercury vehicles – in Detroit's Cobo Hall through Jan. 24.