

CONTENDER



FROM BOSTON TO BARCELONA

Designing a car that will appeal to everyone inevitably requires compromises. With the Focus, Ford had to appeal to drivers who expect lots of legroom (Americans) and drivers who demand world-class fuel efficiency (Europeans and Asians).

THIS IS NO HONDA CIVIC

While Honda tailors the styling of the Civic to the idiosyncrasies of different markets, Ford has no such luxury with the Focus. It will look the same everywhere, which could hurt its chances.

HOW MUCH DID YOU SAY?

Europeans happily pay big bucks for souped-up compacts. The question is whether Americans and buyers in emerging markets will pay more than \$23,000 for a fully loaded Focus.

MORE THAN THE SUM OF ITS PARTS

Ford made sure that it can use parts from the Focus in other models such as the C-Max people mover. The automaker also can use Focus assembly lines to build sister vehicles.

WHO LOVES A HATCHBACK?

The Focus was developed in Europe (Köln, Germany) where hatchbacks are beloved. Americans generally don't like them, but Ford will sell a hatchback version in the U.S. anyway.

MINI ENVY IS CATCHING

So far no compact has matched the price commanded by BMW's Mini. Ford hopes to do so with the Euro stylings of the Focus Titanium Edition, which will sell for about \$26,000.

WINNER



HONDA CIVIC

Honda sells 900,000 Civics worldwide using different engines and body styles in

different regions. Along with the Toyota Corolla, it's one of the most successful world cars on the planet.

LOSER



FORD CONTOUR

In the 1990s, Ford spent billions developing the Contour, which was sold in Europe as the nearly identical Mondeo. Americans

balked at paying nearly \$16,000 for the Contour, which was \$3,000 more than the Ford Tempo it replaced. The Contour flopped.