

Ford **Focus FFV** (Flexi Fuel Vehicle)

10 THINGS TO KNOW ABOUT THE BIOFUEL FOCUS

1 WHAT IS A "FLEXIFUEL VEHICLE"?

The Focus FFV is 'flexifuel' in that it can run on conventional petrol or natural bioethanol, or any mix of the two – from a single tank. It is Ireland's only biofuel car.

3 WHAT IS BIOETHANOL?

It is essentially alcohol, made from organic material like sugar beet, wheat, maize or wood. In the case of Maxol, the bioethanol is made in Co Cork from whey, a derivative of milk.

5 WHAT'S THE FOCUS FFV LIKE TO DRIVE?

The Focus FFV drives like a conventional 1.8 litre petrol car. The performance is the same, whether you use petrol or bioethanol. Bioethanol delivers lower mpg, but the cost per litre is currently more than 30c below petrol.

7 SO WHERE'S THE CATCH?

There is none. As we've said, the car can be enjoyed as a normal 1.8 litre petrol where no biofuel outlet is available. There are absolutely no compromises for the driver. In Sweden, 80% of Focus' sold are FFVs.

9 WHAT VERSIONS ARE AVAILABLE?

The Focus FFV is available as an LX 5-door for €20,368* and an LX Wagon for €21,349*, in the full range of Focus body colours. It's only the FlexiFuel badge at the back that sets it apart from the conventional LX!

2 BUT WHERE CAN I FILL UP WITH BIOETHANOL?

Currently 6 Maxol stations - Sandymount, Richmond Road, Cromwellsfort Road, Tivoli (Cork), Drogheda and Waterford - are selling E85 bioethanol. The number of outlets should rise to 10 by Christmas. And remember - the Focus FFV will also run like a normal car on conventional petrol.

4 HOW DOES THE FOCUS FFV HELP THE ENVIRONMENT?

Running on bioethanol, the Focus FFV can reduce CO₂ emissions by up to 70%. It's also a renewable energy source, and one that can help sustain Irish agriculture in the future. That's part of the thinking behind the Government's tax break on the car.

6 WHAT DOES THE FOCUS FFV COST?

Government tax relief means the Focus FFV 1.8 is actually more affordable than your average car! It starts at €20,368*, which is €1,000 below a Focus 1.6 LX with a similar spec.

8 WHAT ABOUT SERVICING COSTS?

Technically, the Focus FFV differs from a conventional Focus only in that valves and other components receive a special coating and that its engine management system optimises performance according to what fuel it is running on.

10 SO WHERE CAN I BUY ONE?

The Focus FFV is now on sale at Ford dealers throughout Ireland.

* excl. delivery and related charges.



Bio-Ethanol

Locally produced in Ireland