

## New Ford Focus wins awards again... and again



Davy Tuilan accepts the awards from Bimo Setiawan, general manager of sales and marketing in Gramedia, the group publisher of *Otomotif* tabloid.



Dave Alden (fifth from left), president, Ford ASEAN and Japan, and Will Angove celebrate the awards with the *TopGear* editors and Ford staff.

By Jane Lee

**Jakarta, May 12** – The new Ford Focus is turning out to be the Indonesian media's darling, bagging prestigious awards by both the biggest car tabloid as well as the country's leading auto magazine.

At the annual awards ceremony organised by the *Otomotif* tabloid along with its 18 sister publications two weeks ago, the Focus drove off with the Best Medium Hatchback award for the five-door and the Most Innovative Car Special Award for the 2.0 TDCi. A jury, consisting of leading car specialists, made the decision on the awards.

Davy Tuilan, marketing director for Ford Indonesia, accepted the awards from Bimo Setiawan, general manager of sales and marketing in Gramedia, the group publisher of *Otomotif* tabloid at Otobursa, the biggest annual *Otomotif* event in Jakarta.

The Focus was also recently named The Best Medium Hatchback by *TopGear* Indonesia magazine,, while the new Escape scooped The Best SUV Gasoline award.

Will Angove, president director of Ford Indonesia, accepted the awards from Andi Wahyudi, managing editor of the magazine.

"This is fantastic news and these awards fill us with pride. The numerous awards won by the new Ford Focus clearly shows that this car has touched a sweet spot with the public and the specialist media," said Angove.

"It's also further proof that our renewed emphasis on dynamic new products that connect emotionally with customers is making a positive contribution to Ford Indonesia's business success. We are confident that the new Ford Focus will continue this momentum of generating interest and enthusiasm."