



BRISTOL GROUP NEWSLETTER

Your local group covering
Bristol, Gloucester,
Cheltenham and more !

MARCH 2008

www.rsocbristol.co.uk

Welcome to the MARCH Meeting

This Evening

Tonight's meeting is to be the every popular Bingo session , ran by Mr Bingo himself (sorry I missed last months meeting , but I was watching football being played by some hunky men oooooa !!) , and we will also try to bring you the ever popular raffle .

Last Month Meeting

Last months meeting we held a quiz night , sorry you had to listen to Ian all night , well done to the winners and we also ran the every popular raffle with lots of super stuff up for grabs and we also ran the AGM as requested by the national club

Next Months Meeting

The April meeting on Wed 16th . We hope to bring you some outdoor activities (if the weather is good , but it should be light) , we will also bring you the ever popular raffle .

Events and Shows

The 2008 show season is just around the corner as we speak and we have again this year a fair number of shows which now appear on the attached calendar .

The now complete and updated spreadsheet allows each member to apply for the shows he or she wish to attend this year , it is important however to apply early as some of the deadline will approach sooner than later , this month it is the Performance Action day @ Castle Combe and the RS Day @ Santa Pod which need to be completed by this evening , if you don't put your names down you may then miss

out on the event , return the forms ASAP to our show coordinator Mark B .

APRIL meet

16.03.2008

Outside

Ford News

FORD OF
EUROPE
SALES

RISE 5.4

PER CENT IN FEBRUARY 2008

* **New Mondeo sales up by 66 per cent**

* **Ford Ranger sales increase by 200 per cent**

Ford of Europe's growth momentum continued in February with year-over-year sales in its main 21 markets increasing by 5.4 per cent, to 125,500 units. The company's market share was 8.1 per cent.

This strong performance, driven by its acclaimed new models, boosted the company's year-to-date sales by 3.3 per cent, to 267,900 vehicles.

The Focus was Ford's most popular model in February with sales totalling 32,800. This was followed by the Fiesta with sales of 24,900, while the Ford Fusion added a further 9,950 units.

The new Mondeo continued to accelerate, with sales leaping by 66 per cent to 13,370 versus February 2007. The Ford Ranger pick-up also performed strongly during the month, with

sales surging by a remarkable 200 per cent, to 1,760. The popular Ford Transit medium commercial vehicle also continued to win sales, rising 13 per cent to 15,470.

Ford sales in February improved in virtually all of its main markets. Britain was the best-selling market, with sales of 14,650, slightly ahead of Germany, which increased by 870 to 14,630 units.

Spain and France also turned in strong performances: Spain improving by 935 units to 14,390, while France climbed by 770 to a total of 11,620.

The largest increase came in Russia, however, where Ford sales surged over 11 per cent to 13,900. Sales in Turkey also continued to move ahead, rising by 9.3 per cent to 5,400.

In percentage terms, the largest increases were posted in Portugal (up 44 per cent to 1,935), the Czech Republic (up 34.9 per cent to 1,065) and Poland (up 33.6 per cent to 2,470).

"Our strong performance in February, coupled with an outstanding reaction to our new models at the Geneva Motor Show keeps us on course to maintain our growth momentum in the coming months," said Stephen Odell, vice president, Marketing, Sales & Service, Ford of Europe.

"The media and public reaction to the new cars we revealed at Geneva, particularly the all-new Fiesta and Kuga crossover, was outstanding. This demonstrates clearly that we are keeping our promise to deliver products that appeal to the heart as well as the head. This year alone we will introduce more than 20 individual new models and derivatives across our entire portfolio

SMART KEYLESS TECHNOLOGY FOR FORD FOCUS AND MONDEO

New Ford Focus and Mondeo drivers no longer need their keys ready either to unlock their car or to start its engine.

Thanks to Ford's new keyless entry and ignition technology, the doors unlock automatically as the driver pulls a door handle. Similarly once inside, ignition is triggered at the press of the motor-

sport-inspired Ford Power button.

Customers using Ford's keyless entry and ignition enjoy more convenience and specific practical benefits. The only requirement is to carry the special transponder key in a pocket or bag.

If in a hurry or carrying a load, there is no need to stop and hunt in pockets or bags for the car key – especially helpful in bad weather. The car's electronics confirm the valid key's presence, unlock the doors and, if dark, activate the car's 'puddle' lights in the wing mirrors immediately once door or boot handle are applied.

Once behind the wheel, inserting a key in the side of the steering wheel column is not necessary, thus avoiding a bunch of keys dangling at knee level.

Rolf Schmitz, Ford electrical engineering manager, said: "Ford Power provides a sporting bond between driver and his Focus or Mondeo fitted with race technology. Keyless entry and ignition makes rational sense too. Locking your car key inside the cabin also becomes a mistake of the past because the system's interior antennae sense the key's whereabouts inside the cabin and inhibits the locking mechanism."

The engine is fired up by touching the Ford Power button with the clutch pedal depressed. The button is the same as fitted in Ford World Rally Championship and Formula Ford race cars.

Applying Ford Power without disengaging the clutch is the equivalent of turning the ignition on so all equipment operates without starting the engine.

Switching off the engine is by simply pressing the Ford Power button. In the unlikely event of having to cut the engine while in motion, hitting the button three times in quick succession or once for longer than three seconds both work.

Locking the car is by pressing a lock button on the driver's door handle or bootlid –enabling unimpeded keyless exit just as the car is entered.

As emergency back-up a conventional key is contained within the electronic fob. Keyholes are

in the driver's door for access and steering wheel mount for ignition.

Ford Power, as first demonstrated by James Bond in the new Ford Mondeo which the spy drove in the movie Casino Royale, operates via radio signals between the key fob and door handles, to enable entry, and between fob and interior antennae prior to Ford Power being activated.

The door handle-mounted antennae recognise the key fob's signals within a two-metre radius. Interior antenna locations are at the rear of the centre console, between the front seats underneath the centre console and behind the rear seats. Encrypted communication between antennae and fob ensure the car only responds to the right key holder.

photos@rsocbristol.co.uk or hand them to any of the local group committee members as we would like lots of them if poss to use in future adverts etc etc and on the Castle Combe event web site.

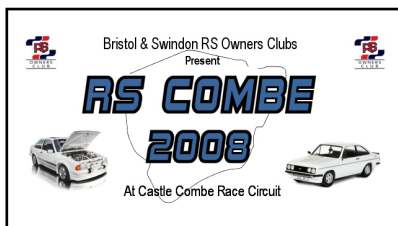
WE HOPE YOU HAVE ENJOYED THIS EVENINGS MEETING AND WE LOOK FORWARD TO SEEING YOU AGAIN ON WEDNESDAY 16th APRIL.

**MAY meeting
21.05.2008
Outdoor Games**

RS Combe 2008

This prestige show now in its 14th Year takes place on Saturday 5th July , application forms are now available on

request for the local group members , the web site is now fully working (well done Alex for your hard work on this site) and is



been used but lots of people applying for the various activities on the day , this includes all the public application forms .

If you are wishing to attend this show and take part in the parade lap then act now as spaces are going to be thin on the ground once the show season kicks in as there is a restriction on the number of cars allowed in each section , please apply early as we don't want you to miss out .

You may also notice a new event logo and a slightly different event name which is on the newsletter and by the first show of the season we will have had the 10,000 flyers printed ready to be handed out to all and sundry by you fantastic members .

Show Photos

If you have taken any photographs of any of the shows we attended during 2007 or that of Castle Combe 2007 , please send them to

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