

PEOPLE FOCUS



Go Further

For over 20 years, the Ford Focus has enabled drivers to follow their passions, achieve their dreams and live the lives they want to live. It's our customers that have inspired and informed the all-new Ford Focus; discover some inspirational stories from our Ford Focus drivers



SEBASTIAAN VAN NIEUWENHUIZEN
THE NETHERLANDS

An accident on a training mission left the former army veteran with a level of paralysis and one leg amputated below the knee. But this hasn't stopped Sebastiaan from pursuing his sporting passions and being an inspiration to others. For the last two decades, he has excelled at a variety of sports and he took part in three Invictus Games.

Derivative: ST-Line



GABI KEIFER
GERMANY

Ever since she was a little girl, Gabi dreamed of being a firefighter. And now she is just that, both as the first female part-time firefighter at the Ford plant in Saarlouis, where she has worked for over 30 years, and for the Saarlouis fire department. After finishing advanced leadership training, Gabi now trains other firefighters and leads operations.

Derivative: Vignale



GIORGIO GAMBARINI
ITALY

A passion for travel and a desire to help others saw 18 year-old Giorgio drive a Ford Focus from Italy to Mongolia for charity, a journey of over 7,000 kilometres. In Mongolia, he taught local kids how to play rugby, while the Focus was eventually donated so it could become a mobile library.

Derivative: Active



KELLY NEWTON
UK

Families come in many shapes and sizes, and Kelly's extends to include over two dozen children. Together with her husband Paul, they have raised 25 foster children over the past 20 years. Kelly is an avid field hockey player and the sport has provided an important point of stability for many of her foster children.

Derivative: Titanium Wagon

The all-new Ford Focus delivers rich user experiences with every interaction through the “human-centric” design philosophy that unites expressive form language with functional, customer-driven attributes