

2013 **FOCUS** ELECTRIC



Go Further



100% electric. Gas-free driving starts here.

No more gas stations. No oil changes. No CO₂ emissions for you or the planet. Just 100% guilt-free fun in Focus Electric. With best-in-class 110 city, 99 hwy and 105 combined MPGe, the 2012 Ford Focus Electric is rated the most fuel-efficient 5-passenger vehicle in America.¹ Combining its 23-kWh, high-voltage, lithium-ion battery and 107-kW electric motor with an advanced liquid heating/cooling system, the 2012 Focus Electric also achieves a best-in-class driving range of 76 miles.² It's a new day. Go further in a 2013 Focus Electric.

Fully charged in just 4 hours – best in its class.

Recommended by Ford, the *Leviton*[®] 240-volt home charging station³ helps Focus Electric offer the fastest charge time in its class – just 4 hours.⁴ The UL-Listed, weather-resistant Leviton station is compact and portable, making it easy to take along if you relocate. Order yours through a Ford Certified Electric Vehicle (EV) Dealer, and we'll connect you with our friends at *Best Buy's Geek Squad* to facilitate its hassle-free installation.



FROM 

Ice Storm Metallic. Available equipment.

¹2012 EPA-estimated 110 city/99 hwy/105 combined MPGe. Class is Small Electric Cars vs. 2012 competitors. ²2012 EPA estimated. Actual mileage will vary. ³Available feature. ⁴Based on 2012 competition.

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100% addictive. Get your torque on demand.

The instant you step on the accelerator pedal, Focus Electric puts 100% of its available torque at your disposal. This immediate responsiveness is courtesy of a single-speed transmission specifically designed for use with its all-electric motor. Together, they deliver the quiet, energy-efficient ride you expect along with the quick, smooth acceleration that will have you hooked. As you accelerate through corners, Torque Vectoring Control seamlessly enhances your hold on the road. Factor in the numerous steering, handling and braking components shared with the intensely fun-to-drive gasoline-powered Focus, plus an 84-mph top speed, and you're in for a seriously exhilarating experience.

Blue Candy Metallic Tinted Clearcoat.

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100% control. Just plug yourself in.

Innovative. Motivational EV screens.

The Focus Electric gauge cluster provides valuable details to help you get the most from every ride. Inspired by "the butterfly effect," in which a small change can have an enormous impact, our designers chose blue butterflies to represent the surplus range beyond the point of the next charging station. The more butterflies you see, the more driving freedom you get. As you drive, the brake coach screen can help optimize your use of regenerative braking to maximize the vehicle's range. At the end of each trip, you'll see the total amount of gasoline you saved by driving electric.

SYNC. Say the word. Stay connected.

Voice-activated SYNC® with MyFord Touch®¹ gives you ultimate control over your phone, entertainment, navigation and climate. Once paired, it recognizes your phone and transfers your contacts to support voice calling. It also plays music from your phone, MP3, USB or iPod.® A 6-month trial subscription to SiriusXM Satellite Radio, Traffic and Travel Link is also standard. You can use it to enjoy over 130 channels of premium entertainment, plus live information services including local and national weather, traffic-related incident alerts, alternate route suggestions and more.

¹Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.



100% enlightened. Increase your eco-consciousness.

The cloth seats inside Focus Electric are the first in the industry to feature fabric made with environmentally friendly *REPREVE*® yarn. It's produced from recycled content – a blend of post-industrial and post-consumer polyester fibers – utilizing plastic bottles and other discarded materials that could have otherwise ended up in landfills. This sustainable yarn helps offset the need to produce new raw materials, a process that consumes precious energy and natural resources. In addition, supportive soy-based foam in the seat cushions and seat backs helps conserve limited resources and reduce CO₂ emissions. The floor carpet fibers are made of 100% recycled polyester material too – yet another element inside the 2013 Ford Focus Electric designed with a mind toward the future.



100% easy living. Recharge on the go.

As you drive, the Regenerative Braking System can help maximize your range by capturing brake energy and recycling it to recharge the battery. During errands, if you need it, you can also use the rapidly expanding network of public charging stations.

Our award-winning MyFord[®] Mobile app¹ and website enable you to monitor and schedule charging from just about anywhere. Get charge status updates. Use the *MapQuest*[®] trip planner to find charging stations and the most efficient routes to them. Maximize your range by setting a departure time and cabin temperature while the vehicle is plugged in. This way, you'll draw power directly from the charging station, rather than the battery, to attain your preconditioned temperature.

Thanks to our class-exclusive Value Charging, powered by *Microsoft*[®] MyFord Mobile can track when your local utility switches to its lower off-peak rates.² Schedule your Focus Electric to charge during these times, and you may be able to take advantage of the lowest electricity prices in your area.

Blue Candy Metallic Tinted Clearcoat.

¹MyFord Mobile subscription complimentary for 5 years. Subscription fees apply after 5 years.
²Based on your local utility's participation.

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100% organized. Multi-level storage maintains order.

The versatile Cargo Management System inside Focus Electric features 2 tiers of securely covered storage to help make errands easier. On the lower level, there's a divided organizer consisting of a large central bin flanked by 2 smaller ones. On the upper level, you'll find a sturdy, carpeted shelf. The entire system and the cargo area cover are completely removable to maximize space. Plus, the 60/40 split rear seat folds down to make way for larger items. Ford Focus Electric is a real car designed for real life.



100% poised. Reinforce your peace of mind.

Focus Electric features the same Trinity front-crash architecture and SPACE (Side Protection And Cabin Enhancement) Architecture as the gas-powered Ford Focus. Trinity includes an ultra-high-strength boron steel frontal-impact absorption beam, rails designed to transfer impact forces to the roof structure, and decoupling mounts for the electric motor. Key elements of SPACE Architecture® include lateral floor reinforcement structures and door reinforcements. With over 55% of its body structure made from high-strength and ultra-high-strength steel, Focus Electric is fully equipped to help you find your zen – and hold onto it.

Securely to the side. Within view.

In determining the charge port's placement, our engineers chose to avoid the front and rear of the vehicle due to the potential for damage in small front- and rear-end crashes. Placing the port near the driver's door also helps remind you to unplug or recharge as you enter and exit the vehicle.

Not only surrounded, encased.

A strong steel casing on the battery helps provide additional protection beyond the vehicle's overall safety structure. The structure itself has also been reinforced with steel braces specifically designed to protect the battery in the event of a crash.



Prepared for challenging conditions.

AdvanceTrac® electronic stability control with brake-actuated traction control helps Focus Electric avoid skidding and fishtailing! And it's particularly beneficial in many kinds of weather.

Occupant sensing. The new standard in side airbags.

Front-seat side airbags use innovative tunnel-vent technology to adjust airbag pressure based on the stature of the occupant. Focus Electric is equipped with a total of 7 airbags, including side-curtain airbags, the dual-stage front airbags in our Personal Safety System™ and a new driver's knee airbag.



Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions.

Focus Electric



Light Stone leather trim. Available equipment. | Rear view camera. | 9-speaker Audio System from Sony® with HD Radio™ Technology. | Heated front seats. | Intelligent Access with push-button start.



Comparisons based on 2012 competitive models (class is Small Electric Cars), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following release of the PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

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Focus Electric



Exteriors	Interiors
A White Platinum Metallic Tri-coat ¹	1 2
B Oxford White	1 2
C Ingot Silver Metallic	1 2
D Ice Storm Metallic	1 2
E Blue Candy Metallic Tinted Clearcoat ¹	1 2
F Tuxedo Black Metallic	1 2

1 Medium Light Stone Cloth – Standard
2 Light Stone Leather – Available



17" 15-Spoke Aluminum Standard



SUNPOWER

Drive green for life.™

Ford has teamed up with SunPower® to offer a rooftop solar system that will provide enough clean, renewable energy to offset the electricity used to charge your Focus Electric. The 2.5-kW system is sized to accommodate a customer who drives approximately 12,000 miles per year. To sign up for a free, no-obligation home evaluation, visit sunpowercorp.com/ford or call 1-800-SUNPOWER.

Electric Component Warranty

Your vehicle's unique electric components are covered during the Electric Unique Component Coverage, which lasts for 8 years or 100,000 miles, whichever occurs first. Please refer to your Warranty Guide for coverage details.

Dimensions & Capacities

Exterior Dimensions	Interior Dimensions	Front/Rear	Capacities (cu. ft.)	
Wheelbase	Head room	38.3"/37.9"	Passenger volume	90.7
Length	Shoulder room	55.6"/53.7"	Luggage capacity	14.5
Height	Leg room	41.9"/33.2"	Total interior volume	105.2
Width – Excluding mirrors			Cargo Management System cargo volume	1.5
Width – Including mirrors				

Standard Features

Mechanical

107-kW electric motor
1-speed automatic transmission
23-kWh liquid-cooled lithium-ion battery
120-volt convenience charging cable
4-wheel disc Anti-Lock Brake System (ABS)
Electric power-assisted steering
Front-wheel drive (FWD)
Regenerative Braking System
Torque Vectoring Control

Seating

5-person seating
4-way manual driver's seat
2-way manual front-passenger seat
60/40 split rear seat
4-way adjustable front and 2-way adjustable rear head restraints
Cloth seats with 100%-sustainable seat fabric
Heated front seats

Interior

Ambient lighting
Audio System from Sony® with HD Radio™ Technology and 9 speakers
Cabin air filtration system
Cargo Management System
Center console with armrest and storage
Cruise control
Dual-zone electronic automatic temperature control
Ford SYNC® voice-activated, in-vehicle connectivity system with SYNC Services for Traffic, Directions and Information (complimentary 3-year subscription)
Front and rear carpeted floor mats
Intelligent Access with push-button start
Leather-wrapped steering wheel and shift knob
Manual tilt/telescoping steering column
MyFord® Mobile app with 5-year data plan
MyFord Touch® with unique electric vehicle driving screens; 2 configurable 4.2" color LCD displays in instrument cluster; 8" LCD touch screen in center stack; and media hub with 2 USB ports, SD card reader and audio/video input jacks
Power door locks
Power windows with one-touch-up/-down feature
Rear window defroster
Remote start with cabin preconditioning
SiriusXM Satellite Radio with 6-month trial subscription
Steering wheel-mounted cruise, audio and 5-way MyFord controls
Universal garage door opener
Voice-activated Navigation System

Exterior

17" 15-spoke aluminum wheels with P225/50R17LRR tires
Body-color rear spoiler
LED illuminated external charge port with "state of charge" indicator
LED taillamps
Manual-folding, heated sideview mirrors with integrated blind spot mirrors, turn signal indicators, security approach lamps and body-color mirror caps
Quad-beam HID headlamps
Rear view camera
Reverse Sensing System
Tire mobility kit

Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags ² ; safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
2-row side-curtain airbags ²
3-point safety belts for all seating positions
AdvanceTrac® electronic stability control
Battery saver
Belt-Minder® front safety belt reminder
Child-safety rear door locks
Driver's knee airbag ²
Front-seat side airbags ²
Illuminated Entry System
LATCH – Lower Anchors and Tether Anchors for Children MyKey®
Perimeter alarm
SecuriLock® Passive Anti-Theft System
Side-intrusion door beams
SOS Post-Crash Alert System™
Tire Pressure Monitoring System

Optional Features

Leather-trimmed seats with 6-way power driver's seat

Available Ford Custom Accessories

All-weather floor mats	Rear roof spoiler
Ash cup/coin holder	Side window deflectors
Auto-dimming rearview mirror	Splash guards
Cargo organizers	Stainless steel door sill plates
Charge cord bag ³	Vehicle Security System
Custom graphics ³	Warning sensor systems ³
Full vehicle covers	Wheel lock kit
Racks and carriers ³	
Rear bumper protector	

Visit accessories.ford.com to shop the complete collection

Battery

23-kWh liquid-cooled lithium-ion

Motor

107-kW electric
Horsepower/torque equivalent: 143 hp/181 lb.-ft. of torque with single-speed transmission

2012 EPA-Estimated Fuel Economy Equivalent

110 city/99 hwy/105 combined MPGe

¹Additional charge. ²Always wear your safety belt and secure children in the rear seat. ³Ford Licensed Accessory.

Colors are representative only. See your dealer for actual paint/trim options. Dimensions may vary by trim level. Microsoft is a registered trademark of Microsoft Corporation. SiriusXM Satellite Radio, Traffic and Travel Link subscriptions sold separately or as a package after trial expires. SiriusXM Traffic and Travel Link service available in select markets. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service is available in the 48 contiguous USA, DC, and PR. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. iPod is a registered trademark of Apple Inc. All rights reserved. REPREVE is a registered trademark of Unifi, Inc. MapQuest is a trademark of AOL Inc. Sony is a registered trademark of Sony Corporation. HD Radio is a proprietary trademark of iBiquity Digital Corp.



QUALITY, GREEN, SAFE AND SMART.

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New Vehicle Limited Warranty. We want your Ford Focus Electric ownership experience to be the best it can be. Under this warranty, your new vehicle comes with 3-year/36,000-mile bumper-to-bumper coverage, 5-year/60,000-mile Powertrain Warranty coverage, 5-year/60,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion (perforation) coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty. **Electric Component Warranty.** Your vehicle's unique electric components are covered during the Electric Unique Component Coverage, which lasts for 8 years or 100,000 miles, whichever occurs first. Please refer to your Warranty Guide for coverage details. **Roadside Assistance.** Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need towing. Roadside Assistance shall tow eligible Focus Electric vehicles to the nearest qualified Ford Dealership or, at the customer's request, to their home residence if located within 35 miles of the disablement location. Your Ford Dealer can provide complete details on all of these advantages. **Ford Credit.** Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com. **Ford Extended Service Plan.** For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln dealerships. **Insurance Services.** Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.

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