

2018

FOCUS ELECTRIC



Go Further



FAST CHARGE INTO THE FUTURE.

Performance with a conscience. No gas required. No oil changes needed. No CO₂ emissions. Just 100% guilt-free driving fun that standard DC Fast Charge capability makes so convenient. That's the 2018 Ford Focus Electric.



KEEP TABS
ON YOUR
EFFICIENCY.

The 2018 Focus Electric has an EPA-estimated rating of 118 city MPGe¹ and an EPA-estimated driving range of 115 miles¹. And you can track your efficiency with the SmartGauge[®] with EcoGuide instrument cluster. It helps you monitor your instantaneous energy use and lets you see how it relates to your overall energy consumption.

With a top speed of 84 mph, the smooth acceleration of Focus Electric will grab your attention. Press the accelerator and 100% of its available torque is at your disposal. A single-speed transmission designed for use with the all-electric motor delivers immediate responsiveness.

2018 Focus Electric | ford.com

Hot Pepper Red Metallic Tinted Clearcoat. Available equipment. ¹EPA-estimated rating of 118 city/96 hwy/107 combined MPGe. Actual mileage will vary. MPGe is the EPA equivalent measure of gasoline fuel efficiency for electric mode operation. Range calculation based on www.fueleconomy.gov. Actual range varies with conditions such as external elements, driving behaviors, vehicle maintenance and lithium-ion battery age.





PLUG AND PLAY.

With standard DC Fast Charge capability, the 2018 Focus Electric can receive an 80% charge in an estimated 33 minutes when plugged into a charger capable of delivering 150 amps. So in the time it takes to have lunch with friends, you can recharge your vehicle. Level 2 (240V) charging can be achieved at home in approximately 5.5 hours¹ using a Ford recommended AeroVironment™ 240V/30-amp home charging station.² Or, plug Focus Electric into any 120V wall outlet and charge it overnight.



KNOW WHEN TO GO

An LED charge status indicator light (visible when the charge port door is open) indicates fully charged status when all 4 lights are lit and not flashing. So Focus Electric will let you know when it's time to go.

RECHARGE AS YOU DRIVE

Our Regenerative Braking System captures brake energy and uses it to help charge the advanced, liquid-cooled 33.5-kWh battery and extend your range. The Brake Coach screen helps you maximize the amount of energy returned through the system.

MONITOR AND SCHEDULE CHARGING

It's easy with your complimentary 3-year subscription to MyFord® Mobile, the MyFord Mobile app³ and myfordmobile.com website. You can also access battery charge status, lock and unlock your doors, initiate preconditioning of your vehicle cabin, and even locate your vehicle in a crowded parking lot. Download MyFord Mobile on the App Store® or Google Play.™

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Outrageous Green Metallic Tinted Clearcoat. Available equipment. ¹Charge times vary. See owner's manual for details. ²Available feature. To begin the process, call 1-888-219-6747 or visit evolutions.com/ford. Charging stations are available with or without full installation services by AeroVironment. ³MyFord Mobile includes a complimentary subscription that activates with vehicle sale date, requires compatible 3G cellular network connectivity, and is subject to 3G network availability. Evolving technology/cellular networks may affect future functionality. Message and data rates may apply. Refer to www.myfordmobile.com for further details.





ENJOY ECO-CONSCIOUS COMFORT.

And more. With seating for up to 5, Focus Electric features a stylish interior that includes the 8" color LCD screen for standard SYNC® 3 with navigation, a front center console with cupholders, and seat trim made with REPREEVE® fiber from recycled materials. The seat cushions are even made of soy-based bio-foam derived from plant seed oils. For your listening pleasure, enjoy the sound from a well-balanced, 9-speaker Audio System from Sony.®





**FORDPASS™
SMARTPHONE APP²**

Your personal journey assistant
Find fuel and compare prices
Find, reserve and pay for parking
in select locations
Get help from our trained team
of Ford Guides – available 24/7



SYNC APPLINK^{®3}

Voice control for your favorite
compatible mobile apps
Spotify[®] ♦ Pandora[®] ♦ and more



**APPLE CARPLAY™
COMPATIBILITY⁴**

Use Siri to interact with your iPhone
Access your favorite songs and
playlists in Apple Music[®]
Utilize Apple Maps for voice-guided
navigation and estimated travel time



VOICE-ACTIVATED NAVIGATION

Turn-by-turn directions
Vivid 3-D maps
Pinch-to-zoom touchscreen capability



**SIRIUSXM[®] TRAFFIC
& TRAVEL LINK^{®5}**

Complimentary for 5 years
Real-time traffic updates
Fuel station locations and prices
Current and forecasted weather
Movie locations and showtimes
Sports scores



**ANDROID AUTO™
COMPATIBILITY⁴**

Talk to Google™ to interact with
your Android™ smartphone
Access your favorite music through
your apps
Utilize Waze™ or Google Maps™
for voice-guided navigation and
estimated travel time

SYNC 3

STAY CONNECTED ON THE MOVE.

Imagine controlling calls, music and more with just a touch and your voice. SYNC[®] 3¹ lets you keep your hands on the wheel while it quickly responds to your spoken requests. Or use the responsive touchscreen in the center of your instrument panel to access its many helpful features. Bring the power of Siri[®] into Focus Electric with Siri Eyes Free and your paired iPhone[®]. The system also features 2 smart-charging USB ports to help keep your devices powered up and ready to go.



UTILIZE CLEVER CARGO.

Whether you're parking at the market or loading supplies for the garden, Focus Electric has the tools you need to do both with ease. A standard rear view camera¹ helps you get in perfect position, making it easy to park and load. Shift into Reverse and an image of what's behind the vehicle is shown on the SYNC[®] 3 color LCD screen that centers the instrument panel.

With the versatile cargo organizer,² you have 2 tiers of covered storage to keep your belongings out of sight. A sturdy, carpeted shelf forms the upper level. The lower level consists of a large compartment flanked by 2 smaller ones. Need to maximize space? The system and cargo area cover are easily removable. To make room for longer items, the 60/40 split rear seat allows you to fold one side down for cargo while leaving the other upright for passengers. The hatchback design of Focus Electric allows for quick, convenient access to the cargo area.



STRENGTHEN YOUR PEACE OF MIND.

With the same Trinity front-crash structure and SPACE (Side Protection And Cabin Enhancement) Architecture as the gas-powered Focus, over 55% of the Focus Electric body structure is made from high-strength and ultra-high-strength steel. The Trinity energy-absorbing crash structure includes a frontal-impact absorption beam, decoupling mounts for the electric motor, and rails designed to transfer impact forces to the roof and away from the passenger compartment. To manage crash energy, SPACE Architecture® utilizes lateral floor reinforcement structures and door reinforcements.

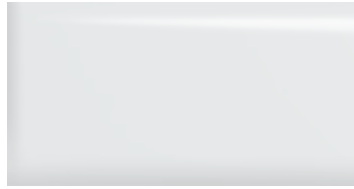
An added measure of handling confidence is derived from AdvanceTrac® electronic stability control! Constantly monitoring road conditions and driver responses, the system can automatically adjust engine power and apply the brakes to help keep all 4 wheels firmly planted. While the HID headlamps and LED taillamps help light your way.



EXTERIORS/INTERIORS/WHEELS



White Platinum Metallic Tri-coat



Oxford White



Ingot Silver



White Gold



1 Medium Light Stone Cloth – Standard



Outrageous Green Metallic Tinted Clearcoat



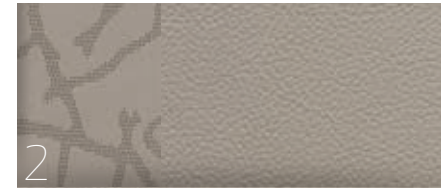
Hot Pepper Red Metallic Tinted Clearcoat



Magnetic



Shadow Black



2 Light Stone Leather – Available



| | | INTERIOR | |
|----------|---|----------|---|
| Exterior | White Platinum Metallic Tri-coat ¹ | 1 | 2 |
| | Oxford White | 1 | 2 |
| | Ingot Silver ² | 1 | 2 |
| | White Gold ² | 1 | 2 |
| | Outrageous Green Metallic Tinted Clearcoat ¹ | 1 | 2 |
| | Hot Pepper Red Metallic Tinted Clearcoat ¹ | 1 | 2 |
| | Magnetic ² | 1 | 2 |
| | Shadow Black | 1 | 2 |



17" 15-Spoke Sparkle Silver-Painted Aluminum

STANDARD FEATURES

Mechanical

33.5-kWh liquid-cooled lithium-ion battery system
120V convenience charge cord
6.6-kW onboard charger
Combined Charging System (CCS) charge port capable of 120V, 240V and direct current (DC Fast Charge)
Electric power-assisted steering (EPAS)
Front-wheel drive (FWD)
Regenerative Braking System with 4-wheel disc Anti-Lock Brake System (ABS)

Driver-Assist Technology

Autolamp
Hill start assist
Reverse Sensing System
SYNC® 3 with 8" color LCD capacitive touchscreen in center stack, 911 Assist,® Applink,® Apple CarPlay™ compatibility, Android Auto™ compatibility, and 2 smart-charging USB ports

Seating

5-passenger seating
4-way-adjustable front and 2-way-adjustable rear head restraints
6-way manual driver seat
4-way manual front-passenger seat
Heated front seats
60/40 split-fold rear seat

Interior

12V powerpoints (2)
Audio System from Sony® with 9 speakers and HD Radio™ Technology
SiriusXM® Radio with 6-month All Access trial subscription¹
Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription¹
Ambient lighting
Cabin air filtration system
Cruise control
Dual-zone electronic automatic temperature control
Front and rear carpeted floor mats
Front center console with storage, armrest and 2 cupholders
Intelligent Access with push-button start
Leather-wrapped shifter knob
Leather-wrapped steering wheel with cruise, audio and 5-way controls
Manual-tilt/-telescoping steering column
MyFord® Mobile app with 3-year service agreement

Power door locks
Power windows with one-touch-up/-down feature
Remote Start System with cabin air preconditioning
SmartGauge® with EcoGuide

Exterior

17" 15-spoke Sparkle Silver-painted aluminum wheels with P225/50R17LRR tires
Body-color, power, heated sideview mirrors with integrated blind spot mirrors, turn signal indicators and security approach lamps
Body-color rear spoiler
High-intensity discharge (HID) headlamps with LED signature lighting
LED taillamps
Rear-window defroster
Tire inflator and sealant 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
Driver's knee, front-seat side, and 2-row side-curtain airbags²
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
Illuminated Entry System
LATCH – Lower Anchors and Tether Anchors for Children (rear seat positions)
MyKey® technology to help encourage responsible driving
Perimeter alarm
Rear view camera with backup-assist grid lines
SecuriLock® Passive Anti-Theft System
Side-intrusion door beams
SOS Post-Crash Alert System™
Tire Pressure Monitoring System

Available Options

Charge cord bag by THULE®³
Full vehicle cover
Leather-trimmed seats with 8-way power driver's seat

POWERTRAINS/EPA-ESTIMATED RATINGS

Battery

33.5-kWh liquid-cooled lithium-ion
Motor
107-kW electric
Horsepower/torque equivalent:
143 hp/184 lb.-ft. of torque with single-speed transmission
EPA-estimated fuel economy equivalent⁴
118 city/96 hwy/107 combined MPGe

DIMENSIONS

| Exterior | |
|---------------------------------|--------------------|
| Wheelbase | 104.3" |
| Length | 172.9" |
| Height | 58.2" |
| Width – Including mirrors | 80.5" |
| Width – Mirrors folded | 74.1" |
| Interior | |
| | Front/Rear |
| Head room | 38.3"/38.0" |
| Leg room | 43.1" (max.)/33.2" |
| Hip room | 53.9"/52.8" |
| Shoulder room | 55.6"/52.6" |
| Capacities (cu. ft.) | |
| Passenger volume | 90.0 |
| Cargo volume behind front seats | 33.2 |
| Cargo volume behind rear seats | 14.2 |



FORD ACCESSORIES

Focus Electric in Hot Pepper Red Metallic Tinted Clearcoat accessorized with side window deflectors by Lund^{®1} lower bodyside graphics, rear spoiler winglets, molded splash guards, and roof-mounted crossbars by THULE^{®1,2}

accessories.ford.com

Exterior

- Full vehicle cover¹ (A)
- Graphics¹
- Graphic kits
- Hood protector¹
- Racks and carriers^{1,2}
- Rear bumper protector
- Rear spoilers
- Side window deflectors¹
- Splash guards

Interior

- All-weather floor mats (B)
- Ash cup/coin holders
- Carbon-fiber door spears
- Cargo organizers (C)
- Carpeted floor mats
- Charge cord bag¹ (D)
- Door-sill plates
- First aid and roadside assistance kits¹
- Tablet cradle¹

Electronics

- Bullfrog[®] portable Bluetooth[®] speakers¹
- Rear seat entertainment¹
- Vehicle Security System

Wheels

- Wheel lock kit

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. 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 Protect Extended Service Plans. Whether you purchase or lease your Ford vehicle, insist on genuine Ford Protect extended service plans. Ford Protect has a variety of plans to give you peace-of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Ford and honored at all Ford dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Ford Protect extended service plans.

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.

Ford Original Accessories. They're warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. FLA are designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

AeroVironment is a trademark of AeroVironment, Inc. Android, Android Auto, Google, Google Maps, Google Play, Waze and logos are trademarks of Google Inc. Apple, Apple CarPlay, Apple Music, iPhone and Siri are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Bullfrog is a registered trademark of Stillwater Designs. "HD Radio" and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation. PANDORA, the PANDORA logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc. Used with permission. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. Sony is a registered trademark of the Sony Corporation. Spotify is a registered trademark of Spotify AB, Sweden. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc. THULE is a registered trademark of Thule Sweden AB.

Comparisons based on competitive models (class is Small Electric Cars based on Ford segmentation), publicly available information and Ford certification data at time of release. Vehicles may be shown with optional equipment. Features may be offered only in combination with other options or subject to additional ordering requirements/limitations. Dimensions shown may vary due to optional features and/or production variability. Information is provided on an "as is" basis and could include technical, typographical or other errors. Ford makes no warranties, representations, or guarantees of any kind, express or implied, including but not limited to, accuracy, currency, or completeness, the operation of the information, materials, content, availability, and products. Ford reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Ford Dealer is the best source of the most up-to-date information on Ford vehicles.

¹Ford Licensed Accessory. ²Consult owner's manual for details on roof-rack load limits.