

14 FOCUS ELECTRIC




Go Further



Absolutely electric.

In so many ways. No more gas stations. No more oil changes. No CO₂ emissions. Just guilt-free fun in a 5-passenger, 100% electric vehicle with an EPA-estimated 110 city MPGe.¹ Combining its 23-kWh, state-of-the-art, lithium-ion battery and 107-kW electric motor with an advanced liquid-cooling system, Focus Electric also has an EPA-estimated all-electric driving range of 76 miles.¹ So put a charge in your commute. Go further in a 2014 Focus Electric.

EPA-ESTIMATED RATING OF  **110 MPGe CITY¹**

Ice Storm Metallic. Available equipment.

¹EPA-estimated rating of 110 city/99 hwy/105 combined MPGe. Actual mileage will vary. MPGe is the EPA equivalent measure of gasoline fuel efficiency for electric mode operation.

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Full charge ahead.

In town. At home. While running errands, you can plug in – if needed – and recharge your vehicle at a rapidly expanding network of public charging stations. As you drive, our Regenerative Braking System can help maximize your range by capturing brake energy and recycling it to help recharge the battery. A brake coach screen in the instrument cluster can help optimize your use of the system to maximize the vehicle's range.

After you return home, you can fully recharge in 3.6 hours with Ford recommended AeroVironment™ or Leviton® 240-volt home charging stations. These UL-listed, weather-resistant, portable charging stations are easy to take with you if you relocate. A hard-wired station is also available. To order the right one for your needs, please call 888-219-6747 or visit evsolutions.com/ford. These charging stations are available with or without full installation service provided by AeroVironment.

Monitor and schedule charging from just about anywhere with your smartphone and the MyFord® Mobile app and myfordmobile.com website.¹ Use "Send to SYNC®" with MapQuest® to receive directions to your destination. Use Points of Interest to find locations of the nearest charging stations. Get charge status updates. Maximize your range by setting a departure time and cabin temperature while the vehicle is plugged in. Your preconditioned cabin temperature is then attained by drawing power from the charging station, rather than the battery.²

¹MyFord Mobile subscription complimentary for 5 years from the vehicle sale date as recorded by the dealer. Subscription fees apply after 5 years. MyFord Mobile requires a compatible 2G independent cellular network. Evolving technology and cellular networks may affect future availability and functionality. ²Effectiveness of cabin conditioning may be reduced by extreme outside temperatures or when using 120-volt charging.



Spirited about performance.

Just step on the accelerator pedal and Focus Electric puts 100% of its available torque at your disposal. This immediate real-car 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. Designed for a top speed of 84 mph, its quick, smooth acceleration 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, and you're in for a seriously exhilarating experience.

Ice Storm Metallic. Available equipment.

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Inspires efficiency.

Your SmartGauge® with EcoGuide instrument cluster helps you get the most from every ride in Focus Electric. In MyView, customize the information you want to see. In Budget View, monitor your instantaneous energy use and see how it relates to your overall energy budget (the maximum energy use that can be maintained in order to reach the next charge station). You can also access your energy history to track your performance over time. At trip's end, you'll see the amount of gasoline saved by driving electric.

Voice-activated SYNC® with MyFord Touch®¹ gives you control over your phone, entertainment, navigation and climate. Once paired, SYNC can download your contacts and play music from your phone, MP3, USB or iPod.® SiriusXM Satellite Radio includes a 6-month trial subscription that brings you over 130 channels including commercial-free music, sports, news, talk, comedy and entertainment. The voice-activated Navigation System includes SiriusXM Traffic and Travel Link as part of the trial, giving you the ability to look up fuel prices, check local and national weather, and get detailed information on traffic speed, accidents, construction and road closings.

SYNC
POWERED BY **Microsoft**

SiriusXM™
SATELLITE RADIO




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.

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Share your eco-consciousness.

With seating for up to 5, Focus Electric has plenty of room for enlightenment. The cloth seats in Focus Electric are the first in the industry made with environmentally friendly REPREVE® yarn. This sustainable yarn, produced from recycled content, helps offset the need to produce new raw materials, saving precious energy and natural resources. In addition, supportive soy-based foam in the seat cushions and seat backs helps conserve limited natural resources and reduce CO₂ emissions during production as compared to petroleum-based foam. The floor carpet materials are produced from 100% recycled polyester material too – yet another element inside the 2014 Focus Electric designed with a mind toward the future.

HEATED  FRONT SEATS

RECYCLED PLASTIC  in seat fabric

PUSH-BUTTON  START

Medium Light Stone cloth trim.



Maximize your space.

On multiple levels. Achieve order on the go with a versatile Cargo Management System that features 2 tiers of securely covered storage. The lower level features a large central bin flanked by 2 smaller ones. On the upper level, you'll find a sturdy, carpeted shelf. The system and cargo area cover are removable to maximize space. The 60/40 split rear seat folds down to make way for larger items, while a rear view camera helps you get into the perfect position for parking or loading.

To offset the electricity used to charge Focus Electric, Ford has teamed up with SunPower® to offer a rooftop solar system.¹ The 2.5-kW system is sized to accommodate a customer who drives approximately 12,000 miles per year.

SUNPOWER

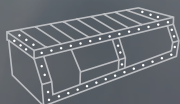


¹To sign up for a free, no-obligation home evaluation, visit sunpowercorp.com/ford or call 1-800-SUNPOWER.

Reinforce your peace of mind.

With over 55% of its body structure made from high-strength and ultra-high-strength steel, Focus Electric features the same Trinity front-crash architecture and SPACE (Side Protection And Cabin Enhancement) Architecture as the gas-powered 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 include lateral floor reinforcement structures and door reinforcements. To help you avoid skidding and fishtailing, AdvanceTrac® electronic stability control¹ is particularly beneficial in bad weather. Just another way that Focus Electric helps you find your zen – and maintain it.

STEEL-ENCASED



BATTERY

SECURE

PORT PLACEMENT



SAFETY RATING²

Ingot Silver Metallic. Available equipment.

¹Remember 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.

²Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).

Focus Electric Specifications

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 Information¹
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 service agreement
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
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 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
Driver's knee airbag²
Emergency trunk release
Front-seat side airbags²
Illuminated Entry System
LATCH – Lower Anchors and Tether Anchors for Children (rear seat positions)
MyKey®
Perimeter alarm
SecuriLock® Passive Anti-Theft System
Side-intrusion door beams
SOS Post-Crash Alert System™
Tire Pressure Monitoring System

Available Options & Package

Exterior Protection Package includes rear bumper protector and molded splash guards for front and rear
Charge cord carrying case by THULE®³
Charge door decal
Full vehicle cover
Leather-trimmed seats with 6-way power driver's seat

Available Ford Custom Accessories

All-weather and carpeted floor mats	Pedestrian alert kit
Ash cup/coin holders	Portable DVD rear-seat entertainment systems³
Bumper-mounted warning sensor systems³	Racks and carriers³
Charge cord carrying case by THULE³	Rear bumper protector
Charge door decal	Rear spoiler
Custom graphics³	Side window deflectors
Door sill plates	Soft cargo cooler bag
Full vehicle cover	Splash guards
	Vehicle Security System
	Wheel lock kits



Engines/EPA-Estimated Ratings & Dimensions

Battery

23-kWh liquid-cooled lithium-ion

Motor

107-kW electric
Horsepower/torque equivalent: 143 hp/184 lb.-ft. of torque with single-speed transmission

2014 EPA-Estimated Fuel Economy Equivalent

110 city/99 hwy/105 combined MPGe

Exterior

Wheelbase	104.3"
Length	172.9"
Height	58.2"
Width – Mirrors folded	74.1"
Width – Including mirrors	80.5"

Interior

Head room	Front/Rear 38.3"/37.9"
Shoulder room	55.6"/53.7"
Leg room	41.9"/33.2"

Capacities (cu. ft.)

Passenger volume	90.7
Luggage capacity	14.5
Total interior volume	105.2
Cargo Management System cargo volume	1.5

Exteriors



White Platinum Metallic Tri-coat



Oxford White



Ingot Silver Metallic



Ice Storm Metallic



Blue Candy Metallic Tinted Clearcoat

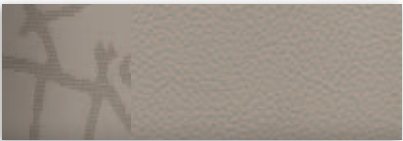


Tuxedo Black Metallic

Interiors



1 Medium Light Stone Cloth – Standard



2 Light Stone Leather – Available

Exteriors

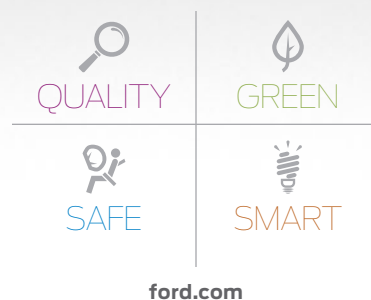
White Platinum Metallic Tri-coat⁴	1 2
Oxford White	1 2
Ingot Silver Metallic	1 2
Ice Storm Metallic	1 2
Blue Candy Metallic Tinted Clearcoat⁴	1 2
Tuxedo Black Metallic	1 2

⁴Additional charge.
Colors are representative only.
See your dealer for actual paint/trim options.



17" 15-Spoke Aluminum Standard

¹SYNC Services varies by trim level and model year and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Ford Motor Company reserves the right to change or discontinue this product service at any time without prior notification or incurring any future obligation. ²Always wear your safety belt and secure children in the rear seat. ³Ford Licensed Accessory.



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 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. **Genuine Ford Accessories** will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), 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 fully 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.

Comparisons based on 2013 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. **HD Radio** is a proprietary trademark of iBiquity Digital Corp. **iPod** is a trademark of Apple Inc., registered in the U.S. and other countries. **MapQuest** is a trademark of AOL, Inc. **Microsoft** is a registered trademark of Microsoft Corporation. **REPREVE** is a registered trademark of Unifi, Inc. **SiriusXM Satellite Radio, SiriusXM Traffic and Travel Link** subscriptions sold separately or as a package after trial period. See SiriusXM Customer Agreement for complete terms at siriusxm.com. Fees and programming subject to change. Sirius satellite service is available only to those at least 18 years of age in the 48 contiguous USA, DC, and Puerto Rico (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. **Sony** is a registered trademark of the Sony Corporation. **THULE** is a registered trademark of Thule Sweden AB.

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