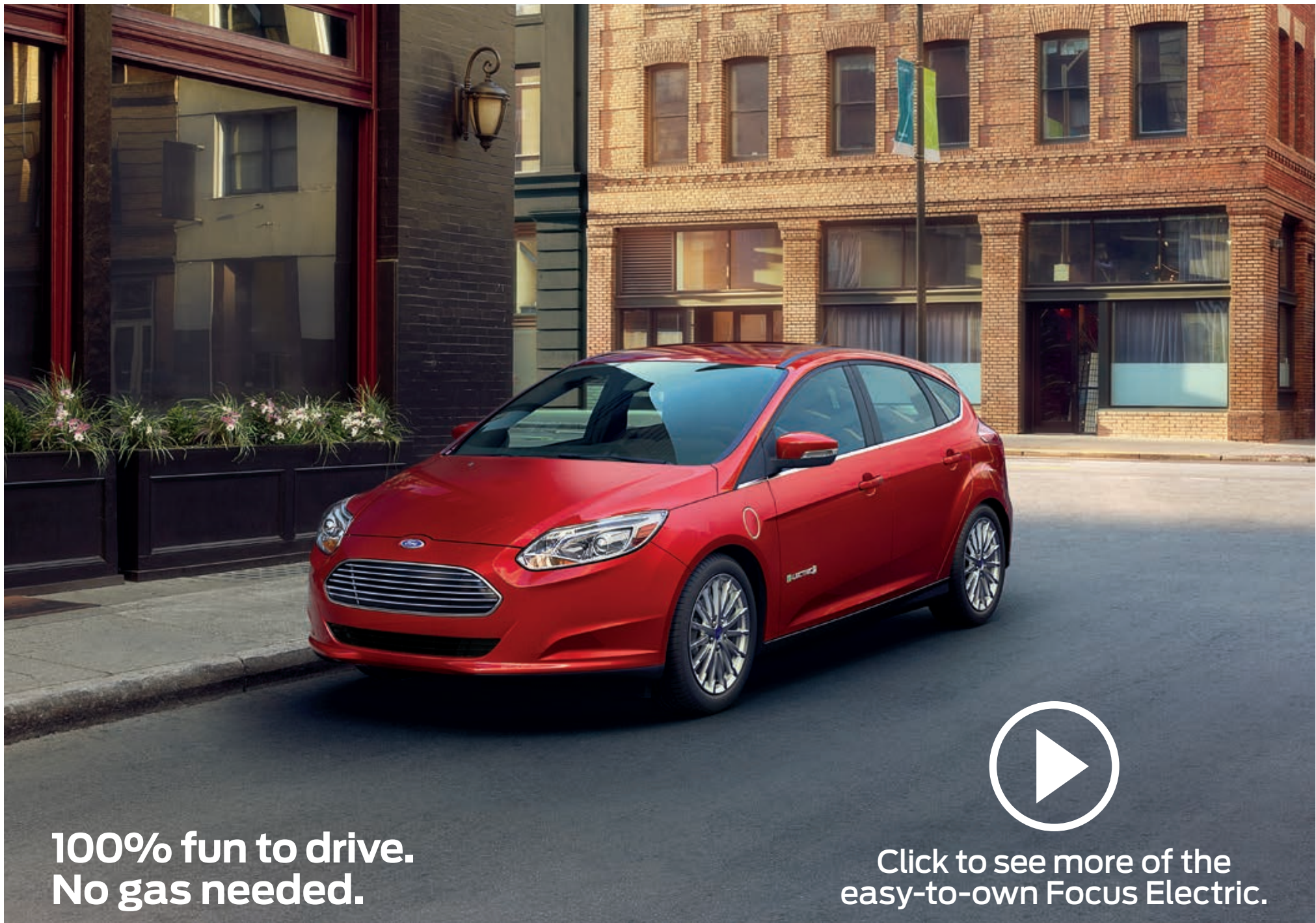




2015
FOCUS ELECTRIC



Go Further



**100% fun to drive.
No gas needed.**

**Click to see more of the
easy-to-own Focus Electric.**

Ruby Red Tinted Clearcoat Metallic. Available equipment.

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Good. Clean. Fun.

There's no need for gas with Focus Electric. No oil changes either. And zero CO₂ emissions. Just guilt-free fun in an all-electric vehicle with an EPA-estimated rating of 110 city MPGe¹ and an EPA-estimated driving range of 76 miles.¹

With a top speed of 84 mph, its smooth acceleration will have you hooked. Press the accelerator and Focus Electric puts 100% of its available torque at your disposal.

Immediate responsiveness is delivered by a single-speed transmission designed for use with the all-electric motor. HID headlamps and LED taillamps help light the way.

Accelerate through corners and Torque Vectoring Control seamlessly enhances your hold on the road.² Factor in the numerous components shared with the intensely fun-to-drive Focus, and you're in for a seriously electrifying experience.

Tectonic. Available equipment.

¹EPA-estimated rating of 110 city/99 hwy/105 combined MPGe. Actual mileage will vary. MPGe is the 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. ²Remember 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.

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Learn about
charging



Full charge ahead.

In town. While running errands. Thanks to a rapidly expanding network of public charging stations, you can plug in and recharge your Focus Electric – as needed.

Recharge at home in just 3.6 hours using a Ford recommended AeroVironment™ 240V home charging station.¹ As Focus Electric recharges, its LED-illuminated charge port lights in quadrants until fully charged. The UL-listed, weather-resistant AeroVironment portable charging station is easy to take with you if you decide to relocate. A hard-wired station is also available for your convenience.

Recharge as you drive with our Regenerative Braking System, which captures brake energy and uses it to help charge the state-of-the-art, lithium-ion battery and extend your range. A brake coach screen in the instrument cluster helps optimize your use of the system.

Easily monitor and schedule charging with the MyFord® Mobile app² and myfordmobile.com website. Both give you charge status updates and feature a charging station locator powered by PlugShare.[®] Set a departure time and cabin temperature while Focus Electric is plugged in, and a preconditioned cabin temperature is achieved by drawing power from the charging station rather than the battery.³

Blue Candy Tinted Clearcoat Metallic. Available equipment.

¹Available feature. To begin the process, call 1-888-219-6747 or visit evsolutions.com/ford. Charging stations are available with or without full installation services by AeroVironment. ²MyFord Mobile subscription complimentary for 5 years from the vehicle sale date as recorded by the dealer. Subscription fees apply after 5 years. ³Effectiveness of cabin conditioning may be reduced by extreme outside temperatures when using 120-volt charging. MyFord Mobile requires a compatible 2G independent cellular network. Evolving technology and cellular networks may affect future availability and functionality.

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Track your efficiency.

The next-generation SmartGauge® with EcoGuide® helps you get the most from every drive. Monitor your instantaneous energy use and see how it relates to your overall energy budget. Customize your information with MyView. Access energy history and track performance over time. At trip's end, you'll even see the amount of gas you saved by driving electric.

Voice-activated SYNC® with MyFord Touch®¹ delivers hands-free calls, Bluetooth®-streaming music and more using simple voice commands. Once paired, it can download contacts and play music from your smartphone. It can also access your MP3 player, USB or iPod®. The 8" color LCD screen helps centralize control of your phone, entertainment, navigation and climate. Through it, you can access the EV info screen to set charging schedules, check battery status, see the Powerflow screen and so much more.



SiriusXM® Satellite Radio lets you enjoy commercial-free music, plus sports, news, entertainment, and every premium channel with your 6-month All Access trial subscription.² The voice-activated Navigation System offers you EcoRoute turn-by-turn directions for maximum efficiency on every trip. It also includes a 5-year subscription to SiriusXM Traffic and Travel Link® services. These features provide detailed traffic information on accidents, construction and road closures, plus local and national weather forecasts, fuel prices and more.



Available equipment.



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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. ²Trial subscription also includes access to SiriusXM Internet Radio on your computer, smartphone or tablet. Satellite and Internet Radio lineups vary slightly.

Enjoy eco-friendly comfort.

With seating for up to 5, Focus Electric features a restyled interior for 2015 that includes a new climate control panel, floor console with adjustable cupholders and revised seat trim. Its eco-friendly materials remain.

Environmentally friendly cloth seats are the first in the industry made with REPREVE® yarn – a sustainable fabric produced from recycled content that helps offset the production of new raw materials, saving energy and resources.

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 climate control system filters air entering the cabin by sending it through a particulate cabin filter.

100% recycled polyester material is used in the floor carpet – yet another element inside Focus Electric designed with the future in mind.

RECYCLED PLASTIC



IN SEAT FABRIC

HEATED



FRONT SEATS

PUSH-BUTTON



START



Organize with efficiency as well.

On multiple levels. Whether you're parking at the market or loading supplies for the garden, stay organized on the go with the versatile Cargo Management System. With it, you have 2 tiers of covered storage to keep your belongings out of sight.

A sturdy, carpeted shelf creates the upper level. The lower level consists of a large central bin flanked by 2 smaller ones. And when you 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.

Making it easy to park and load, a standard rear view camera¹ helps you get in perfect position. Shift Focus Electric into Reverse and an image of what's behind the vehicle is shown on the SYNC® with MyFord Touch® 8" color LCD screen that centers the instrument panel.

¹Features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle.



Strengthen your peace of mind.

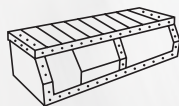
With the same Trinity front-crash structure and SPACE (Side Protection And Cabin Enhancement) Architecture as the gas-powered Focus, over 55% of the Focus Electric body structure is made from high-strength and ultra-high-strength steel.

The 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.

Engineered to manage crash energy, SPACE Architecture® includes lateral floor reinforcement structures and door reinforcements.

An added measure of handling confidence is derived from standard AdvanceTrac® electronic stability control.¹ Constantly monitoring road conditions and driver responses, the system can automatically adjust engine power and apply the brakes to help keep all 4 wheels of Focus Electric firmly planted.

STEEL-ENCASED



BATTERY



SECURE

PORT PLACEMENT



2014 SAFETY RATING²

Performance Blue. 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.

²2014 model tested. Government's 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).

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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
6.6-kW onboard charger
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
6-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, storage and 2 cupholders
Cruise control
Dual-zone electronic automatic temperature control
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
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



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. ⁴Actual mileage will vary. MPGe is the EPA equivalent measure of gasoline fuel efficiency for electric mode operation. ⁵Ford electrified vehicles include Focus Electric, C-MAX Hybrid, C-MAX Energi Plug-In Hybrid, Fusion Hybrid, Fusion Energi Plug-In Hybrid. Talk with your local SunPower dealer to find out if lease programs are available in your state. ⁶Additional charge.

SYNC® with MyFord Touch® voice-activated, in-vehicle connectivity system with unique electric vehicle driving screens; 8" color LCD touch screen in center stack; 2 configurable 4.2" color LCD displays in instrument cluster; and media hub with 2 USB ports, SD card reader and audio input jack; includes SYNC Services ¹
Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link® services with 5-year subscription
Exterior
17" 15-spoke aluminum wheels with P225/50R17LRR tires
Body-color rear spoiler
LED-illuminated external charge port with 120-/240-volt capable connector and "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
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 (rear seat positions)
MyKey®
Perimeter alarm
Rear view camera
SecuriLock® Passive Anti-Theft System
Side-intrusion door beams

Drive green for life.™

Help lower your energy costs and lessen GHG emissions with this special offer for Focus Electric owners.³ Get a \$750 rebate on a home system from SunPower® to generate solar energy to charge your vehicle and your home. With each installed solar system, SunPower will donate \$500 to support the Sierra Club's work, such as its electric vehicle, solar energy, and clean air campaigns. For more information, visit sunpower.com/drivegreen.



17" 15-Spoke Aluminum Standard

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 bag by THULE® ³
Charge door decal
Full vehicle cover
Leather-trimmed seats with 6-way power driver's seat

Engine/EPA-Estimated Ratings & Dimensions

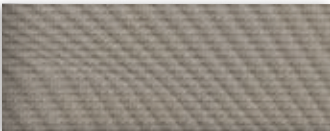
Battery
23-kWh liquid-cooled lithium-ion
Motor
107-kW electric
Horsepower/torque equivalent: 143 hp/184 lb.-ft. of torque with single-speed transmission
2015 EPA-Estimated Fuel Economy Equivalent⁴
110 city/99 hwy/105 combined MPGe
Exterior
Wheelbase
Length
Height
Width – Mirrors folded
Width – Including mirrors
Interior
Head room
Shoulder room
Leg room

Capacities (cu. ft.)
Passenger volume
Luggage capacity
Total interior volume
Cargo Management System cargo volume
Dimensions may vary by trim level.

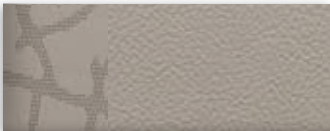
Exteriors

White Platinum Tri-coat Metallic	Oxford White
Ingot Silver	Ruby Red Tinted Clearcoat Metallic
Blue Candy Tinted Clearcoat Metallic	Performance Blue
Tectonic	Magnetic
	Tuxedo Black

Interiors



1 Medium Light Stone Cloth – Standard



2 Light Stone Leather – Available

Exteriors	Interiors
White Platinum Tri-coat Metallic ⁶	1 2
Oxford White	1 2
Ingot Silver	1 2
Ruby Red Tinted Clearcoat Metallic ⁶	1 2
Blue Candy Tinted Clearcoat Metallic ⁶	1 2
Performance Blue	1 2
Tectonic	1 2
Magnetic	1 2
Tuxedo Black	1 2

Bring these colors to life



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



Focus Electric in Ruby Red Tinted Clearcoat Metallic accessorized with side window deflectors, lower bodyside graphics, rear spoiler winglets, molded splash guards, and roof-mounted crossbars by THULE®¹

Charge door decal

Charge cord bag by THULE¹

All-weather floor mats

Full vehicle cover

Exterior

Ford custom graphics¹
Hood protector¹
Racks and carriers¹
Rear bumper protector
Rear spoiler

Interior

Ash cup/coin holders
Cargo organizers and protectors
Carpeted floor mats
Door sill plates
Sport pedals
Tablet cradle¹

Electronics

Bumper-mounted warning sensor¹
Pedestrian alert kit
Vehicle Security System

Wheels

Wheel lock kit



Learn more about
your Focus Electric



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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. 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.

Ford Original Accessories will be 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.

Comparisons based on competitive models (class is Small Electric Cars), 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.

After trial period expires, SiriusXM Satellite Radio, SiriusXM Traffic and Travel Link subscriptions are sold separately or as a package and are continuous until you call SiriusXM to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. SiriusXM Traffic and Travel Link available in select markets. For more information, see www.siriusxm.com/travelink or www.siriusxm.com/traffic. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. 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. REPVE is a registered trademark of Unifi, Inc. Sony is a registered trademark of the Sony Corporation. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc. THULE is a registered trademark of Thule Sweden AB.

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