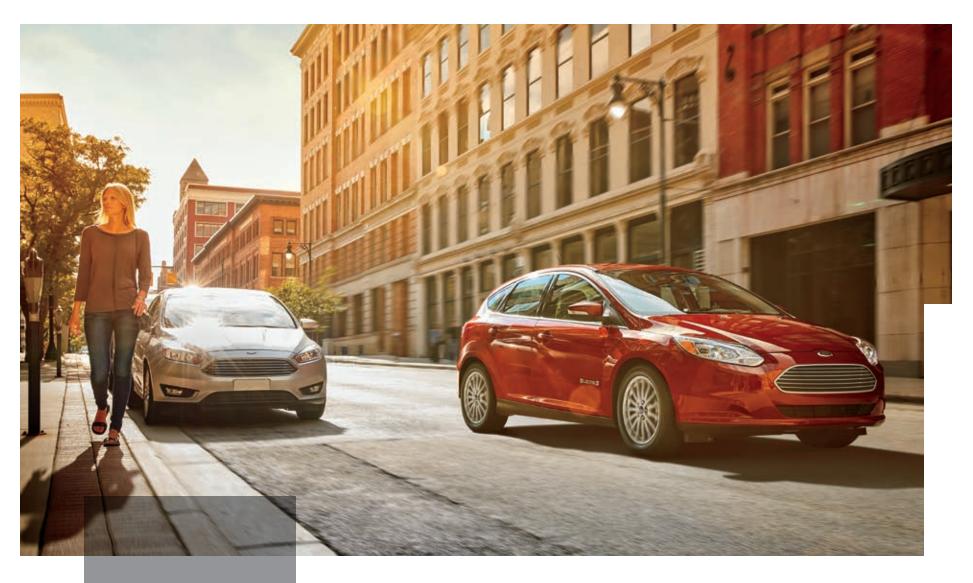




# FAST CHARGE INTO THE FUTURE.

Performance with a conscience. No gas required. No oil changes needed. No  $\rm CO_2$  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 MPGe<sup>1</sup> and an EPA-estimated driving range of 115 miles! And you can track your efficiency with the SmartGauge<sup>®</sup> 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.





## 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**

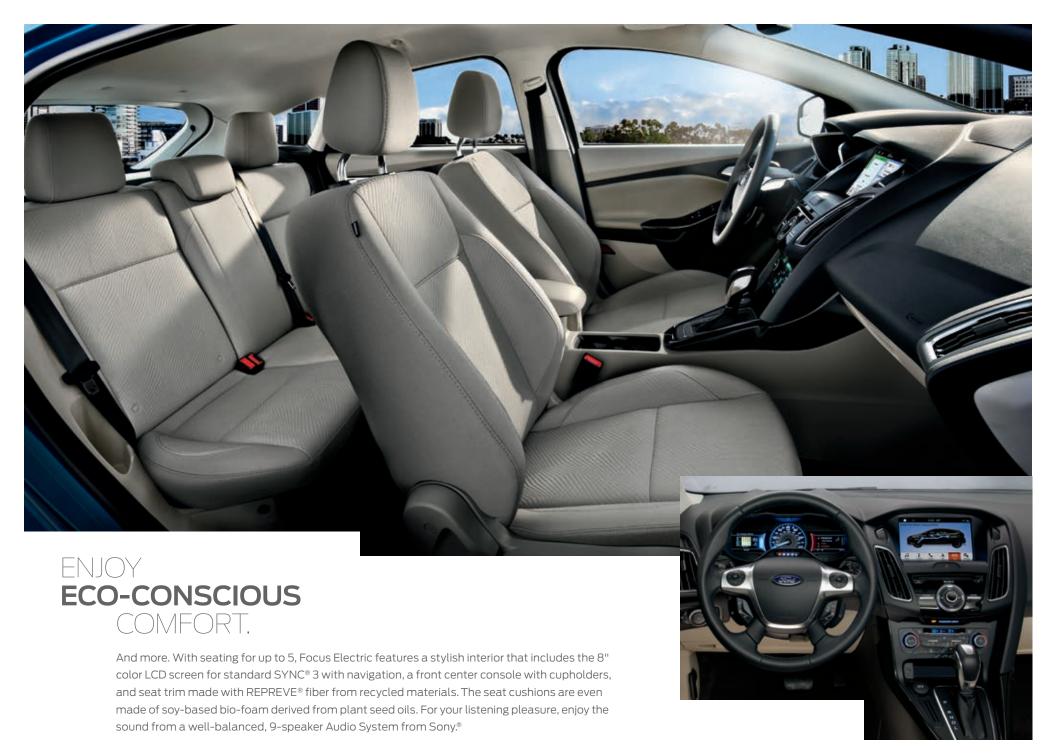
Our Regenerative Braking System captures brake energy and uses it to help charge the advanced, liquid-cooled 33.5-kWh battery and extend your range. The Brake Coach screen helps you maximize the amount of energy returned through the system.

#### 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.™











# SYNC3 STAY CONNECTED ON THE MOVE.

Imagine controlling calls, music and more with just a touch and your voice. SYNC®  $3^1$  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.

#### **2018 Focus Electric** | ford.com







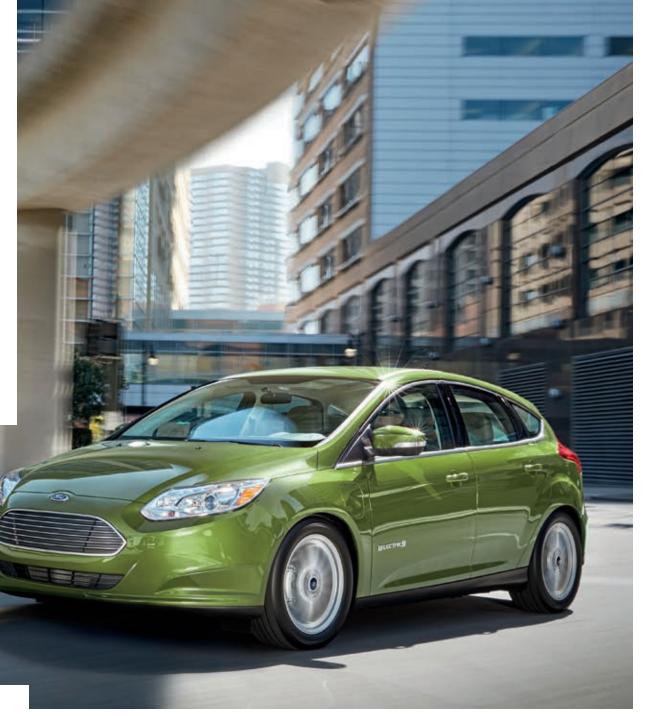
design of Focus Electric allows for quick, convenient access to the cargo area.

### **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



Medium Light Stone Cloth – Standard



Outrageous Green Metallic Tinted Clearcoat



Hot Pepper Red Metallic Tinted Clearcoat



Magnetic



Shadow Black



Light Stone Leather – Available



		INTERIOR		
Exterior	White Platinum Metallic Tri-coat <sup>1</sup>	1	2	
	Oxford White	1	2	
	Ingot Silver <sup>2</sup>	1	2	
	White Gold <sup>2</sup>	1	2	
	Outrageous Green Metallic Tinted Clearcoat <sup>1</sup>	1	2	
	Hot Pepper Red Metallic Tinted Clearcoat <sup>1</sup>	1	2	
	Magnetic <sup>2</sup>	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<sup>™</sup> for driver and front passenger includes dual-stage front airbags,<sup>2</sup> 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**

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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, 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 carriers¹.²
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.

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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.