

2018

# FOCUS ELECTRIC



Go Further



## FAST CHARGE INTO THE FUTURE.

Performance with a conscience. No gas required. No oil changes needed. No CO<sub>2</sub> 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<sup>1</sup>. 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.

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Hot Pepper Red Metallic Tinted Clearcoat. Available equipment. <sup>1</sup>EPA-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](http://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 hours<sup>1</sup> using a Ford recommended AeroVironment™ 240V/30-amp home charging station.<sup>2</sup> 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 app<sup>3</sup> 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.** <sup>1</sup>Charge times vary. See owner's manual for details. <sup>2</sup>Available feature. To begin the process, call 1-888-219-6747 or visit [evolutions.com/ford](http://evolutions.com/ford). Charging stations are available with or without full installation services by AeroVironment. <sup>3</sup>MyFord 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](http://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 APP<sup>2</sup>**

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<sup>®3</sup>**

Voice control for your favorite  
compatible mobile apps  
Spotify<sup>®</sup> ♦ Pandora<sup>®</sup> ♦ and more



**APPLE CARPLAY™  
COMPATIBILITY<sup>4</sup>**

Use Siri to interact with your iPhone  
Access your favorite songs and  
playlists in Apple Music<sup>®</sup>  
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<sup>®</sup> TRAFFIC  
& TRAVEL LINK<sup>®5</sup>**

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™  
COMPATIBILITY<sup>4</sup>**

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<sup>®</sup> 3<sup>1</sup> 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<sup>®</sup> into Focus Electric with Siri Eyes Free and your paired iPhone<sup>®</sup>. 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 camera<sup>1</sup> 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<sup>®</sup> 3 color LCD screen that centers the instrument panel.

With the versatile cargo organizer,<sup>2</sup> 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 <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 subscription<sup>1</sup>  
 Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription<sup>1</sup>  
 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,<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 airbags<sup>2</sup>  
 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®<sup>3</sup>  
 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 equivalent<sup>4</sup>  
 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<sup>®1</sup> lower bodyside graphics, rear spoiler winglets, molded splash guards, and roof-mounted crossbars by THULE<sup>®1,2</sup>

[accessories.ford.com](http://accessories.ford.com)

### Exterior

- Full vehicle cover<sup>1</sup> (A)
- Graphics<sup>1</sup>
- Graphic kits
- Hood protector<sup>1</sup>
- Racks and carriers<sup>1,2</sup>
- Rear bumper protector
- Rear spoilers
- Side window deflectors<sup>1</sup>
- Splash guards

### Interior

- All-weather floor mats (B)
- Ash cup/coin holders
- Carbon-fiber door spears
- Cargo organizers (C)
- Carpeted floor mats
- Charge cord bag<sup>1</sup> (D)
- Door-sill plates
- First aid and roadside assistance kits<sup>1</sup>
- Tablet cradle<sup>1</sup>

### Electronics

- Bullfrog<sup>®</sup> portable Bluetooth<sup>®</sup> speakers<sup>1</sup>
- Rear seat entertainment<sup>1</sup>
- 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](http://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](http://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.

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