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.
The 2018 Focus Electric has an EPA-estimated rating of 118 city MPGe and an EPA-estimated driving range of 115 miles! 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.
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™.

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.

²MyFord 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 REPREVE® 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®.
SYNC 3

STAY CONNECTED ON THE MOVE.

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

FORDPASS™ SMARTPHONE APP
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
Voice control for your favorite compatible mobile apps
Spotify® • Pandora® • and more

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

SIRIUSXM® TRAFFIC & TRAVEL LINK®
Complimentary for 5 years
Real-time traffic updates
Fuel station locations and prices
Current and forecasted weather
Movie locations and showtimes
Sports scores

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APPLE CARPLAY™ COMPATIBILITY
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

ANDROID AUTO™ COMPATIBILITY
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

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1Don’t drive while distracted. Use voice-operated systems when possible; don’t use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. 2Available via download and compatible with select smartphone platforms. Learn more at fordpass.com. Message and data rates may apply. 3Commands may vary by phone and AppLink software. 4Requires phone with active data service and compatible software. SYNC does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality. 5Certain restrictions, 3rd-party terms, or message and data rates may apply. See footnote 1 in “Standard Features” section of Specifications and your Ford Dealer for details.
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.

¹Driver-assist features are supplemental and do not replace the driver’s attention, judgment and need to control the vehicle. ²Available feature. Ford Original Accessory.
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.

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

EXTERIORS/INTERIORS/WHEELS

White Platinum Metallic Tri-coat
Oxford White
Ingot Silver
White Gold

Outrageous Green Metallic Tinted Clearcoat
Hot Pepper Red Metallic Tinted Clearcoat
Magnetic
Shadow Black

Medium Light Stone Cloth – Standard
Light Stone Leather – Available

INTERIOR

<table>
<thead>
<tr>
<th>Exterior</th>
<th>1</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Platinum Metallic Tri-coat</td>
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<td>2</td>
</tr>
<tr>
<td>Oxford White</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Ingot Silver</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>White Gold</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Outrageous Green Metallic Tinted Clearcoat</td>
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<td>2</td>
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<tr>
<td>Hot Pepper Red Metallic Tinted Clearcoat</td>
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<td>2</td>
</tr>
<tr>
<td>Magnetic</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Shadow Black</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

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
- Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription
- 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, 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
- 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®
- Full vehicle cover
- Leather-trimmed seats with 8-way power driver’s seat

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**POWERTRAIN/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* 118 city/96 hwy/107 combined MPGe

**DIMENSIONS**

<table>
<thead>
<tr>
<th>Exterior</th>
<th>104.3&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headroom</td>
<td>38.3&quot;/38.0&quot;</td>
</tr>
<tr>
<td>Legroom</td>
<td>43.1&quot; (max.)/33.2&quot;</td>
</tr>
<tr>
<td>Hiproom</td>
<td>53.9&quot;/52.8&quot;</td>
</tr>
<tr>
<td>Shoulder room</td>
<td>55.6&quot;/52.6&quot;</td>
</tr>
</tbody>
</table>

**Capacities (cu. ft.)**
- Passenger volume: 90.0
- Cargo volume behind front seats: 33.2
- Cargo volume behind rear seats: 14.2

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*After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package, by SiriusXM Radio Inc. See SiriusXM Customer Agreement for complete details at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI. *Always wear your safety belt and secure children in the rear seat. *Ford Licensed Accessory. *Actual mileage will vary. MPGe is the EPA equivalent measure of gasoline fuel efficiency for electric mode operation.
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®

**Exterior**
- Full vehicle cover (A)
- Graphics
- Graphic kits
- Hood protector
- Racks and carriers
- Rear bumper protector
- Rear spoilers
- Side window deflectors
- 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 (D)
- Door sill plates
- First aid and roadside assistance kits
- Tablet cradle

**Electronics**
- Bullfrog portable Bluetooth®
- Rear seat entertainment
- 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
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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
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without incurring obligations. Your Ford Dealer is the best source of the most
up-to-date information on Ford vehicles.

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