

Go Further



2017 FOCUS ELECTRIC
2017 FOCUS ELECTRIC
Ford

ELECTRIC

ZERO CO₂ EMISSIONS. 100% REWARDING.

Performance with a conscience. No gas required. No oil changes needed. No CO₂ emissions. Just 100% guilt-free driving fun made even more convenient for 2017 with new standard DC fast charge capability. That's Focus Electric.





CLEAN. FUN. AND IMPRESSIVE.

The 2017 Focus Electric has an EPA-estimated rating of 118 city MPGe¹ and an EPA-estimated driving range of 115 miles¹. With a top speed of 84 mph, its smooth acceleration will grab your attention. 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. And you can track your efficiency with the SmartGauge[®] with EcoGuide. It helps you monitor your instantaneous energy use and lets you see how it relates to your overall energy consumption.

2017 Ford Focus Electric | ford.com

Focus Electric in Blue Candy Metallic Tinted Clearcoat with available equipment. ¹EPA-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. Actual range varies with conditions such as external elements, driving behaviors, vehicle maintenance and lithium-ion battery age.





STANDARD DC FAST CHARGE CAPABILITY KEEPS YOU ON THE GO. A new charge port (SAE J1772 Combined Charging System Standard) on the 2017 Focus Electric gives it DC fast charge capability. Focus Electric is now able to receive an 80% charge in an estimated 32 minutes when plugged into a charger capable of delivering 150 amps. So in the time it takes to meet friends for lunch, 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 your Focus Electric into any 120V wall outlet and charge it overnight. No matter which option you choose, Focus Electric can let you know when it's ready 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.

Focus Electric also recharges as you drive thanks to our Regenerative Braking System, which 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 Regenerative Braking System.

Easily monitor and schedule charging with 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 the app on the App Store® and Google Play.™

Find a charge with the MyFord Mobile app.



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Focus Electric in Blue Candy Metallic Tinted Clearcoat with available equipment. ¹Charge times vary. See owner's manual for details. ²Available feature. To begin the process, call 1-888-219-6747 or visit evolutions.com/ford. Charging stations are available with or without full installation services by AeroVironment. ³MyFord 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 cellular network. Evolving technology and cellular networks may affect future availability and functionality.





EXPERIENCE ECO-CONSCIOUS COMFORT. AND MORE. With seating for up to 5, Focus Electric features a stylish interior that includes the 8" color LCD screen of standard SYNC® 3, a floor 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®. Listen to everything you love with SiriusXM®. Get over 150 channels including all genres of commercial-free music, plus every major sport and the best talk, news, comedy and entertainment. And you'll hear it all with a 6-month trial subscription to the All Access package, included with your new Focus Electric. So you can rock your ride, plus listen anywhere online and on the SiriusXM app.





SYNC 3

In addition to all the voice-activated benefits of SYNC^{®1} – placing and answering calls, and controlling music from your devices – you'll love the easy-to-use interface of SYNC 3! An 8" color LCD screen displays phone, audio and navigation features. Enhanced voice recognition lets you give simple commands. A capacitive touchscreen includes a convenient swipe feature, as well as pinch-to-zoom functionality within navigation. SYNC 3 also brings you the options of Apple CarPlay^{™2} and Android Auto^{™3}

Voice-Activated Navigation System

Includes a 5-year complimentary trial subscription to SiriusXM[®] Traffic and Travel Link[®] services.⁴ Global Positioning System (GPS) technology is combined with available 3-D mapping and provides voice-guided turn-by-turn directions. You'll get detailed traffic information, plus current and forecasted weather and fuel station locations and prices.

SYNC AppLink

Use your voice to control some of your favorite compatible mobile apps (like Pandora[®] and iHeartRadio[®]), thanks to standard SYNC AppLink.⁵

Siri Seamless Integration

Bring the power of Siri[®] into Focus Electric with Siri Eyes Free[®], your paired iPhone[®] and a long press of the voice-recognition button on the steering wheel.

Automatic Updates Over Wi-Fi

Keep SYNC 3 current with the latest software as new updates become available.⁷ All you need is a Wi-Fi[®] connection.

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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. Message and data rates may apply. ²Requires phone with compatible version of Apple iOS and active data service. SYNC does not control Apple CarPlay while in use. Apple is solely responsible for their functionality. Message and data rates may apply. ³Requires phone with compatible version of Android Auto and active data service. SYNC does not control Android Auto while in use. Google and other third parties are responsible for their respective functionality. Message and data rates may apply. ⁴SiriusXM audio and data services each require a subscription sold separately, or as a package, by SiriusXM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI. ⁵SYNC AppLink is available on select models and compatible with select smartphone platforms and requires any compatible apps to be installed and running on a capable smartphone while connected to SYNC. Commands may vary by phone and AppLink software. Message and data rates may apply. ⁶Requires SYNC 3. ⁷Optional Navigation System map updates cannot be received via Wi-Fi and require a separate update.





STAY ORGANIZED ON THE GO.

Whether you're parking at the market or loading supplies for the garden, Focus Electric has the tools to help you do both with ease. A standard rear view camera¹ helps you get in perfect position, making it easy to park and load. As soon as you shift Focus Electric into Reverse, 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 creates the upper level. The lower level consists of a large compartment flanked by 2 smaller ones. 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. The hatchback design of Focus Electric allows for quick, convenient access to the cargo area.

Cargo organizer allows for a flat load surface.²





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 standard 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 of Focus Electric firmly planted. While the HID headlamps and LED taillamps help light your way.

POWERTRAIN/EPA-ESTIMATED RATINGS/DIMENSIONS

Battery 33.5-kWh liquid-cooled lithium-ion	Interior Head room	Front/Rear 38.3"/38.0"
Motor 107-kW electric	Leg room	43.1" (max.)/33.2"
Horsepower/torque equivalent: 143 hp/184 lb.-ft. of torque with single-speed transmission	Shoulder room	55.6"/52.6"
EPA-Estimated Fuel Economy Equivalent² 118 city/96 hwy/107 combined MPGe	Capacities (cu. ft.) Passenger volume	90.0
	Cargo volume behind front seats	33.2
	Cargo volume behind rear seats	14.2
Exterior Wheelbase	104.3"	
Length	172.9"	
Height	58.2"	
Width – Mirrors folded	74.1"	
Width – Including mirrors	80.5"	

STANDARD FEATURES

Mechanical

Motor – 107-kW electric
 Transmission – Single-speed automatic
 Battery system – 33.5-kWh liquid-cooled lithium-ion
 120-volt convenience charge cord
 6.6-kW onboard charger
 Brakes – Regenerative Braking System with 4-wheel disc
 Anti-Lock Brake System (ABS)
 Combined Charging System (CCS) charge port capable of 120V, 240V and direct current (DC fast charge)
 Front-wheel drive (FWD)
 Steering – Electric power-assisted (EPAS)

Driver-Assist Technology

Autolamp
 Hill start assist
 Reverse Sensing System
 SYNC® 3 which includes 8" color LCD capacitive touchscreen in center stack with swiping capability, 911 Assist,® AppLink,® and 2 smart-charging USB ports

Seating

5-passenger seating
 4-way adjustable front and 2-way adjustable rear head restraints
 Front – 6-way manual driver seat
 Front – 4-way manual passenger seat
 Front – Heated
 Rear – 60/40 split-fold seat
 Trim – Cloth, 100%-sustainable seat fabric

Interior

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
 Climate controls – Dual-zone electronic automatic temperature control
 Console – Front center with storage, armrest and 2 cupholders
 Cruise control
 Door locks – Power
 Flooring – Front and rear carpeted floor mats
 Ignition – Intelligent Access with push-button start
 MyFord® Mobile app with 5-year service agreement
 Remote Start System with cabin air preconditioning
 Shifter knob – Leather-wrapped
 SmartGauge® with EcoGuide
 Steering column – Manual-tilt-/telescoping
 Steering wheel – Leather-wrapped with cruise, audio and 5-way controls
 Windows – Power with one-touch-up-/down feature

Exterior

17" 15-spoke Sparkle Silver-painted aluminum wheels with P225/50R17LRR tires
 Headlamps – High-intensity discharge (HID) with LED signature lighting
 Mirrors – Body-color, power, heated sideview with integrated blind spot mirrors, turn signal indicators and security approach lamps
 Rear spoiler – Body-color
 Rear-window defroster
 Taillamps – LED
 Tire inflator and sealant kit

Safety & Security

Airbags – Personal Safety System™ for driver and front passenger includes dual-stage front airbags,³ 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
 Airbag – Driver's knee³
 Airbags – Front-seat side³
 Airbags – 2-row side-curtain³
 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®
 Perimeter alarm
 Rear view camera
 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®⁴
 Full vehicle cover
 Leather-trimmed seats with 8-way power driver's seat

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.

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.

²Actual mileage will vary. MPGe is the EPA equivalent measure of gasoline fuel efficiency for electric mode operation. ³Always wear your safety belt and secure children in the rear seat. ⁴Ford Licensed Accessory.

EXTERIOR & INTERIOR CHOICES

		INTERIOR	
Exterior	White Platinum Metallic Tri-coat ¹	1	2
	Oxford White	1	2
	Ingot Silver ²	1	2
	White Gold ²	1	2
	Ruby Red Metallic Tinted Clearcoat ¹	1	2
	Blue Candy Metallic Tinted Clearcoat ¹	1	2
	Kona Blue ²	1	2
	Magnetic ²	1	2
Shadow Black	1	2	



17" 15-Spoke Sparkle Silver-Painted Aluminum



White Platinum Metallic Tri-coat



Oxford White



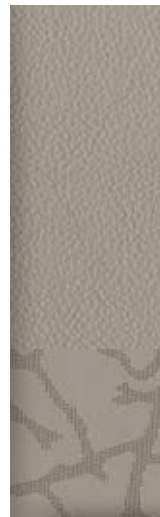
Ingot Silver



White Gold



Ruby Red Metallic Tinted Clearcoat



Light Stone Leather – Available

2



Blue Candy Metallic Tinted Clearcoat



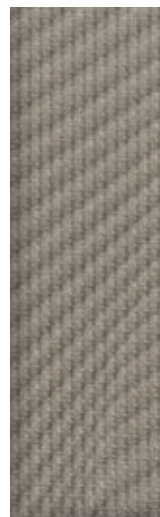
Kona Blue



Magnetic



Shadow Black



Medium Light Stone Cloth – Standard

1



Drive Green For Life.™

A rebate may be in your bright future. Ford customers who own a Focus Electric may be eligible for a \$750 rebate on a SunPower® residential solar system that generates clean, solar energy for the home and electric vehicle charging.³ The Sierra Club, a Drive Green For Life partner, will receive a \$500 donation for each SunPower rooftop solar system installed through the program. For more information, contact SunPower Corporation at sunpowercorp.com/drivegreen.

Colors are representative only. See your dealer for actual paint/trim options. ¹Additional charge. ²Metallic. ³Talk with your local SunPower dealer to find out if lease programs are available in your state.



FORD ACCESSORIES

Focus Electric in Ruby 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

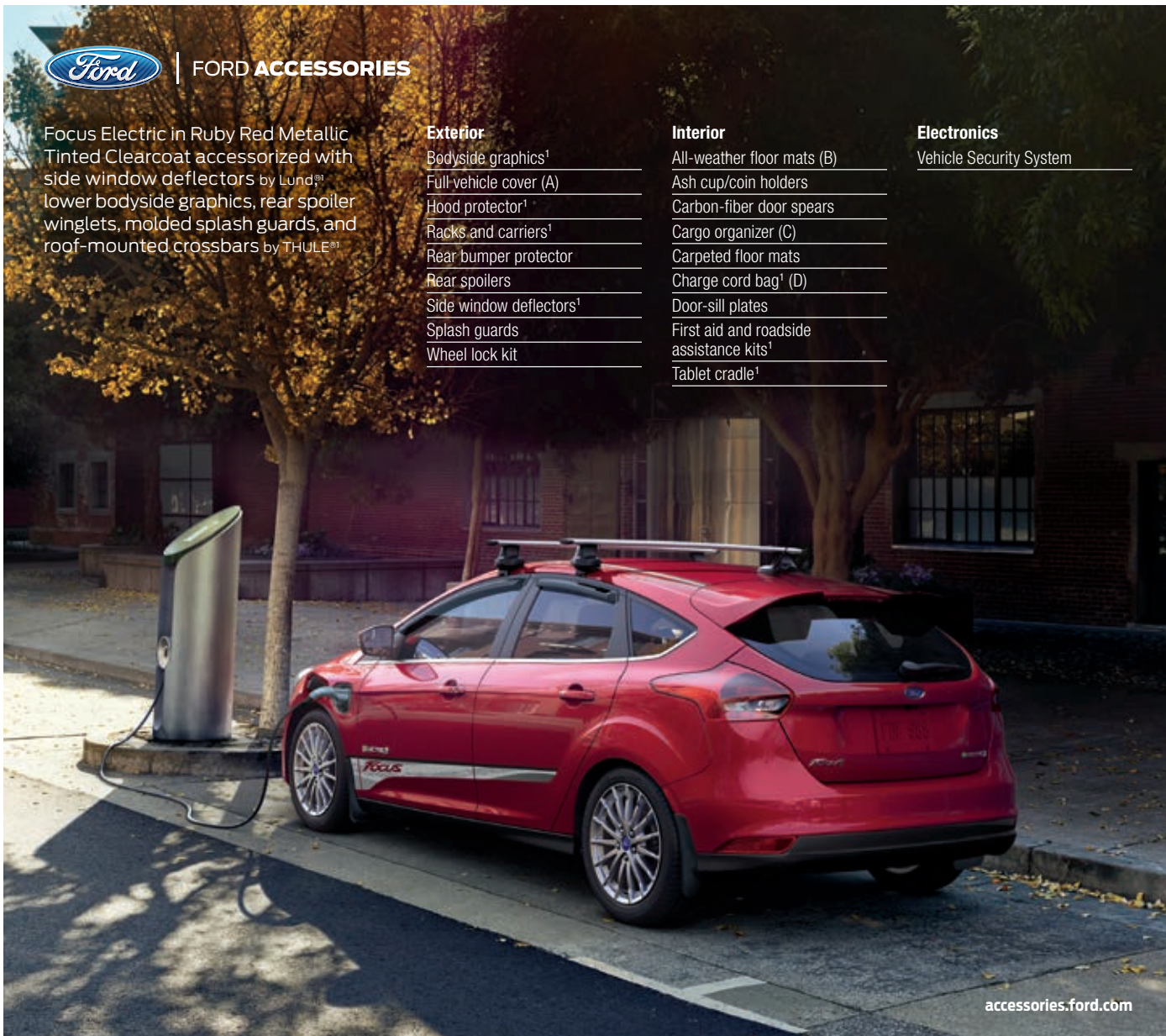
- Bodyside graphics¹
- Full-vehicle cover (A)
- Hood protector¹
- Racks and carriers¹
- Rear bumper protector
- Rear spoilers
- Side window deflectors¹
- Splash guards
- Wheel lock kit

Interior

- All-weather floor mats (B)
- Ash cup/coin holders
- Carbon-fiber door spears
- Cargo organizer (C)
- Carpeted floor mats
- Charge cord bag¹ (D)
- Door-sill plates
- First aid and roadside assistance kits¹
- Tablet cradle¹

Electronics

- Vehicle Security System



accessories.ford.com



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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¹Ford Licensed Accessory.