

2016 | **FOCUS ELECTRIC**



Go Further



100% electrifying performance.

2016 Ford Focus Electric needs zero gas, zero oil changes and produces zero CO₂ emissions. It delivers 100% guilt-free driving fun in an all-electric vehicle. Plus, it utilizes smart technologies like our next generation of voice-activated, hands-free calling – introducing SYNC® 3.¹

Ruby Red Metallic Tinted Clearcoat. Available equipment.

¹Driving while distracted can result in loss of vehicle control. Only use SYNC/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. Message and data rates may apply.

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Good. Clean. Fun.

The 2016 Focus Electric delivers guilt-free driving fun and impressive mileage. It has 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 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. HID headlamps and LED taillamps help light the way.

Track your efficiency with the next-generation SmartGauge[®] with EcoGuide. It helps you monitor your instantaneous energy use and lets you see how it relates to your overall energy budget.

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.

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Full charge ahead.

Focus Electric is easy to operate and easy to keep charged. Thanks to a rapidly expanding network of public charging stations, you can plug in and recharge your Focus Electric – as needed. Even in town while you're running errands.



Recharge at home in approximately 3.6 hours using a Ford recommended AeroVironment™ 240V/30 AMP 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 Metallic Tinted Clearcoat. Available equipment.



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¹Available 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. ²MyFord 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 2.5G independent cellular network. Evolving technology and cellular networks may affect future availability and functionality. ³Effectiveness of cabin conditioning may be reduced by extreme outside temperatures when using 120-volt charging.

Engage your connections.

Introducing SYNC® 3.¹ Our next generation of voice-activated technology with an easy-to-use new design and features. SYNC helps you keep your eyes on the road and hands on the wheel. SYNC. Say the word.[®]

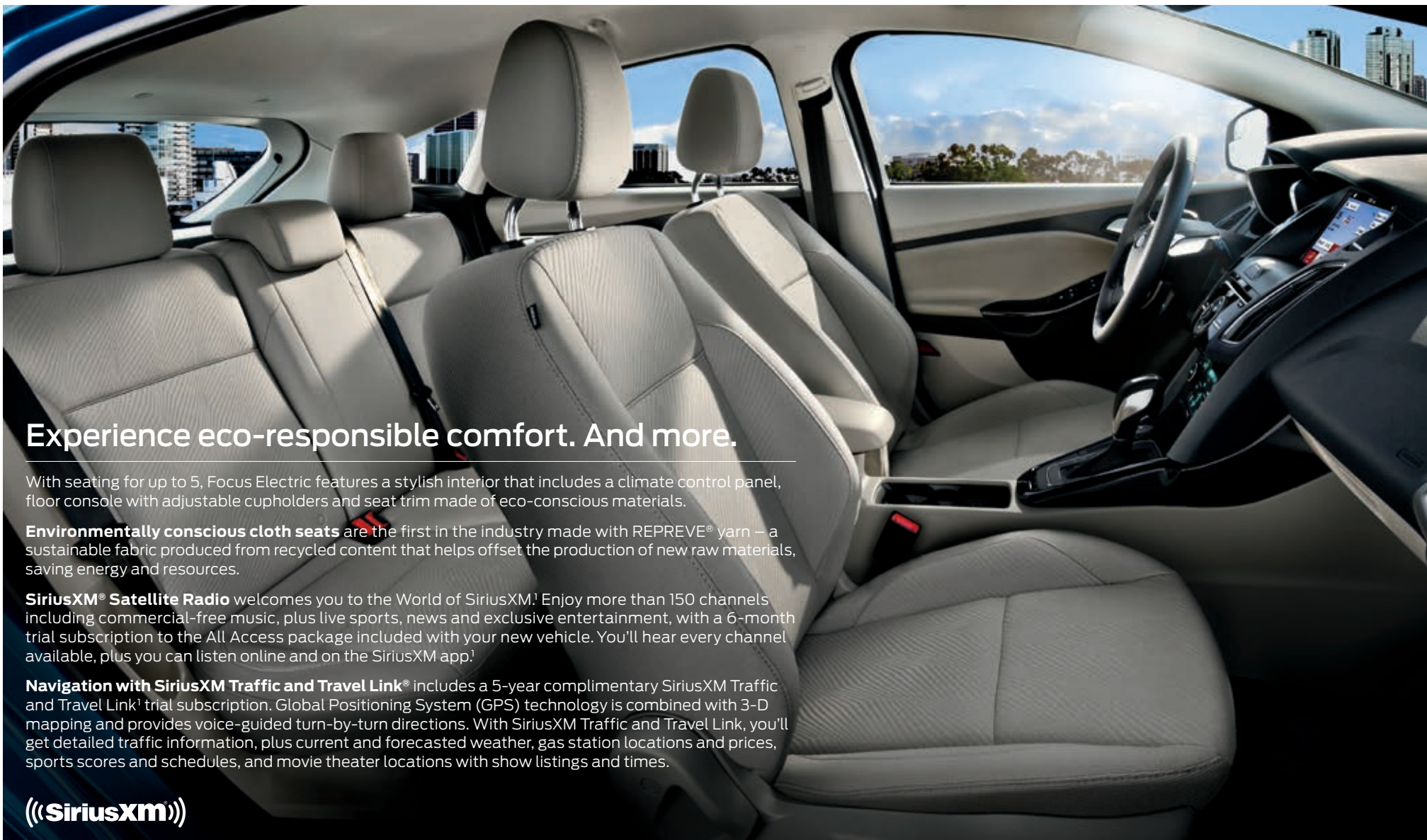
- **Hands-free calling** lets you make a call with a simple push of a button along with the sound of your voice.
- **Automatic phone book download** transfers the names and numbers in your compatible phone automatically, once paired.
- **Voice-activated music commands** let you say what music you want to hear and listen to it easily with voice-activated search, or say “Bluetooth[®] audio” to stream content from your phone.
- **SYNC AppLink^{™2}** lets you control some of your favorite compatible mobile apps with your voice.
- **911 Assist^{®3}** is a convenient no-charge feature that allows you to connect your compatible cell phone to help call 911 in the event of an accident.
- **New hardware meets new software** on the easy-to-read color LCD touch screen that displays phone, audio and navigation functions.
- **High-speed performance** means you’ll experience quick responses to your commands. Plus, the capacitive touch screen includes a convenient swipe feature similar to your smartphone (as well as pinch-to-zoom capability within navigation).
- **Enhanced voice recognition** lets you talk with simple, real-world voice commands and the system responds naturally to your voice.
- **Easy destination entry** feature within navigation helps you locate your favorite restaurants, nearest ATM and more.
- **Siri[®] seamless integration** brings the power of Siri Eyes Free⁴ and your iPhone^{®4} into your vehicle.
- **Automatic updates over Wi-Fi^{®5}** let you keep SYNC 3 up-to-date with the latest software as new updates become available.

| SYNC

SYNC 3. Available equipment.



¹Driving while distracted can result in loss of vehicle control. Only use SYNC/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. Message and data rates may apply. ²SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and AppLink software. ³The vehicle's electrical system (including the battery), the wireless service provider's signal and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed. When the feature is ON, 911 Assist uses your paired and connected mobile phone to assist occupants to contact emergency services by dialing 911 if your airbag deploys or, on certain vehicles, if the emergency fuel pump shut-off is activated. Aftermarket on-board diagnostic devices may interfere with various vehicle systems including Vehicle Health Report and 911 Assist. To avoid interference, remove the device or contact the device maker for more information on compatibility. ⁴You must have a Bluetooth-enabled phone paired to your SYNC system. ⁵Navigation System map updates cannot be received via Wi-Fi and require a separate update.



Experience eco-responsible comfort. And more.

With seating for up to 5, Focus Electric features a stylish interior that includes a climate control panel, floor console with adjustable cupholders and seat trim made of eco-conscious materials.

Environmentally conscious 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.

SiriusXM® Satellite Radio welcomes you to the World of SiriusXM! Enjoy more than 150 channels including commercial-free music, plus live sports, news and exclusive entertainment, with a 6-month trial subscription to the All Access package included with your new vehicle. You'll hear every channel available, plus you can listen online and on the SiriusXM app!

Navigation with SiriusXM Traffic and Travel Link® includes a 5-year complimentary SiriusXM Traffic and Travel Link¹ trial subscription. Global Positioning System (GPS) technology is combined with 3-D mapping and provides voice-guided turn-by-turn directions. With SiriusXM Traffic and Travel Link, you'll get detailed traffic information, plus current and forecasted weather, gas station locations and prices, sports scores and schedules, and movie theater locations with show listings and times.



RECYCLED PLASTIC



IN SEAT FABRIC

HEATED



FRONT SEATS

PUSH-BUTTON



START

Medium Light Stone cloth trim.

¹SiriusXM Satellite Radio, SiriusXM Traffic and SiriusXM Travel Link subscriptions are sold separately or as a package by SiriusXM after your trial period, and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. 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. All fees and programming subject to change. See Customer Agreement for complete terms and more information at www.siriusxm.com.



Organize with efficiency as well.

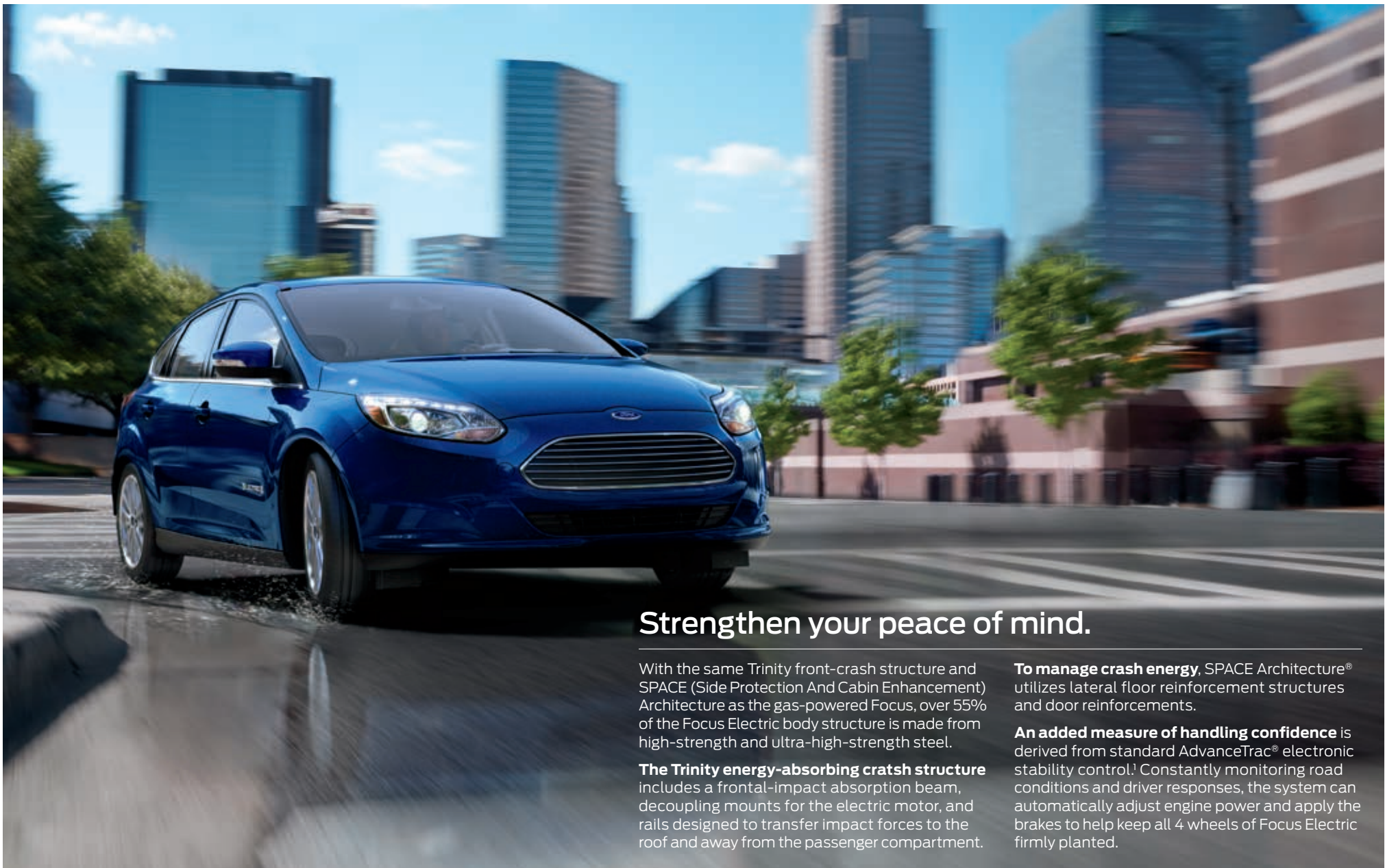
On multiple levels. Whether you're parking at the market or loading supplies for the garden, stay organized on the go with the versatile Cargo Management System. With it, you have 2 tiers of covered storage to keep your belongings out of sight.

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[®] 3 color LCD screen that centers the instrument panel.

¹Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle.



Strengthen your peace of mind.

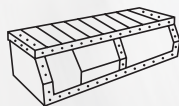
With the same Trinity front-crash structure and SPACE (Side Protection And Cabin Enhancement) Architecture as the gas-powered Focus, over 55% of the Focus Electric body structure is made from high-strength and ultra-high-strength steel.

The 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.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

ADVANCETRAC
ELECTRONIC STABILITY CONTROL¹



Kona 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.

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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 (EPAS)
Front-wheel drive (FWD)
Regenerative Braking System

Seating

5-person seating
6-way manual driver's seat
4-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 controls

SYNC® 3 Enhanced Voice Recognition Communications and Entertainment System with 8" color LCD touch screen in center stack with swiping capability, 911 Assist®, AppLink™ and 2 smart-charging USB ports

Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription

Exterior

17" 15-spoke Sparkle Silver-painted 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 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
2-row side-curtain airbags¹
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 airbag¹
Front-seat side airbags¹
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 & Package

Exterior Protection Package includes rear bumper protector and molded splash guards for front and rear

Charge cord bag by THULE®²
Charge door decal
Full vehicle cover
Leather-trimmed seats with 8-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 Equivalent³
110 city/99 hwy/105 combined MPGe

Exterior

Wheelbase	104.3"
Length	172.9"
Height	58.2"
Width – Mirrors folded	74.1"
Width – Including mirrors	80.5"

Interior

	Front/Rear
Head room	38.3"/37.9"
Shoulder room	55.6"/52.6"
Leg room	43.1" (max.)/33.2"

Capacities (cu. ft.)

Passenger volume	90.0
Luggage capacity	14.2
Total interior volume	104.2
Cargo Management System cargo volume	1.5

Dimensions may vary by trim level.



17" 15-Spoke Sparkle Silver-painted Aluminum Standard

Exteriors



White Platinum Metallic Tri-coat



Oxford White



Ingot Silver*



Ruby Red Metallic Tinted Clearcoat



Blue Candy Metallic Tinted Clearcoat



Kona Blue*



Tectonic*



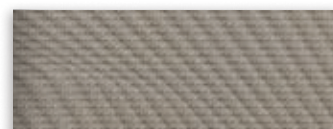
Magnetic*



Shadow Black

*Metallic.

Interiors



1 Medium Light Stone Cloth – Standard



2 Light Stone Leather – Available

Exteriors

White Platinum Metallic Tri-coat⁵	1	2
Oxford White	1	2
Ingot Silver	1	2
Ruby Red Metallic Tinted Clearcoat⁵	1	2
Blue Candy Metallic Tinted Clearcoat⁵	1	2
Kona Blue	1	2
Tectonic	1	2
Magnetic	1	2
Shadow Black	1	2

Interiors

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



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. Owners of C-MAX Hybrid, C-MAX Energi Plug-In Hybrid, Fusion Hybrid and Fusion Energi Plug-In Hybrid may also be eligible.⁴ As Drive Green for Life's newest partner, the Sierra Club 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.

¹Always wear your safety belt and secure children in the rear seat. ²Ford Licensed Accessory. ³Actual mileage will vary. MPGe is the EPA equivalent measure of gasoline fuel efficiency for electric mode operation. ⁴Talk with your local SunPower dealer to find out if lease programs are available in your state. ⁵Additional charge.



Focus Electric in Ruby Red Metallic Tinted Clearcoat 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

- Bodyside graphics
- Charge door decal
- Ford custom graphics¹
- Full vehicle cover
- Hood protector¹
- Racks and carriers¹
- Rear bumper protector
- Rear spoilers
- Side window deflectors
- Splash guards

Interior

- All-weather and premium carpeted floor mats
- Ash cup/coin holders
- Cargo organizers
- Charge cord bag¹
- Door sill plates
- First aid and roadside assistance kits¹
- Tablet cradle¹

Electronics

- Pedestrian alert kit

Wheels

- Wheel lock kit

¹Ford Licensed Accessory.



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Follow Ford:



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 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.

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[Click here to learn more about your Focus Electric](#)