

# FORD **FOCUS ELECTRIC**



Go Further



Visionary. Ingenious. Remarkable.  
Every car bears his signature.

*Henry Ford*



Power: 107 Kw/250 Nm  
**Range: 100 miles**  
Emissions: Zero



# An addictive driving experience.

You could be excused for thinking an electric vehicle isn't as fun to drive as a conventionally powered car. But that changes when you get behind the wheel of the Ford Focus Electric. Touch the accelerator and you feel an immediate surge of power. The quick, seamless acceleration is energy-efficient and whisper quiet. Add to that the acclaimed steering, handling and braking components shared with the award-winning petrol Ford Focus, and you're in for a seriously exhilarating drive.

## Performance

Consumption kW-hrs per 62 miles	15.4	The vehicle range of 100 miles is achieved in accordance with the NEDC (New European Driving Cycle) standard test cycle to UN/ECE Regulation 101, and is designed to enable customers to compare different vehicles from all manufacturers on a like-for-like basis. Vehicle range is directly affected by driving style, road and traffic conditions, weather conditions, vehicle mileage, and the use of features such as air conditioning and heating. Furthermore, the number of passengers, standard of vehicle maintenance and any modifications to the car, such as the addition of a roof rack, or heavy luggage will affect vehicle range.
Range (miles)	100	
Top speed (mph)	86	
0 – 62 mph (seconds)	11.4	
CO <sub>2</sub> emissions	0	
Efficiency class	A+	



## Did you know?

- Charging points are everywhere**  
With over 8000 public charge points across the UK, there's always a charge point near you. You can also charge using your regular home power supply.
- Recharge times are surprisingly short**  
If, like most people, you drive less than 50 miles a day, you only need to charge the Focus Electric for four hours with a home wallbox (not included). Or charge it overnight for a full charge and you'll be able to cover up to 100 miles.
- We use advanced battery technology**  
Ford Focus has one of the most advanced batteries currently available for hybrid and electric vehicles: lithium-ion. But the real advantage is the liquid-cooled system that helps optimise battery life and driving range.

- You charge the battery when you brake**  
The Focus Electric uses regenerative braking that captures up to 90% of the energy lost through friction when you brake, and it recycles this energy to recharge the battery.
- You have a 5-year comprehensive warranty**  
The Focus Electric has been tested to extremes. That's why we're confident to offer a fully comprehensive 5-year warranty that covers both vehicle and battery.
- You save on servicing costs**  
Because the Focus Electric requires no oil, no air or oil filters and no spark plugs, we estimate that over a five-year period you could save up to 35% in servicing costs in comparison to a vehicle with a conventional engine.

## Focus Electric charge times

	30 miles	60 miles	100 miles
10 Amps	3-4 hours	6-7 hours	10-11 hours
16 Amps	2-3 hours	4-5 hours	6-7 hours
32 Amps	1-2 hours	2-3 hours	3-4 hours

Charging time will vary due to the vehicle usage and environmental conditions.



# Use your voice like another pair of hands.

**Ford SYNC 2 with Voice Control and Touchscreen** lets you select music, control navigation and interior temperature, make and receive hands-free calls and choose contacts from your phone list with remarkably simple voice commands. It will even read out your incoming text messages. So, while Ford SYNC 2 with Voice Control and Touchscreen keeps you connected and entertained, you can keep your hands on the wheel and eyes on the road.

An important and potentially life-saving part of Ford SYNC 2 with Voice Control and Touchscreen is Emergency Assistance. In the unlikely event of an accident, where the airbag is deployed or the fuel-pump is deactivated, the technology can help you make a direct call to the Emergency Services. Crucially, the system is designed to supply vital information, such as your GPS coordinates, in the event you do not know your location or you are not able to provide it yourself\*. Emergency Assistance has been recognised by Europe's leading independent vehicle safety organisation, Euro NCAP, who awarded the technology their highly rated Advanced reward.

## Ford SYNC 2 with Touchscreen and Voice Control.



### View

The 8" colour touchscreen clearly displays music, phone, navigation, and climate control choices.



### Speak

You can tell Ford SYNC 2 what you want with simple intuitive commands. Say "I'm hungry," and it displays a list of local restaurants.



### Touch

If you don't want to use your voice, you can use the touchscreen to control the system.



### Hear

From turn-by-turn navigational instructions to reading out your text messages, Ford SYNC 2 has a voice that helps.

\*Ford Emergency Assistance operates in over 30 European countries. This feature works when paired with a compatible connected mobile phone that is with you when an airbag is deployed (excludes knee airbags) or a sensor that registers a crash deactivates the fuel pump. Text function and Emergency Assistance not supported by all European languages.

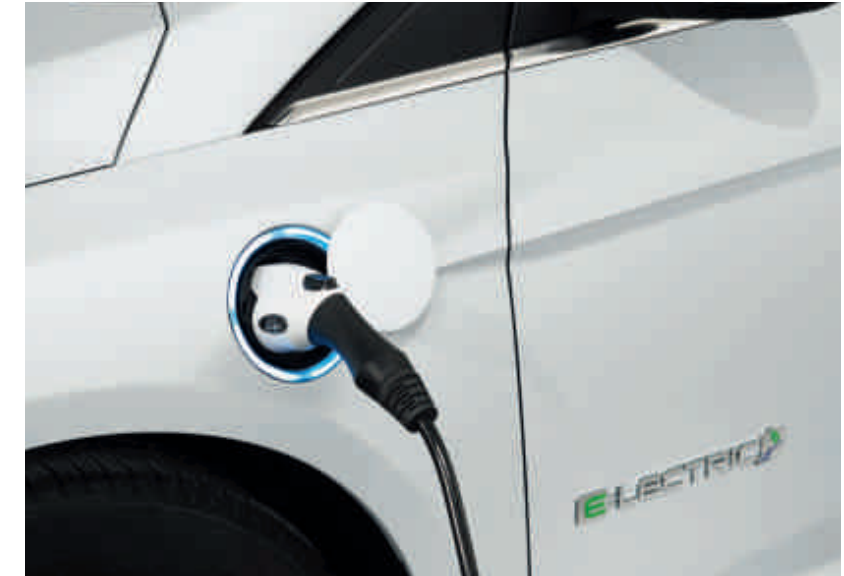




# Transforms every day. And every drive.

The Focus Electric combines all the comfort and luxury of the top-of-the-range Focus Titanium with added technology that makes the most out of every drive. Attractive and easy to read displays help you maximize efficiency and give you feedback on energy consumption.

**Image left:** Based on the exceptional Ford Focus Titanium, the Focus Electric combines innovative technology with contemporary luxury.



## Charging

The charge port illuminates when the connector cord is plugged in and informs you of the battery's charge level.

## Eye level displays

The 'energy coach' helps you make the most of the battery charge with real-time information to help improve efficiency.

The 'brake coach' shows you the amount of energy captured every time you brake, and helps you maximise your range with effective braking.

Energy History gives you an overview of the vehicle's recent energy consumption.

Animated butterflies appear as a reward for efficient driving.





# Staying in touch.

The MyFord Mobile app, which is available on both iOS and Android, adds extra functionality to the Focus Electric ownership experience – directly from your mobile phone. Some of its many capabilities include scheduling charge times to make use of cheaper energy prices and making sure the car is warm for you on a cold morning.



## Visit the website

To make the most of the MyFord Mobile app, register your vehicle at [www.myfordmobile.eu](http://www.myfordmobile.eu)



## The MyFord Mobile app lets you:

- View the current state of the battery charge
- Manage remote charging
- Schedule charge times to take advantage of cheap electricity prices
- Precondition the vehicle cabin temperature by setting Go times
- See your vehicle's location
- Find charge stations and points of interest across Europe



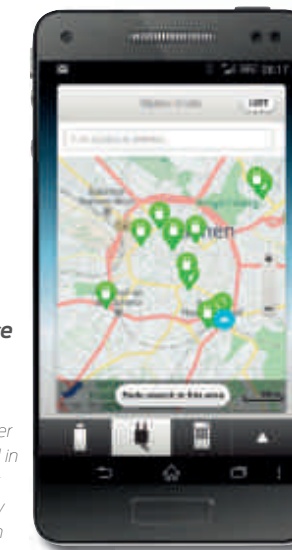
## Go times enhance your departure times

Use Go times whenever your vehicle is plugged in and you can start your drive with a full battery and a warm interior on cold mornings.



## Electric driving coach

Check your stats and see how efficiently you are driving at a glance.



## Images left: Car and station finder

Locate your vehicle and the nearest charging stations.



## Value charge

Programme your vehicle to make the best use of cheap energy times.



## Images left: Vehicle lock and unlock

Unsure if you locked your doors? Lock them remotely using the app.



## Push notifications

Handy notifications keep you up-to-date on everything to do with making the most of your Focus Electric.

# Specifications

## Standard features include:

- Radio/CD-navigation system with rear-view camera, Ford SYNC 2 with Voice Control and 8" Colour Touchscreen with Emergency Assistance<sup>†</sup>, audible text messaging, USB and Privacy Mode, external AUX connection for external music devices, USB connectivity port, remote audio, nine premium speakers
- Ford KeyFree System with Ford Power Starter Button
- 17" 15-spoke alloy wheels with locking wheel nuts
- LED rear lights
- Front and rear door edge protectors
- Hill Start Assist
- Cruise control with speed limiter
- Electronic Stability Control (ESC)
- Unique design body colour front bumper
- Body colour rear spoiler
- Aluminium finish on upper doorline

- Autowipers with rain sensor and auto-dimming rear-view mirror
- Electrically-operated front and rear windows with global opening and closing
- Electrically-operated and heated, auto-foldable door mirrors with body colour housings
- Dual-Zone Electronic Automatic Temperature Control (DEATC) air conditioning
- SmartGauge with EcoGuide
- Leather-trimmed steering wheel and gearshift knob
- Aluminium-finish front door scuff plates with 'Ford' logo
- Sports-style front seats
- Driver's manual 4-way seat adjustment with manual lumbar adjust
- LED ambient courtesy lighting
- Thatcham Category 1 alarm with volume sensing, perimeter alarm and battery back up system

## Optional features:

- Rear parking distance sensors

## Body colours



## Interior trims



Groove in Charcoal Black/Lux in Charcoal Black seat facings/Lux in Charcoal Black bolsters.

\*Option at extra cost.  
♦Available in 2016.

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**The Government fuel figures** do not express or imply any guarantee of the fuel consumption of any particular vehicle. The vehicles themselves have not been tested and there are inevitably differences between individual vehicles of the same model. In addition, a vehicle may incorporate particular modifications. Furthermore, the driver's style and road and traffic conditions, as well as the extent to which the vehicle has been driven and the standard of maintenance, will affect its fuel consumption. **Insurance groups** are only as recommended by the Association of British Insurers. You should always consult your insurance adviser for confirmation.

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