



2012 FORD FOCUS ELECTRIC

The all-new Ford Focus Electric headlines Ford's transformed lineup, one-third of which will feature a model with 40 mpg or more in 2012, building on the company's commitment to give fuel-efficiency-minded customers the power of choice. The zero-CO₂-emissions, gasoline-free version of Ford's popular small car offers the equivalent of up to 110 miles per gallon (MPGe) as certified by the U.S. Environmental Protection Agency.



NEW AND NOTABLE

- The EPA has certified the 2012 Ford Focus Electric with a 110 miles per gallon equivalent city rating – making it the world's most fuel-efficient five-passenger vehicle
- Focus Electric also has been certified to provide up to 99 MPGe on the highway – for a combined MPGe of 105 – and can travel up to 76 miles on a single charge compared with the 73-mile range offered by the Nissan Leaf

- The all-electric Focus is capable of fully recharging in four hours when using a 240-volt charge station – nearly half the charge time of a Nissan Leaf
- Production of the Focus Electric began in December 2011. Ford will ramp up Focus Electric retail production in the first half of 2012 for dealership availability in California, New York and New Jersey. By the end of 2012, Focus Electric will be available in 19 markets across the U.S.

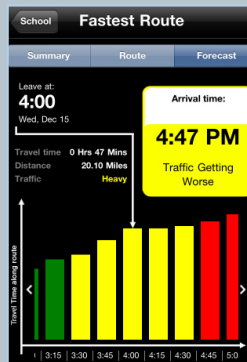
DRIVING DYNAMICS

The all-electric powertrain and single-speed transmission provide immediate responsiveness and smooth acceleration when the driver pushes down the accelerator, up to a top speed of 84 mph (136 kph). Much of Focus Electric's steering, handling and braking feel is shared with the agile, sporty, fuel-powered Focus five-door hatchback model upon which it's based.



REMOTE CONTROL

Off-board, Focus Electric owners in North America will be able to maintain constant contact with the car anywhere they have mobile phone access using the Ford-developed MyFord® Mobile app. MyFord Mobile enables access via a smartphone or Web-based interface to perform key functions remotely.



VITAL STATS

Assembly location:
Michigan Assembly Plant, Wayne, Mich.



STANDARD FEATURES

- SYNC® with MyFord Touch® enhanced with unique electric vehicle driving screens
- LED-illuminated external charge port
- 15-spoke 17-inch aluminum wheels
- Push-button start
- Voice-activated Navigation System
- HD Radio™

CUSTOMIZED FEATURES

Developed for electric vehicle owners, SYNC with MyFord Touch driver connect technology offers an innovative presentation of vehicle information, such as battery state of charge, distance to charge point, the corresponding range budget and expected range margin.

SmartGauge® with EcoGuide provides real-time information to help drivers get the most from the Focus Electric by using graphics and technology to show if they are driving in the most efficient manner.



For more information on the 2012 Ford Focus Electric and other Ford Motor Company products and news, go to media.ford.com