



# Green Focus Electric

The all-new Focus Electric is Ford's first-ever all-electric passenger car and the zero-CO<sub>2</sub>-emissions, gasoline-free version of Ford's popular small car. The environmentally friendly reach of the Focus Electric extends much further than its zero-emissions motor. The Focus Electric combines recycled and renewable materials, green technologies and innovative manufacturing processes, making the car eco-friendly from bumper to bumper.



## Michigan Assembly Plant

- Ford, Detroit Edison and Xtreme Power are teaming up to establish one of Michigan's largest solar power generation systems and electric vehicle charging stations at Michigan Assembly Plant
- A new three-wet paint process applies all three coats of finish in sequence before oven curing, ensuring high-quality paint finish and a significant reduction in energy use

## Green Materials

- Soy-based foams, which are used on more than 20 Ford vehicles, also make an appearance on Focus Electric, with seat cushions shaped from 8 percent soy-based content
- A material called Lignotock is used behind the cloth on the door. Derived from 85 percent wood fibers, this lighter application results in a weight reduction and provides sound-deadening benefits compared to conventional glass-reinforced thermal plastics



## SmartGauge with EcoGuide

SmartGauge™ with EcoGuide uses blue butterflies to represent the surplus range beyond one's charge point destination. At the end of each trip a display screen provides distance driven, miles gained through regenerative braking, energy consumed and a comparative gasoline savings achieved by driving electric.



## Lithium-ion Battery

Focus Electric will be powered by an advanced lithium-ion battery system engineered by Ford in cooperation with supplier LG Chem. The battery system utilizes heated and cooled liquid to help maximize battery life and fuel-free driving range



## Charging Station

Jointly developed with Leviton, a leading North American producer of electrical devices, Ford is offering a charging unit that has an outer shell made from up to 60 percent post-consumer recycled material.



## Value Charging

Value Charging, powered by Microsoft, allows Ford customers to reduce their electricity costs by taking advantage of off-peak hours. The use of electricity during off-peak hours allows customers to charge when a greater amount of electricity is available, lessening the strain on the grid.

