New Ford Focus Delivers Fuel-Efficiency Improvements of Up to 19 Per Cent with New, More Powerful Engines

- New Focus powertrains deliver up to 19 per cent improved fuel efficiency
- New Focus debuts 1.5-litre EcoBoost petrol engine in Europe and also offers 1.5-litre TDCi diesel engine, helping achieve a significant reduction in CO2 emissions across the range
- 2.0-litre TDCi engine upgrades deliver more power, torque and fuel efficiency
- Ford’s lean NOX trap enhances emissions; Diamond Like Coating reduces friction of engine internals

COLOGNE, Germany, Sept. 8, 2014– The new Ford Focus delivers the car’s most fuel-efficient powertrain line-up ever with improvements of up to 19 per cent, and a significant CO2 emission reduction across the entire line-up.

The new Focus will be the first vehicle in Europe to offer Ford’s new 1.5-litre EcoBoost petrol engine and new Focus also will be available for the first time with Ford’s 1.5-litre TDCi diesel engine. Ford engineers have further optimised power, torque and fuel efficiency from the 2.0-litre TDCi engine; and Focus will continue to be offered with the award-winning 1.0-litre EcoBoost petrol engine – including a 99 g/km CO2 1.0-litre EcoBoost model.*

Advanced new diesel engine technologies are available on both the 1.5-litre and 2.0-litre TDCi engines and include a lean NOX trap for cleaner exhaust emissions, while friction is reduced with microscopic applications of Diamond Like Coating (DLC); engine breathing enhanced with Variable Nozzle Turbocharger.

Further Ford fuel-saving technologies including Auto-Start-Stop, Active Grille Shutter, and Smart Regenerative Charging help to achieve significant reductions in CO2 emissions across the full range of petrol and diesel engines.

“We have improved fuel efficiency without sacrificing performance by analysing engine and transmission effectiveness down to the smallest detail, and also given consumers more choice with an additional four new engine and transmission combinations,” said Joe Bakaj, vice president, Product Development, Ford of Europe. “When the new 1.5-litre TDCi engine is introduced, Focus will be available with all engines meeting Euro Stage VI months ahead of the legislation taking effect.”

**Powerful petrol engines**
Ford’s new 1.5-litre EcoBoost petrol engine achieves a seven per cent improvement in fuel efficiency when paired with the six-speed manual gearbox and equipped with Auto-Start-Stop, compared with the power-equivalent 1.6-litre EcoBoost engine it replaces. From early next year it also will be offered with a six-speed automatic transmission.

Available with 150 PS or 182 PS, the new 1.5-litre EcoBoost is equipped with the integrated exhaust manifold technology first introduced with Ford’s 1.0-litre EcoBoost engine. This improves efficiency by helping the engine reach optimal temperatures faster, and also delivers torque more rapidly by minimising the distance exhaust gasses travel between the cylinders and turbocharger.

The engine also uses the core EcoBoost technologies of turbocharging, high-pressure direct fuel-injection and Twin-independent Variable Cam Timing alongside a new aluminium engine block. A water-cooled intake charge cooler
delivers a more efficient feed of air into the engine and the control system has been reprogrammed to offer high levels of engine refinement, quietness and performance.

“The new 1.5-litre EcoBoost petrol engine offers customers the very latest EcoBoost engine technologies in a smarter and more efficient package,” Bakaj said. “More economical, smoother-running and free-revving, this new EcoBoost engine delivers an even more compelling option for drivers who love petrol performance and want low running costs.”

**Award winning 1.0-litre EcoBoost**

The new Focus will continue to be offered with Ford’s 1.0-litre EcoBoost petrol engine, which last year was chosen by a third of Focus customers** and this year was named International Engine of the Year for an unprecedented third year in a row. From early next year the 125 PS Focus 1.0-litre EcoBoost also will be offered with a six-speed automatic gearbox.

New Focus also will continue to be offered as a 1.0-litre EcoBoost version delivering 99 g/km CO2, the previous version of which earlier this year became the first non-hybrid petrol family car in Europe to offer sub-100 g/km CO2 emissions.

New gear ratios help to deliver the low emissions, alongside existing fuel-efficient technologies including Auto-Start-Stop, Active Grille Shutter, and Ford EcoMode that provides drivers with feedback on their driving style to help them become a more fuel-efficient driver.

In addition, Ford’s Smart Regenerative Charging system selectively engages the alternator and charges the battery when the vehicle is coasting and braking to recapture energy that would otherwise be lost – reducing engine load for less fuel usage.

Paddle-shift controls will be available as an option with all automatic and PowerShift transmissions, both diesel and petrol – and enable drivers to control gear changes while keeping their hands on the steering wheel.

**New diesel technology**

New Focus also will be offered for the first time with the Ford’s 1.5-litre TDCi diesel engine. Available with 95 PS or 120 PS, it delivers greater power, torque and responsiveness, with optimised combustion chamber design, and cutting-edge turbocharger and fuel injection technology. It will feature the most fuel-efficient combustion process from a Ford diesel engine to date and it has a lean NOX trap in the exhaust after-treatment system for even cleaner emissions.

“The total surface area of the active material inside the new lean NOX trap covers the equivalent of two and a half full-sized football pitches – despite measuring just 132 mm in diameter and 124 mm in length,” said David King, manager, diesel calibration, Ford of Europe. “It acts like a sponge to capture the NOX emissions that result from more efficient combustion of diesel fuel, which is helping Ford achieve lower levels of CO2.”

Ford has developed the engine’s piston bowl to improve combustion, and coated a number of components including the pistons, pins and seals with a layer of DLC. Less than a third the width of a human hair, the six-micron thick layer of this extremely tough and smooth material bonded to a component is enough to reduce friction for improved efficiency and refinement.

A revised Variable Nozzle Turbocharger helps to increase airflow into the engine, while the latest generation high-pressure fuel injection minimises internal fuel losses and improves combustion, helping to improve fuel efficiency and reduce CO2 emissions.

The 95 PS version will deliver 98g/km CO2 emissions, a ten per cent improvement compared to the 1.6-litre TDCi diesel. It also will deliver 3.8 l/100 km (74.3 mpg) fuel efficiency when mated to a six-speed manual gearbox.

A 120 PS 1.5-litre TDCi diesel PowerShift automatic also will be introduced next year and is expected to achieve a 19 per cent improvement in fuel efficiency when compared to the 115 PS 2.0-litre TDCi diesel PowerShift Focus it replaces. The six-speed manual version will deliver a 10 per cent fuel efficiency improvement.
The enhanced 2.0-litre TDCi diesel engine delivers significantly more power, torque and better fuel efficiency. The 150 PS version will deliver a 15 per cent improvement in fuel efficiency over the previous 140PS model when specified with the six-speed manual gearbox, or PowerShift automatic transmission – achieved by introducing Auto-Start-Stop and Variable Nozzle Turbocharger technology. Torque is up from 340 Nm to 370 Nm.

“The new Ford Focus is the clearest example yet of Ford’s commitment to delivering the fuel efficiency drivers demand using advanced technologies,” Bakaj said. “Customers needn’t look to a specific variant to reduce their carbon footprint or running costs – they can now find optimised powertrains across the range.”

Ford’s 1.6-litre Ti-VCT petrol and 1.6-litre TDCi diesel engines will still be available on selected series in some markets.

* The declared fuel consumption and CO2 emissions are measured according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EC) 692/2008 as last amended. Fuel consumption and CO2 emissions are specified for a vehicle variant and not for a single car. The applied standard test procedure enables comparison between different vehicle types and different manufacturers. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car’s fuel consumption and CO2 emissions. CO2 is the main greenhouse gas responsible for global warming. Results in MPG also correspond to this European drive cycle and are stated in imperial gallons. The results may differ from fuel economy figures in other regions of the world due to the different drive cycles and regulations used in those markets.

** Ford Sales Reporting figures. Ford’s 20 European main markets are Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, the Netherlands, Norway, Poland, Portugal, Romania, Spain, Sweden and Switzerland.