Ford Plant in Germany Starts Shipping New Ford Focus; Eight Plants on Four Continents to Build the Global Best-Seller

• First new Ford Focus has left the production line at Saarlouis Assembly plant in Germany
• Ford invested €200 million to support production of the new model
• First of eight Ford plants on four continents to build the new Focus
• Ford Focus ranks as the best-selling vehicle nameplate in the world*
• Sold in 140 markets, Ford can build more than 1.5 million Focus cars annually
• New Ford Focus benefits from a sharp new exterior design, sophisticated and clean new interior, new powertrains and a host of customer focused technologies

SAARLOUIS, Germany, October 9, 2014 – The new Ford Focus – the sophisticated new version of the global best seller – is rolling off the line of Ford’s Saarlouis Body & Assembly Plant in Germany and headed to dealerships throughout Europe.

Ford invested about €200 million (about $250 million) to support production of the new Focus. The plant is the first of eight factories on four continents to build the new Focus, with the other facilities located in Argentina, China, Russia, Taiwan, Thailand, the United States, and Vietnam. Together, the eight Ford plants have the capability to build more than 1.5 million Focuses a year for customers in 140 markets around the world.

"The Ford Focus family is the best-selling passenger car nameplate in the world," said Stephen Odell, Ford executive vice president, Europe, Middle East and Africa. "With the new Focus we’ve made the world’s No.1 even better, or “besser” as we say here in Germany!"

The new Ford Focus features a bolder, more emotive exterior design, a finely crafted, intuitive new interior, a suite of life-enhancing new technologies and major fuel economy improvements.

Advanced technologies include the European debut of SYNC 2, Ford’s advanced infotainment system that features high-resolution colour touch screen and advanced voice control for easier access to audio, navigation, climate control and mobile phones. Focus also the first Ford globally to offer the new hands-free Perpendicular Parking technology, which helps drivers reverse into spaces side-to-side with other cars; Improved Active City Stop now works at speeds of up to 50 km/h.

The upgraded powertrain line-up for Europe includes new 1.5-litre EcoBoost petrol engine and new 1.5-litre TDCi diesel engine; fuel economy improved by as much as 19 per cent over current Focus. Focus also will offer 1.0-litre EcoBoost delivering 99 g/km CO2, the first non-hybrid petrol family car in Europe to break the 100 g/km CO2 barrier.

More than 12 million Focus cars have been sold worldwide since the nameplate was first launched in 1998, with 6.9 million having been sold in Europe.

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* Based on Polk new vehicle registration data for the 2013 calendar year