



Ford to Offer Choice of Three Electrified Vehicles in European Dealerships by 2014. Ford Customers to Benefit From Wide-Ranging Power of Choice

- Ford is launching three electrified vehicles by 2014 to offer customers a full range of electrified vehicles
- Ford will launch C-MAX Energi plug-in hybrid and Mondeo Hybrid next year; Focus Electric started production this summer and is available now
- A Ford-sponsored survey shows that most Europeans are worried about the environment but many are confused how to be more green
- The poll finds 54 per cent believe climate change is the single biggest problem facing the world today; 52 per cent say that life would be impossible without a car; and 38 per cent are unsure of how to lead a more environmentally conscious lifestyle
- The survey also shows 72 per cent believe electrified vehicles are better for the environment while 28 per cent would consider buying an electrified vehicle

LOMMEL, Belgium, Oct. 8, 2013 – Ford Motor Company said it will offer a choice of three distinct electric vehicles in its European showrooms by 2014 to complement its line-up of fuel efficient petrol and diesel powered vehicles.

Coming next year will be the new C-MAX Energi plug-in hybrid and the Mondeo Hybrid. They will join the Ford Focus Electric, a zero emission battery electric vehicle built in Saarlouis, Germany, and now on sale in Europe.

“Ford is leveraging our global experience and expertise to roll-out a range of electrified vehicles that offers a wide and compelling power of choice,” said Barb Samardzich, vice president, Product Development, Ford of Europe. “European customers care deeply about the environment and are increasingly seeing electrified vehicles as a way of balancing those concerns with a commitment to car ownership.”

Ford is the manufacturer of the second-highest number of hybrid vehicles in the world and the company’s share of the electrified vehicle market has quadrupled in the past year in the U.S., where Ford recently announced electrified vehicle sales of about 46,000 units this year through June – more than 400 per cent increase compared with a year ago.

Ford’s line-up of electrified vehicles will include:

- Focus Electric which features an advanced electric motor and lithium-ion battery powertrain that produces 142 PS, achieves a top speed of 137 km/h and has a driving

range of 162 km. The 6.6 kW fully integrated on board charger can charge the 23 kWh liquid cooled lithium-ion battery pack in 3-4 hours, when plugged to 32 amp grid connection*.

- C-MAX Energi which is Ford's first production plug-in hybrid and combines hybrid electric technology with a 7.6 kWh lithium-ion high-voltage battery. It is targeted to provide CO₂ emissions below 50 g/km and to run in pure electric mode for more than 30 km. Connected to a charging station it can be fully recharged in less than 3 hours.
- Fusion Hybrid which combines an internal combustion engine with an electric motor and battery, and is capable of driving up to 136 km/h (85 mph) on electric power alone. The combustion engine takes over for higher-demand operation and charges the battery, while electric power is used for vehicle launch and lower speeds. Fusion Hybrid will come to Europe as the Mondeo Hybrid and is targeted to reach fuel economy below 4.5 l/100 km and CO₂ emissions below 99 g/km.

The Ford Focus Electric and C-MAX Energi plug-in hybrid vehicles are already integrated into the transport infrastructure of Cologne, Germany, supporting the €13.2 million “colognE-mobil” research project, which could provide a template for the potential roll-out of electric vehicle infrastructures in further cities across Germany.

Ford's European electrified vehicle range will complement the company's class-leading fuel-efficient petrol and diesel vehicle line-up that includes the:

- Focus EConetic which delivers 3.4 l/100 km (83 mpg) and 88 g/km**
- Focus 1.0-litre EcoBoost 100 PS version which will be offered from early next year and will deliver 99 g/km and 4.3 l/100 km (67.5 mpg)
- Seven Fiesta powertrains that deliver sub-100 g/km CO₂ emissions

The 1.0-litre EcoBoost engine combines direct fuel injection, turbocharging and variable valve timing to lower fuel consumption without sacrificing power and was named International Engine of the Year 2013 and 2012.

A Ford-sponsored poll shows most Europeans are concerned about the environment and believe the biggest problem facing the world today is climate change. However, the survey of 6,000 people across Europe also found many people are unsure of how to lead a greener lifestyle, that most are committed to car ownership, and that the overwhelming majority see electrified vehicles as better for the environment.

Ford commissioned the poll conducted by “The Futures Company,”*** a leading consultancy, to better understand public opinion and attitudes on a range of mobility issues and found:

- 72 per cent believe electrified vehicles are better for the environment
- 54 per cent believe climate change is the single biggest problem facing the world today
- 52 per cent say that their life would be impossible without their car
- 38 per cent are unsure of how to lead a more environmentally conscious lifestyle
- 28 per cent would consider buying a vehicle with an electrified powertrain
- 23 per cent want to change their future travel behaviour to be greener

Ford first produced an electrified vehicle exactly 100 years ago when the company built a non-production electrified version of the Ford Model T. The joint project between Ford Motor Company founder Henry Ford and inventor Thomas Edison to create a “cheap and practicable... electric automobile” was hampered by the limited battery technology of the time.

“Ford has a proud heritage of making innovative technology available to as many people as possible and will provide one of the industry’s most comprehensive ranges of sub-100g/km CO₂ cars with the variety and flexibility to suit the needs of all our European customers,” said Samardzich.

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* Charging time will vary according to vehicle usage and environmental conditions. Approximate charge times based on external factors including driving style, accessory loading, battery state of charge and temperature. Charging times will vary according to the electrical grid connection available. The stated electric driving ranges are measured according to the technical requirements and specifications of the European Regulation (EC) 715/2007 as last amended, and regulation UN-ECE 101 latest status. The results may differ from energy/fuel economy results in other regions of the world due to the different drive cycles and regulations used in those markets.

** The stated fuel consumption and CO₂ emissions are measured according to the technical requirements and specifications of the European Regulation (EC) 715/2007 as last amended. 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

*** Survey carried out by The Futures Company, between July and August 2012. 6,028 people were questioned across six European countries; Denmark, France, Germany, Italy, Spain and U.K.

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 47,000 employees at its wholly owned facilities and approximately 67,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 22 manufacturing facilities (13 wholly owned or consolidated joint venture facilities and nine unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 177,000 employees and 65 plants worldwide, the company’s automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information about Ford and its products worldwide please visit www.corporate.ford.com.

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