



Ford Delivers Power of Choice

Ford is delivering on its promise to give fuel-efficiency-minded customers the power of choice. The company now offers a lineup of five electrified vehicles including Ford Focus Electric, Ford Fusion Hybrid and Ford C-MAX Hybrid; plus two plug-in hybrids, Ford C-MAX Energi and Ford Fusion Energi.



2013 Focus Electric

Production began late 2011
America's most fuel-efficient compact with 110 MPGe city; also delivers 99 MPGe highway
Charge time of four hours with the available 240-volt charging station, which is nearly half the time as Nissan Leaf
Available for order at Ford Certified EV Dealers, starting at \$39,200 MSRP
Qualifies for high-occupancy vehicle lane access in California



2013 Fusion Hybrid

America's most fuel-efficient midsize sedan
Full hybrid that delivers EPA-certified 47 mpg city, 47 mpg highway and 47 mpg combined Fusion Hybrid is currently available for order at Ford dealers nationwide, starting at \$27,200 MSRP

2013 C-MAX Hybrid

Delivers EPA-certified 47 mpg city, 47 mpg highway – 7 mpg better than Toyota Prius v – for a 47 mpg combined rating

Expected to be America's most affordable hybrid utility vehicle with a base price of \$25,995, including destination and delivery, which is \$1,300 lower than Toyota Prius v
C-MAX Hybrid is currently available for order at Ford dealers nationwide



2013 Fusion Energi

Delivers EPA-certified 108 MPGe city, 92 MPGe highway and 100 MPGe combined and a total EPA-estimated range of up to 620 miles, including 21 miles in all-electric mode
Available for order and now arriving at dealerships
Qualifies for high-occupancy vehicle lane access in California



2013 C-MAX Energi

America's most affordable plug-in hybrid
Delivers up to 620 miles of total range along with EPA-certified 108 MPGe city, a 92 MPGe highway rating and 100 MPGe combined; estimated to save \$7,000 in fuel costs over five years
Now available for \$29,995 (including federal tax credit)
Qualifies for high-occupancy vehicle lane access in California

Charging forward with Ford

Plug-in hybrid vehicles such as Ford C-MAX Energi and Fusion Energi and all-electrics like Focus Electric get fuel from a charging station.

Ford has made it as easy as possible to recharge:

Lithium-ion (li-ion) batteries. The advanced batteries found in Ford's electrified lineup today are smaller and lighter yet hold more power than the nickel-metal-hydrate batteries of previous-generation hybrids.

Charging options. Ford has made it possible to charge using either a standard 110-volt or available 240-volt station. Most public charging stations are 240-volt, and

an available 240-volt station can be installed and used in a residential setting. The battery in C-MAX Energi can be fully charged in about 2.5 hours.

MyFord® Mobile. A smartphone app and website that helps owners manage the power of their electrified vehicle, from monitoring battery charge status to finding actual charging stations.

MyFord Mobile features a charging station finder powered by PlugShare.com that will be compatible with the new Ford Fusion Energi and C-MAX Energi.

Value charging. Value charging allows Ford customers

to reduce their electricity costs by taking advantage of off-peak hours, when electricity typically costs less.

Charge status. An LED-illuminated ring around the charge port – conveniently located on the front quarter panel of the driver's side of the vehicle – makes it easy to determine the status of the vehicle's battery charge: A fully lit circle means the battery is completely charged.

