



# FORD FOCUS

## Product Sustainability Index (PSI)

The new Ford Focus is the fifth Ford model designed according to PSI principles. This fact sheet provides an overview on the Focus performance in all three sustainability areas: Environmental, social and economic performance.



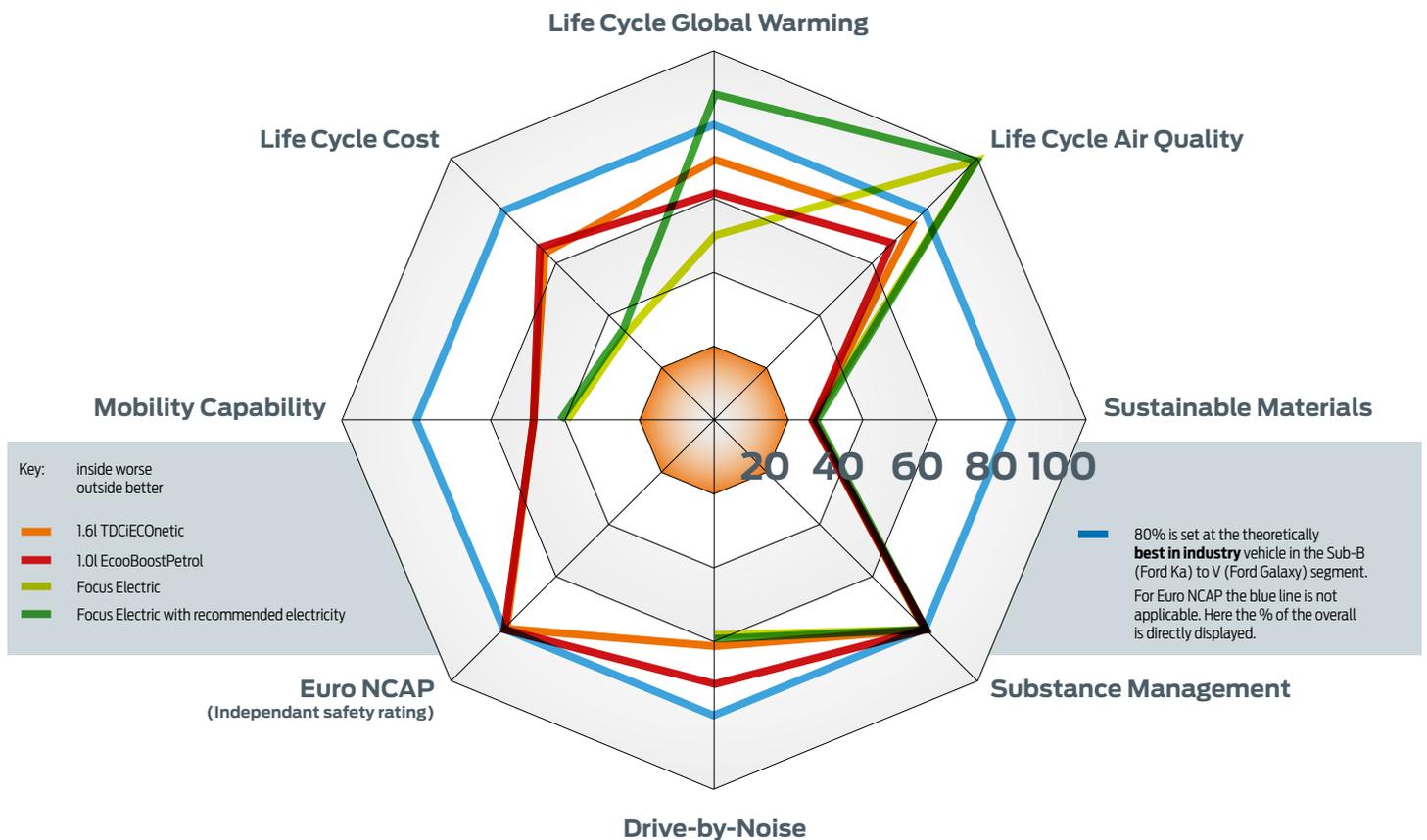
With the Product Sustainability Index (PSI), Ford of Europe introduced a groundbreaking approach to how the vision of sustainability can be made a reality for product development. From the earliest stages in a new vehicle's development, Ford's PSI tracks eight product attributes identified as key sustainability elements of a vehicle.

When the new PSI approach was launched with the development and market introduction of Ford's new S-MAX and Galaxy models in 2006, an independent, external study evaluated Ford's PSI as a positive step which aims to provide a full sustainability assessment and as being compliant with ISO 14040, the international Life Cycle Assessment standard.



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Indicator	Method	1.6l TDCI EcoNetic	1.0l EcoBoost Petrol	Focus Electric	Focus Electric with recommended electricity
Life Cycle Global Warming	CO <sub>2</sub> and other climate change gases looking at all emissions from raw material extraction to material / part / vehicle production, driving period (150,000 km; incl. air conditioning) and final recycling/recovery (i.e. full vehicle life cycle, cradle-to-cradle)	23 tonnes CO <sub>2</sub>	27 tonnes CO <sub>2</sub>	33 tonnes CO <sub>2</sub>	12 tonnes CO <sub>2</sub>
Life Cycle Air Quality	Summer smog related emissions – cradle-to-cradle (see above)	21 kg Ethene	26 kg Ethene	8 kg Ethene	5 kg Ethene
Sustainable Materials	Use of recycled and natural materials	5.3% of non-metals	5.4% of non-metals	5.3% of non-metals	5.3% of non-metals
Substance Management	Management of materials and substances along the supply chain etc.	designed against rigorous standards based on certified processes			
Drive-by-Noise	dB(A)	68 dB(A)	66 dB(A)	69.7 dB(A)	69.7 dB(A)
Euro NCAP (independent safety rating)	Euro NCAP overall safety rating, composed of scores in four areas: adult protection, child protection, pedestrian protection and safety assist.	5star overall safety rating		not tested	not tested
Mobility Capability	Mobility service (including seats, luggage)	363 l luggage compartment, 8.76 m <sup>2</sup> shadow area		237 l luggage compartment, 8.76 m <sup>2</sup> shadow area	
Life Cycle Cost *	Price + three years of fuel, maintenance, insurance, tax – residual value.	approx 16,000€	approx €15,000	approx €25,000	approx €25,500

\* No guarantee that the costs reflect market conditions (in particular dependent on assumed differences in residual value and running cost).

More information on PSI, please click the following link.

<http://corporate.ford.com/microsites/sustainability-report-2012-13/environment-lifecycle-index>

