

Ford announces which cities will get first crack at Focus Electric

November 22 2010, By Melissa Hinch-Ownby

Ford's first all-electric, zero emissions vehicle, the Ford Focus Electric, will go on sale in late 2011. As is the case with the Chevy Volt and the Nissan Leaf, initial availability will be limited to certain markets. Ford has announced that the first wave of Ford Focus Electric sales will be made in 19 American cities.

In late 2011, customers in the following market will be eligible to purchase Ford's first electric vehicle: Atlanta; Austin, Texas; Houston; Boston; Chicago; Denver; Detroit; Los Angeles, San Francisco and San Diego; New York, Orlando, Fla.; Phoenix; Tucson, Ariz.; Portland, Ore.; Raleigh Durham, N.C.; Richmond, Va.; Seattle; and Washington, D.C.

The markets were chosen for several reasons including current hybrid purchasing trends, the acceptance of electric vehicle technology by local governments and the potential to collaborate with utility companies.

"Making [electric vehicles](#) a viable option for consumers requires teamwork across a variety of industries and government entities," said Nancy Gioia, director of Global Electrification, Ford Motor Company. "Working with utilities, governments and technology companies is a key part of our electric strategy to make sure the infrastructure and support for electric vehicles is in place as we begin rolling them out."

The Ford Focus Electric will be powered by a 23 kWh lithium-ion battery with an estimated 100-mile range that can be recharged by both 120V and 240V power sources. Compact Power Inc, located in Holland,

Mich., will manufacture the battery. The Focus Electric will be built alongside the standard Focus at the Michigan [assembly plant](#).

After release in the United States, the Ford Focus Electric is scheduled to be introduced to the European market in 2012. The Focus Electric is the first of five electrified vehicles that Ford plans to introduce in the coming years.

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