

2012 **FIESTA**



Drive one.

Thank you for your interest in the new 2012 Fiesta. Included in this brochure you'll find information about:

**PERFORMANCE:** Fuel-efficient and fun – that's Fiesta. Covert aerodynamic design and technology such as the dual dry-clutch PowerShift 6-speed automatic transmission and 1.6L Ti-VCT Duratec® I-4 engine make Fiesta responsive and fuel-responsible.

**AMENITIES:** Fiesta is the small car that's big on features. The standard 4-inch multifunctional display with LCD screen provides essential information at a glance. Available are the SYNC® connectivity system and Intelligent Access with push-button start.

**SAFETY:** Fiesta has a total of seven standard airbags, including a driver's knee airbag and side-curtain airbags. And Fiesta raises the bar on safety with its protective safety cage made of boron – an element so strong it's used in the aerospace industry.

**DESIGN:** Fiesta has no qualms about standing out, starting at its sleek front end with distinctive dragon's-eye headlamps. A razor-slash side panel highlights the cut-and-run stance, while the upswept rear end makes it look like it's ready to launch.

## Dealer Information

Find up-to-date contact information for your local Ford dealer. To visit a local dealer Web site and view a map of their location, click on one of the links below.

<a href="#">Donnell Ford Lincoln of Salem</a>	152 Continental Drive Salem, OH 44460	(800) 686-0031
<a href="#">Columbiana Ford Inc.</a>	14851 South Ave Columbiana, OH 44408	(330) 482-3831
<a href="#">Paul Hrnchar's Fairway Ford</a>	366 West Main Street Canfield, OH 44406	(330) 533-3673
<a href="#">Montrose Ford Lincoln</a>	2480 West State Street Alliance, OH 44601	(877) 366-6876

**EXPERIENCED MY FORD YET?** Get an inside look at the benefits of Ford ownership at the my Ford owner web site. It's a one-stop spot for managing important vehicle information – 24/7, whenever you need it. It's free to register for personalized maintenance schedules, incentives and offers, and much more. You can even access your Ford Credit information and online bill payment services. Log on to [www.myford.fordvehicles.com](http://www.myford.fordvehicles.com) to get started.





## Delivers smiles like no other car in its class.

With unsurpassed highway fuel economy<sup>1</sup> and bright colors like Lime Squeeze and Yellow Blaze, it's easy to see why. Of course, the 2012 Ford Fiesta also helps you make and take calls without touching your phone,<sup>2</sup> and switch songs while your MP3 player is tucked away.<sup>2</sup> Plus, receive turn-by-turn navigation instructions<sup>2</sup> on a 4" LCD display and enjoy the peace of mind from 7 standard airbags, including one that protects the driver's knees. Are you starting to grin? Available in hatchback or sedan, Fiesta is such a joy to drive and be with that many owners actually "name" theirs.

SES Hatchback. Lime Squeeze Metallic. Available equipment. EPA-estimated 29 city/38 hwy/33 combined mpg.

<sup>1</sup>Class is Compact Cars vs. 2011/2012 competitors. EPA-estimated 29 city/40 hwy/33 combined mpg, Fiesta SE automatic with SFE Package. <sup>2</sup>Available feature.



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Starts with the power of your touch.



Unlock your door  
without your key



Start Fiesta with  
the touch of a button

Get in – to something completely different. Any time of the day or night. With Fiesta's smart key,<sup>1</sup> just touch the door handle and you're in (while the key is still tucked away and without you having to search for it). Then, press the brake pedal and turn it on by pushing the start button. You're off. It's that easy in the 2012 Ford Fiesta.

<sup>1</sup>Available feature.



Up to 40 mpg hwy. No other car in its class gets more.



Fiesta delivers unsurpassed highway fuel efficiency of up to 40 mpg,<sup>1</sup> along with 120 horsepower. Much of the credit goes to its 1.6L Ti-VCT Duratec® I-4 engine. Twin independent variable camshaft timing (Ti-VCT) helps improve peak power, optimizes cold-start operation, delivers gains in low-speed torque, and contributes to fuel efficiency. For that extra-connected feel, a PowerShift 6-speed automatic transmission<sup>2</sup> can provide torque to the wheels 100% of the time during shifts. Electric power-assisted steering contributes to efficiency as well.

SEL Sedan. Ingot Silver Metallic. Available equipment. | SES Hatchback. Yellow Blaze Metallic Tri-coat. Available equipment. EPA-estimated 29 city/38 hwy/33 combined mpg.

<sup>1</sup>EPA-estimated 29 city/40 hwy/33 combined mpg, Fiesta SE automatic with SFE Package. <sup>2</sup>Available feature.



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## Screams in the corners, and even at a standstill.

In Fiesta, every drive is like a day at the races. Cruising the straightaway. Tearing into the corners. And drawing admiring glances along the way. To help Fiesta stay sure-footed and firmly planted in the corners, its MacPherson-strut front suspension features specially tuned dampers, spring rates and bushings – along with a 22-mm stabilizer bar. Advanced electric power-assisted steering improves steering feel at low speeds and provides precise assist on the highway. In the rear, a twist-beam suspension with specially tuned shocks and spring rates deftly balances responsive handling with the need for a smooth ride. Choose from 15" or 16" wheels! Then get out and go.

SES Hatchback. Yellow Blaze Metallic Tri-coat. Available equipment.

<sup>1</sup>Available feature.



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## Leather, lighting and so much more.

With choices you won't find anywhere else in its class, style abounds inside Fiesta. Leather-trimmed seats<sup>1</sup> in your choice of Charcoal Black with Cashmere-colored piping, or Plum Red or Cashmere-colored with Charcoal Black piping. If that's not enough, the new Race Red or Oxford White Interior Style Packages<sup>1</sup> carry their color schemes to the instrument panel and door-trim inserts. There's also heated front-seat cushions!<sup>1</sup> And ambient lighting that lets you choose from 7 hues!<sup>1</sup> All ready to impress. And since style doesn't have to take a back seat to space, Fiesta's 60/40 split rear seat folds down, opening up additional room for your gear. Pass-through access from the trunk increases that usable space even more in the sedan.



SES Hatchback. Charcoal Black leather-trimmed seats with Cashmere-colored piping. Available equipment.

<sup>1</sup>Available feature.



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## Hands control the wheel. Voice controls the rest.

### Stay connected to calls and more with SYNC.

No more searching for your phone. No device on your ear. Connect to your world with voice-activated Ford SYNC.<sup>1</sup> Once paired, SYNC recognizes your phone and automatically transfers your contacts to support voice calling. Just touch a button on the steering wheel and say things like "Call Melissa," or "Call home." SYNC also offers 911 Assist,<sup>TM</sup> and with an activated SYNC Services account you get business searches,<sup>1</sup> turn-by-turn driving directions,<sup>1</sup> custom traffic alerts<sup>1</sup> and more. Personalize your experience at [SyncMyRide.com](http://SyncMyRide.com).

### Switch songs and playlists. Enjoy SiriusXM.

SYNC allows voice-activated control of your media player as well! Just plug it into the USB port and your entire music collection can be accessed by voice. Ask for your favorite artist or playlist and SYNC responds in an instant. New AppLink<sup>1</sup> lets smartphone users control Pandora<sup>®</sup> internet radio and Stitcher SmartRadio<sup>™</sup> by voice too. All this, in addition to a 6-month trial subscription to over 130 channels of unique content from SiriusXM Satellite Radio.<sup>2</sup>

<sup>1</sup>Available feature. Requires compatible mobile device. Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Traffic alerts and turn-by-turn directions available in select markets. Text message and data rates may apply. <sup>2</sup>Subscriptions to all SiriusXM services are sold by SiriusXM after 6-month trial expires. Subscriptions are governed by SiriusXM Customer Agreement; see [www.siriusxm.com](http://www.siriusxm.com).







#### **The 7th airbag.**

A first-in-class driver's knee airbag, which inflates between the knees and the instrument panel in a crash, gives Fiesta 7 airbags.



## **The only 2011 "Top Safety Pick" in its class!<sup>1</sup>**

Travel with confidence knowing Fiesta attained the highest possible rating from the Insurance Institute for Highway Safety (IIHS), the only car in its class to achieve this honor. In fact, no other brand offers you more 2011 "Top Safety Pick" vehicles than Ford. Our engineers are constantly developing and advancing safety technologies to help give you peace of mind out there on the road.

#### **Masters challenging moments.**

Our standard AdvanceTrac<sup>®</sup> electronic stability control with traction control<sup>2</sup> automatically helps avoid skidding and fishtailing. It's particularly beneficial in all kinds of inclement weather.

#### **Personalizes your protection.**

Our advanced Personal Safety System<sup>™</sup> uses sensors to optimize deployment of the dual-stage front airbags in certain frontal collisions. Front-seat side airbags and side-curtain airbags help protect both head and chest in certain side-impact collisions. And a driver's knee airbag helps cushion that area as well.

#### **Surrounds you with strength.**

SPACE (Side Protection And Cabin Enhancement) Architecture utilizes a hydroformed cross-car beam between the door frames, strengthening the passenger compartment.

#### **Clears up blind spots.**

Each standard sideview mirror features an integrated convex blind spot mirror that helps alert you to vehicles and objects nearby so you can avoid them.

#### **Reminds you to buckle up.**

Our Belt-Minder<sup>®</sup> system sounds a persistent alert to encourage those in front to buckle up for safety on every ride.

#### **Sends an SOS for you.**

Our SOS Post-Crash Alert System<sup>™</sup> can automatically flash the hazard lights and sound the horn after an airbag has deployed or a safety belt pretensioner has activated in certain collisions.<sup>3</sup> No subscription required.

#### **Directly contacts 911.**

Ford SYNC<sup>®4</sup> with 911 Assist<sup>™</sup> uses your phone to call 911 in the event of airbag deployment or fuel pump shutoff.<sup>5</sup> If needed, it can even give the operator an urgent message for you.

SES Hatchback. Lime Squeeze Metallic. Available equipment.

<sup>1</sup>Class is Compact Cars vs. 2011/2012 competitors. 2012 model year not yet tested. <sup>2</sup>Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions. <sup>3</sup>SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner. <sup>4</sup>Available feature. <sup>5</sup>The vehicle's electrical system (including the battery), the wireless service provider's signal and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed.



**Drive one.**

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## Lots of ways to make it yours.



In addition to versatile standards that make your life easier, a long list of optional features helps you create a Fiesta that addresses your needs. Always on the go? Add power, heated sideview mirrors<sup>1</sup> to quickly melt snow, and Intelligent Access with push-button start<sup>1</sup> for completely keyless entry. Need to activate your Vitamin D? Then add a power moonroof<sup>1</sup> to let the sun stream in. Whatever you choose, you're creating the Fiesta you want, just the way you want it.

Power, heated sideview mirror with turn signal indicator<sup>1</sup>

Class-exclusive 12-volt rear powerpoint<sup>1</sup>

Push-button start<sup>1</sup>

Heated front-seat cushions<sup>1</sup>

Power moonroof<sup>1</sup>

<sup>1</sup>Available feature.



Drive one.



SE Hatchback in Oxford White customized with body kit by 3dCarbon,<sup>1</sup> black-painted Euro-style grille insert, LED parking lamps with black auxiliary lamp bezels, black "Fiesta Tattoo" graphics kit, smoked hood and side window deflectors, roof-mounted crossbars by THULE,<sup>1</sup> rear roof spoiler, 16" premium Luster Nickel-painted aluminum wheels<sup>2</sup> and chrome-plated wheel lock kit

Armrest by Polytec Foha<sup>1</sup>

Sport pedals<sup>3</sup>

Rear bumper and cargo area protectors

Gear indicator shift knob by Gaslock<sup>1,3</sup>

#### Appearance

Ford Custom Graphics by Original Wraps,<sup>TM</sup> Inc.<sup>1</sup>

#### Electronics

Keyless entry keypad  
Remote start systems  
Vehicle security systems  
Park assist systems<sup>1</sup>

#### Exterior

Splash guards  
Racks and carriers<sup>1</sup>  
Full vehicle covers<sup>1</sup>  
Locking fuel plug

#### Interior

Interior light kit  
Illuminated door sill plates  
Cargo organizers and protectors  
Gear shift knobs<sup>3</sup>  
Ash cup/coin holder

<sup>1</sup>Ford Licensed Accessory. <sup>2</sup>Vehicle application and restrictions apply. Additional components are required. See dealer for details. <sup>3</sup>For manual transmission only.

# FIESTA Standard Features

## Mechanical

1.6L Ti-VCT Duratec® I-4 engine  
 5-speed manual transmission  
 Anti-Lock Brake System (ABS)  
 Compact spare  
 Electric power-assisted steering  
 Front-wheel drive (FWD)  
 Power front disc/rear drum brakes

## Seating

4-way manual driver's seat  
 2-way manual front-passenger seat  
 60/40 split-fold rear seat backs  
 Adjustable front head restraints  
 Adjustable rear head restraints  
 Cloth seats

## Interior

3-spoke steering wheel  
 4" multifunctional LCD screen  
 12-volt front powerpoint  
 Air conditioning  
 Auxiliary audio input jack  
 Cupholders (5 front, 1 rear)  
 Front carpeted floor mats  
 Power door locks  
 Rear heat ducts  
 Tilt/telescoping steering column

## Exterior

Acoustic-laminate solar-tinted glass  
 Body-color door handles  
 Easy Fuel® capless fuel filler  
 Quad-beam halogen headlamps  
 Rear-window defroster  
 Windshield wipers – Intermittent

## Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags<sup>1</sup>, safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System  
 AdvanceTrac® electronic stability control  
 Belt-Minder® front safety belt reminder  
 Child-safety rear door locks  
 Driver's knee airbag<sup>1</sup>  
 Front-seat side airbags<sup>1</sup>  
 SecuriLock® Passive Anti-Theft System  
 Side-curtain airbags<sup>1</sup>  
 SOS Post-Crash Alert System™  
 Tire Pressure Monitoring System (excludes spare)



## S Sedan

Equipment Group 100A  
 Includes all standard features, plus:

### Interior

AM/FM stereo and 4 speakers  
 Day/night rearview mirror  
 Driver and front-passenger sun visors  
 Manual windows

### Exterior

3-bar body-color grille with lower chrome surround  
 15" steel wheels with covers and P185/60R15 tires  
 Power sideview mirrors with integrated blind spot mirrors



## SE Sedan

Equipment Group 200A  
 Includes select S features, plus:

### Interior

AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers  
 Automatic locking doors (driveaway)  
 Driver and front-passenger sun visors with vanity mirrors  
 Front-passenger seat back map pockets  
 Integrated armrest on driver's seat  
 Message center with trip computer  
 Power windows with one-touch-up/-down driver's side window feature  
 Rear dome light  
 Unique cloth seats

### Exterior

3-bar chrome grille  
 Remote Keyless Entry System

## Horsepower, Torque & EPA-Estimated Fuel Economy

1.6L Duratec I-4 Engine	Horsepower: 120 @ 6,350 rpm	Torque (lb.-ft.): 112 @ 5,000 rpm
5-speed manual	29 city/38 hwy/33 combined mpg	
PowerShift 6-speed automatic	29 city/39 hwy/33 combined mpg	
SFE Package with PowerShift 6-speed automatic	29 city/40 hwy/33 combined mpg	

<sup>1</sup>Always wear your safety belt and secure children in the rear seat.

Comparisons based on 2011/2012 competitive models (class is Compact Cars), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following release of the PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.



# FIESTA Standard Features



## SE Hatchback

Equipment Group 200A  
Includes select S features, plus:

### Interior

AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers

Automatic locking doors (driveaway)

Driver and front-passenger sun visors with vanity mirrors

Front-passenger seat back map pockets

Integrated armrest on driver's seat

Message center with trip computer

Power windows with one-touch-up/-down driver's side window feature

Rear dome light

Unique cloth seats

### Exterior

Body-color grille

Rear spoiler

Rear window wiper

Remote Keyless Entry System



## SEL Sedan

Equipment Group 300A  
Includes select SE features, plus:

### Interior

12-volt rear powerpoint

Ambient lighting

Auto-dimming rearview mirror

Cruise control

Ford SYNC® voice-activated, in-vehicle connectivity system with USB input

Leather-wrapped steering wheel

Premium Sound System with 6 speakers and 80 watts

Rear carpeted floor mats

SiriusXM Satellite Radio with 6-month trial subscription

Steering wheel-mounted audio controls

### Exterior

16" premium painted aluminum wheels with P195/50R16 tires

LED parking lamps with chrome surrounds

Power, heated sideview mirrors with integrated blind spot mirrors and turn signal indicators



## SES Hatchback

Equipment Group 300A  
Includes select SE features, plus:

### Interior

12-volt rear powerpoint

Ambient lighting

Auto-dimming rearview mirror

Cruise control

Leather-wrapped steering wheel

Premium Sound System with 6 speakers and 80 watts

Rear carpeted floor mats

SiriusXM Satellite Radio with 6-month trial subscription

Steering wheel-mounted audio controls

SYNC voice-activated, in-vehicle connectivity system with USB input

### Exterior

16" premium painted aluminum wheels with P195/50R16 tires

LED parking lamps with chrome surrounds

Power, heated sideview mirrors with integrated blind spot mirrors and turn signal indicators

Exterior Dimensions	Sedan/Hatchback
Wheelbase	98.0"
Length	173.6"/160.1"
Height	58.0"
Width – Excluding mirrors	67.8"
Width – Including mirrors	77.8"

Interior Dimensions	Front/Rear
Head room	39.1"/37.1"
Shoulder room	52.7"/49.0"
Hip room	50.6"/49.2"
Leg room	42.2"/31.2"

Capacities (cu. ft.)	
Passenger volume	85.1
Luggage capacity (sedan)	12.8
Cargo volume behind front seats	26.0
Cargo volume behind rear seats	15.4

Dimensions may vary by trim level. Microsoft is a registered trademark of Microsoft Corporation. Sirius U.S. Satellite Service available in the 48 contiguous U.S.A. and D.C. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. 3dCarbon is a trademark of Moran Motorsports, Inc. THULE is a registered trademark of Thule Sweden AB.





Charcoal Black cloth trim. Light Stone inserts. Available equipment. | 12.8 cu. ft. of luggage capacity. | Door map pocket with cupholder. | Power door locks switch.



# S

## Sedan

### Available Packages

**Cargo Management Package** includes cargo net and foldable soft cargo organizer

**Convenience Package** includes Remote Keyless Entry System, AM/FM stereo/single-CD player with MP3 capability, and automatic locking doors (driveaway)

**Illuminated Interior Accessory Package** includes illuminated front door-sill plates and gear shift knob with backlit shift pattern

**Interior Protection Package** includes black all-weather floor mats for front and rear, and cargo area protector

**Metallic Interior Accessory Package** includes stainless steel front door-sill plates and leather-wrapped gear shift knob in black

### Available Options

"Fiesta Tattoo" bodyside graphics

Keyless entry keypad

PowerShift 6-speed automatic transmission

Remote Start System

### Exteriors

Oxford White

Ingot Silver Metallic

Violet Gray Metallic<sup>1</sup>

Black

### Interior

1

1

1

1



15" Steel with Covers  
Standard

### Exterior Colors



Oxford White



Ingot Silver Metallic



Violet Gray Metallic



Black

### Interior Color



Charcoal Black Cloth with  
Light Stone Inserts  
Standard



Oxford White.

<sup>1</sup>Late availability.

Colors are representative only. See your dealer for actual paint/trim options.



Drive one.

SE



Unique Light Stone cloth trim. Available equipment. | 5-speed manual transmission shift knob. | Easy Fuel® capless fuel filler. | Hatchback luggage capacity.





## Sedan & Hatchback

### Available Equipment Groups

Equipment Group 201A – **SYNC & Sound Package** includes Ford SYNC,® 12-volt rear powerpoint, secondary audio controls, unique floor console with USB input, and Premium Sound System with 6 speakers and 80 watts

Equipment Group 202A – **Sport Appearance Package** includes 15" painted aluminum wheels, LED parking lamps with black surrounds, cruise control, and decklid spoiler (liftgate spoiler is standard on hatchback)

Equipment Group 203A includes content of 201A and 202A

### Available Packages

**Cargo Management Package** includes cargo net and foldable soft cargo organizer

**Exterior Protection Package** includes rear bumper protector and molded splash guards for front and rear (5-door hatchback only)

**Illuminated Interior Accessory Package** includes illuminated front door-sill plates and gear shift knob with backlit shift pattern

**Interior Protection Package** includes black all-weather floor mats for front and rear, and cargo area protector

**Metallic Interior Accessory Package** includes stainless steel front door-sill plates and leather-wrapped gear shift knob in black

**SiriusXM Satellite & Ambient Lighting Package** includes SiriusXM Satellite Radio with 6-month trial subscription and ambient lighting (requires 201A or 203A)

### Smoker's Package

**Super Fuel Economy (SFE) Package** includes side air deflectors, underbody shields, lower grille blocker, cruise control, P195/60R15 T-rated tires, spare wheel with wheel cap, and rear spoiler on sedan (requires PowerShift 6-speed automatic transmission and 200A or 201A)

**Winter Package** includes heated front-seat cushions and sideview mirrors

### Available Options

"Fiesta Tattoo" bodyside graphics

Keyless entry keypad

Power moonroof

PowerShift 6-speed automatic transmission

Rear carpeted floor mats

Remote Start System

### Exteriors

	Interiors		
Oxford White	1	2	3
Ingot Silver Metallic	1	2	3
Race Red	1	2	
Red Candy Metallic Tinted Clearcoat <sup>1,2</sup>	1	2	
Lime Squeeze Metallic	1	2	3
Blue Candy Metallic Tinted Clearcoat	1	2	3
Violet Gray Metallic <sup>2</sup>	1	2	3
Black	1	2	3



15" Steel with Covers  
Standard

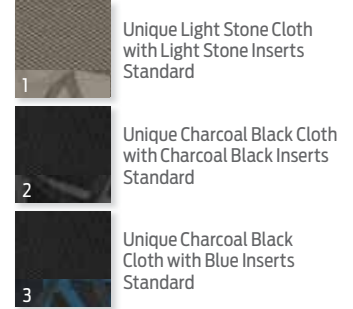


15" Painted Aluminum  
Included with  
Sport Appearance Package

### Exterior Colors



### Interior Colors



Hatchback. Race Red. Sedan. Violet Gray Metallic.

<sup>1</sup>Additional charge. <sup>2</sup>Late availability.

Colors are representative only. See your dealer for actual paint/trim options.



# SEL+SES



SEL. Charcoal Black leather trim. Cashmere-colored piping. Available equipment. | Red Interior Style Package<sup>1</sup> | White Interior Style Package<sup>1</sup> | Premium Sport Appearance Package spoiler<sup>1</sup>



<sup>1</sup>Available feature.



# SEL+SES

## SEL Sedan & SES Hatchback

### Available Equipment Group

Equipment Group 301A – **Upgrade Package** includes Intelligent Access with push-button start, heated front-seat cushions, chrome beltline and decklid moldings, and anti-theft perimeter alarm

### Available Packages

**Cargo Management Package** includes cargo net and foldable soft cargo organizer

**Exterior Protection Package** includes rear bumper protector and molded splash guards for front and rear (5-door hatchback only)

**Illuminated Interior Accessory Package** includes illuminated front door-sill plates and gear shift knob with backlit shift pattern

**Interior Protection Package** includes black all-weather floor mats for front and rear, and cargo area protector

**Metallic Interior Accessory Package** includes stainless steel front door-sill plates and leather-wrapped gear shift knob in black

**Oxford White Interior Style Package** includes Charcoal Black leather-trimmed seats with Oxford White surfaces and perforated inserts, Oxford White door-trim inserts, coordinated steering wheel trim, premium carpeted floor mats with white trim, coordinated white interior finish, and leather-wrapped shift knob

**Premium Sport Appearance Package** includes 16" polished alloy wheels; LED parking lamps with black surrounds; darkened headlamps treatment; and black sideview mirrors, lower grille, beltline moldings and rear spoiler

**Race Red Interior Style Package** includes Charcoal Black leather-trimmed seats with Race Red surfaces and perforated inserts, Race Red door-trim inserts, coordinated steering wheel trim, premium carpeted floor mats with red trim, coordinated red interior finish, and leather-wrapped shift knob

### Smoker's Package

### Available Options

"Fiesta Tattoo" bodyside graphics

Keyless entry keypad

Leather-trimmed seats with contrast piping and upgraded door-trim inserts (requires 301A)

Power moonroof

PowerShift 6-speed automatic transmission

Remote Start System

### Exteriors

	1	2	3	4	5	6	7
Oxford White	1	2	3	4	5	6	7
Ingot Silver Metallic	1	2	3	4	5	6	7
Yellow Blaze Metallic Tri-coat <sup>1</sup>	1		3		5		7
Race Red	1		3		5	6	7
Red Candy Metallic Tinted Clearcoat <sup>1,2</sup>	1		3		5		7
Lime Squeeze Metallic	1		3		5		7
Blue Candy Metallic Tinted Clearcoat <sup>1</sup>	1	2	3		5		7
Violet Gray Metallic <sup>2</sup>	1	2	3		5	6	7
Black	1	2	3	4	5	6	7

### Interiors



16" Premium Painted Aluminum Standard

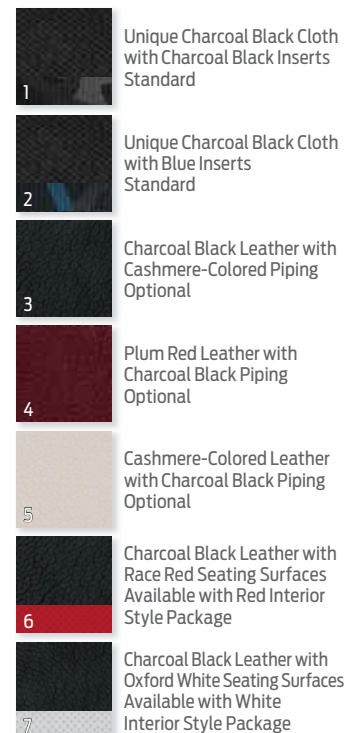


16" Polished Alloy Included with Premium Sport Appearance Package

### Exterior Colors



### Interior Colors



SEL Sedan. Blue Candy Metallic Tinted Clearcoat.

SES Hatchback. Yellow Blaze Metallic Tri-coat. Premium Sport Appearance Package. Available equipment.

<sup>1</sup>Additional charge. <sup>2</sup>Late availability.

Colors are representative only. See your dealer for actual paint/trim options.



Drive one.

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# QUALITY, GREEN, SAFE AND SMART.

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**New Vehicle Limited Warranty.** We want your Ford Fiesta ownership experience to be the best it can be. Under this warranty, your new vehicle comes with 3-year/36,000-mile bumper-to-bumper coverage, 5-year/60,000-mile Powertrain Warranty coverage, 5-year/50,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion (perforation) coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty. □ **Roadside Assistance.** Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need towing. Your Ford Dealer can provide complete details on all of these advantages. □ **Ford Credit.** Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at [fordcredit.com](http://fordcredit.com). □ **Ford Extended Service Plan.** For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln dealerships. □ **Insurance Services.** Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at [fordvip.com](http://fordvip.com) for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company. □ **Genuine Ford Accessories** will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. FLA are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

