





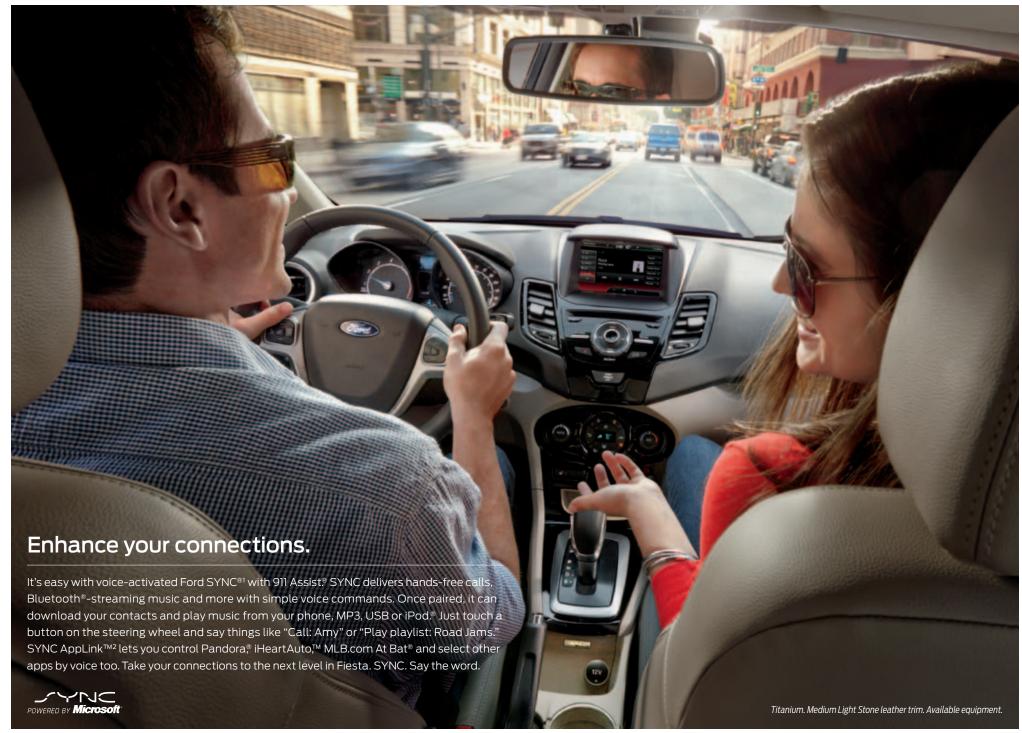




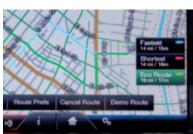
Hug corners. Pass pumps.

"Fiesta is securely on the fun-to-drive side of the ledger," says TheCarConnection.com. And Fiesta SE with SFE Package has a best-in-class EPA-estimated rating of 41 mpg hwy.¹ Assertive, nimble and highly responsive, Fiesta helps you explore your world in style. Electric power-assisted steering improves low-speed feel and highway response. AdvanceTrac® electronic stability control (3 modes on Fiesta ST) helps each wheel stay firmly planted. Under the hood, a 1.6L I-4 engine with twin independent variable camshaft timing (Ti-VCT) adds precision, contributing to fuel efficiency or power output as your input demands.



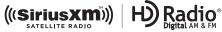




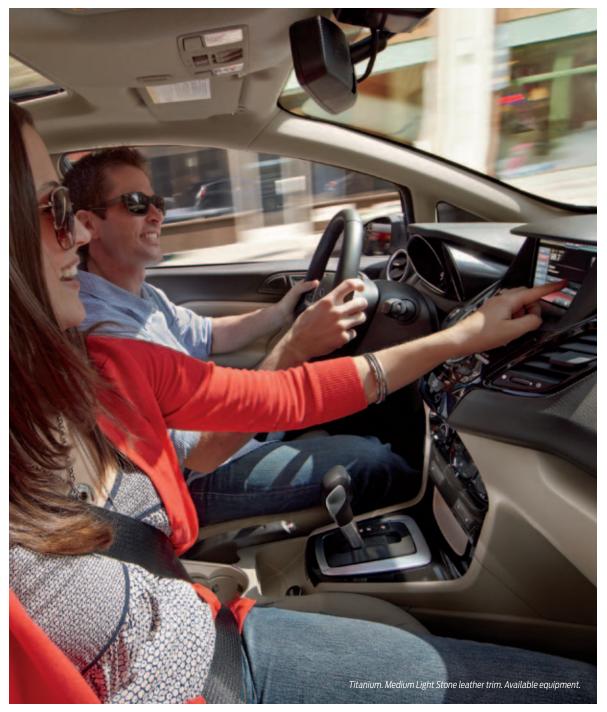


Expand your view.

Via the 6.5" color LCD touch screen of SYNC®1 with MyFord Touch.®1 Incoming text? Let the system read it aloud from your paired phone. With HD Radio™ Technology² and iTunes[®] tagging, simply touch the shopping cart icon when a new favorite tune is playing to mark it for purchase later. SiriusXM Satellite Radio includes a 6-month trial subscription that brings you over 130 channels including commercial-free music, sports, news, talk, comedy and entertainment. Pair it with the voice-activated Navigation System,² which includes SiriusXM Traffic and Travel Link as part of the trial, and you'll have the ability to look up fuel prices, check local and national weather, and get detailed information on traffic speed, accidents, construction and road closings. Your world. Fiesta. Together at last.









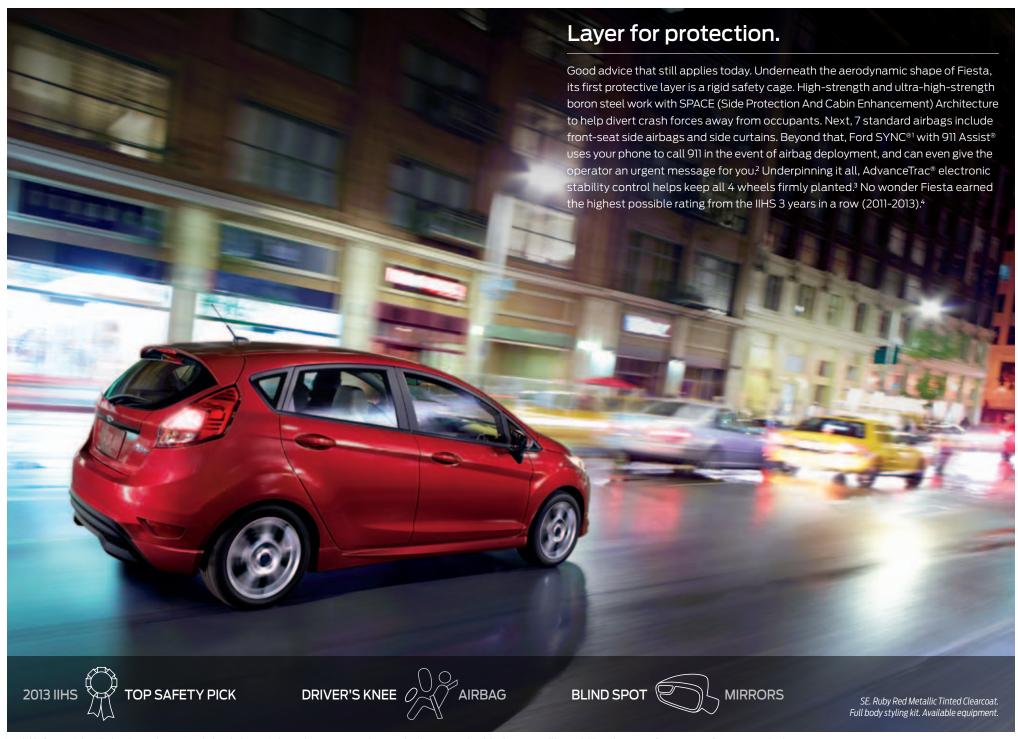






Titanium. Charcoal Black leather trim. Available equipment.





'Available feature. 2The 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. When the feature is ON, 911 Assist uses your paired and connected mobile phone to assist occupants to contact emergency services by dialing 911 if your airbag deploys or, on certain vehicles, if the emergency fuel pump shut-off is activated. 3Remember 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. 4Insurance Institute for Highway Safety testing, 2014 model not yet tested.

















Enrich the ambience.

With features that energize every drive, you're free to be yourself in Fiesta. Choose your color of the day with ambient lighting! Set speed and volume controls for when others are driving your Fiesta'; open up to the sky¹; charge your phone or digital media player¹ on the go; see what's behind as you slowly back up'; even heat your front seats! And with the Easy Fuel® capless fuel filler, you'll never leave your gas cap behind. You don't need one.











Ash cup/coin holders Audio upgrade by KICKER®6 Bumper-mounted warning sensor systems3 Keyless entry keypad Portable DVD rear-seat entertainment systems3 Vehicle Security System

Wheels

16" polished wheels2 Wheel lock kits

SE Hatchback in Green Envy Metallic Tri-coat customized with side window deflectors. body kit,1 lower bodyside graphics, rear roof spoiler and 16" 8-spoke Sparkle Silver wheels1,2

Rear roof spoiler

All-weather floor mats

Remote start systems

Gear indicator shift knob by Gaslock®3,4



Bodyside graphics Custom graphics3,5 Fog lamp bezels Full vehicle covers3 Racks and carriers3 Rear bumper protector Rear decklid spoiler Splash guards ST full vehicle cover1

Interior

Cargo protectors and organizers Carpeted floor mats Door sill plates Gear shift knobs4 Interior light kit ST all-weather floor mats¹ ST cargo area protector1

Fiesta Specifications

Standard Features

Mechanical

Anti-Lock Brake System (ABS)

Easy Fuel® capless fuel filler

Electric power-assisted steering (EPAS)

Front-wheel drive (FWD)

Suspension – Front: independent MacPherson strut

Suspension – Rear: non-independent twist-beam

Seating

6-way manual driver's seat

4-way manual front-passenger seat

60/40 split-fold rear seat

Interior

12-volt front powerpoint

Air conditioning

Auxiliary audio input jack

Bottle/cupholders (5 front, 1 rear)

Driveaway auto door locks

Front carpeted floor mats

Front doors with map pocket and cupholder

Front-passenger seat back map pocket

Power door locks

Rear vents

Tilt/telescoping steering column

Exterior

Acoustic-laminate solar-tinted glass

Body-color door handles

Quad-beam halogen headlamps

Rear-window defroster

Rear-window wiper with washer (hatchback) Windshield wipers – Front: intermittent

Safety & Security

Personal Safety System[™] for driver and front passenger includes dual-stage front airbags,7 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 and Hill Launch Assist

Belt-Minder® front safety belt reminder

Child-safety rear door locks

Driver's knee airbag7

Front-seat side airbags7

SecuriLock® Passive Anti-Theft System

Side-curtain airbags7

SOS Post-Crash Alert System™

Tire Pressure Monitoring System (excludes spare)

Engines/EPA-Estimated Ratings & Dimensions

1.6L Ti-VCT I-4

120 hp @ 6,350 rpm 112 lb.-ft. of torque @ 5,000 rpm

5-speed manual 27 city/38 hwy/31 combined mpg PowerShift 6-speed automatic

29 city/39 hwy/32 combined mpg SFE Package with PowerShift 6-speed automatic 30 city/41 hwy/34 combined mpg

1.6L EcoBoost® I-4

197 hp @ 6.000 rpm8

202 lb.-ft. of torque @ 4,200 rpm8 6-speed manual

26 city/35 hwy/29 combined mpg

Exterior	Sedan/Hatchback/ST					
Wheelbase	98.0"					
Length	173.5"/159.7"/160.1"					
Height	58.1"/58.1"/57.2"					
Width – Mirrors folded	71.6"					
Width – Including mirrors	77.8"					

Interior

Head room – Front	39.1"
Head room – Rear	37.1"/37.2"/37.2"
Shoulder room – Front	52.7"
Shoulder room – Rear	49.0"
Hip room – Front	50.6"
Hip room – Rear	49.2"
Leg room – Front	42.2"
Leg room – Rear	31.2"

Capacities (cu. ft.)

rassenger volume	03.1
Luggage capacity (sedan)	12.8
Cargo volume behind front seats (hatchback/ST)	25.4
Cargo volume behind rear seats (hatchback/ST)	14.9/10.1
Fuel tank (gal.)	12.4

Always wear your safety belt and secure children in the rear seat. 8 Figures achieved using 93-octane premium fuel.











SE Sedan. Tuxedo Black Metallic. Available equipment. SE Hatchback. Race Red. SE Appearance Package. Available equipment.

SE. Medium Light Stone cloth seats with Medium Light Stone inserts.

Steering wheel-mounted audio and SYNC controls.

SYNC voice-activated, in-vehicle connectivity system.

S Sedan/Hatchback

Equipment Group 100A

Includes all standard features, plus:

Mechanical

1.6L Ti-VCT I-4 engine

5-speed manual transmission

Compact spare

Power front disc/rear drum brakes

Torque Vectoring Control

Seating

Adjustable front and rear head restraints

Cloth seats

Interior

3-spoke steering wheel

AM/FM stereo/single-CD player with MP3 capability, 6 speakers and 80 watts

Day/night rearview mirror

Driver and front-passenger sun visors with vanity mirrors

Ford SYNC® voice-activated, in-vehicle connectivity system and USB port with SYNC Services¹ for Traffic, Directions and Information

Manual windows

Multifunctional digital display in center stack

Exterior

15" steel wheels with silver-painted covers and P185/60R15 tires

Body-color power sideview mirrors with integrated blind spot mirrors

Carbon Black grille with chrome bars and surround Liftgate spoiler (hatchback)

Available Options & 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 (hatchback only)

Fiesta Lower Door Stripe Graphic Package

Keyless entry keypad

PowerShift 6-speed automatic transmission with SelectShift® capability

Smoker's Package

SE Sedan/Hatchback

Equipment Group 200A *Includes select S features, plus:*

Seating

Unique cloth seats and door inserts

Interior

12-volt rear powerpoint

Ambient lighting

Chrome door handles

Cruise control

Full center console with armrest

Leather-wrapped steering wheel

Message center with trip computer

MyKey®

Overhead console

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

Rear dome light

Steering wheel-mounted audio controls

Exterior

15" Sparkle Silver-painted aluminum wheels

Automatic headlamps

Perimeter alarm

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

Remote Keyless Entry System with integrated keyhead transmitter remotes (2)

Available Equipment Group

Equipment Group 201A – SE Appearance
Package includes MyFord Touch® with 6.5" LCD
color touch screen in center stack, and media hub
with 2 USB ports, SD card reader and audio/video
input jacks; Sirius XM Satellite Radio; unique Sport
cloth seats with contrast stitching; driver's seat
manual lumbar; leather-wrapped shift knob (manual
only); 16" Sparkle Silver-painted aluminum wheels;
fog lamps with chrome bezels; rear decklid spoiler
(sedan); and aluminum compact spare wheel

Available Options & Packages

Full body styling kit includes unique body-color front fascia with black airfoil, body-color rear lower valance with unique black diffuser, body-colorpainted side rocker moldings, and front fog lamps (hatchback only: late availability)

Cargo Management Package includes cargo net and foldable soft cargo organizer

Comfort Package includes electronic automatic temperature control, heated front seats, and heated sideview mirrors

Exterior Protection Package includes rear bumper protector, and molded splash guards for front and rear (hatchback only; n/a with full body styling kit)

Fiesta Lower Door Stripe Graphic Package

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

Keyless entry keypad

Power moonroof

PowerShift 6-speed automatic transmission with SelectShift capability

Smoker's Package

Super Fuel Economy (SFE) Package includes side air deflectors, underbody shields, lower grille blocker, 15" steel wheels with silver-painted covers, and decklid spoiler on sedan (requires PowerShift 6-speed automatic transmission and 200A; late availability)

Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription (requires 201A)



15" Steel with Silver-Painted Covers Standard: **S** Included: **SFE Package**



15" Sparkle Silver-Painted Aluminum Standard: **SE**



16" Sparkle Silver-Painted Aluminum Included: **SE Appearance Package**





Titanium Sedan/Hatchback

Equipment Group 300A *Includes select SE features, plus:*

Seating

Adjustable lumbar support for driver's seat

Heated front seats

Leather-trimmed seats

Upgraded door-trim inserts

Interior

Audio System from Sony® with 8 speakers and HD Radio™ Technology

Auto-dimming rearview mirror

Chrome shifter bezel (automatic)

Electronic automatic temperature control

Intelligent Access with push-button start (2 key fob transmitters)

Rear view camera

SiriusXM Satellite Radio with 6-month trial subscription
SYNC® with MyFord Touch® with 6.5" LCD touch
screen in center stack; and media hub with 2 USB
ports, SD card reader and audio/video input jacks

Exterior

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

Chrome beltline and decklid moldings

Chrome headlamp bezels

Fog lamps with chrome surrounds

Heated sideview mirrors

Piano Black-painted lower grille with chrome surround

Reverse Sensing System

Available Options & 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 (hatchback only)

Fiesta Lower Door Stripe Graphic Package

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

Power moonroof

PowerShift 6-speed automatic transmission with SelectShift® capability

Smoker's Package

Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription









Sedan. Storm Gray Metallic. Available equipment. Hatchback. Blue Candy Metallic Tinted Clearcoat. Available equipment.

Electronic automatic temperature control.

Audio System from Sony with 8 speakers and HD Radio Technology.

Heated sideview mirrors.

Click here to see what's "new" about the 2014 Fiesta Titanium.



16" Premium Sparkle Nickel-Painted Aluminum Standard

ST Hatchback

Equipment Group 400A *Includes select SE features, plus:*

Mechanical

1.6L EcoBoost® I-4 engine

3-mode AdvanceTrac® electronic stability control (Standard, Sport, Off)

6-speed manual transmission

Enhanced Torque Vectoring Control

Full-size spare (15" x 6")

Power front and rear disc brakes with performance low-metallic compound brake pads

Unique ST sport suspension

Seating

Cloth sport seats with ST logo

Interior

Aluminum sport pedal covers

Audio System from Sony® with 8 speakers and HD Radio™ Technology

Electronic automatic temperature control

Intelligent Access with push-button start (2 key fob transmitters)

Leather-wrapped shift knob with chrome insert

Rear carpeted floor mats

 $\frac{\text{SiriusXM Satellite Radio with 6-month trial subscription}}{\text{Sound symposer}}$

SYNC® with MyFord Touch® with 6.5" LCD touch screen in center stack; and media hub with 2 USB ports, SD card reader and audio/video input jacks

Unique front door-sill scuff plates with ST logo

Unique perforated leather-wrapped steering wheel with ST badge

Exterior

17" Sparkle Silver-painted aluminum wheels with summer performance tires

Black headlamp bezels

Fog lamps

Modified front fascia with chin spoiler

Rear diffuser

Side rocker moldings

Twin chrome exhaust tips

Unique high-mounted rear spoiler

Available Options & Packages

17" Rado Gray premium painted aluminum wheels with red-painted brake calipers

Cargo Management Package includes cargo net and foldable soft cargo organizer

Power moonroof

Smoker's Package

ST RECARO Package includes RECARO® partial leather front bucket seats with cloth inserts, heated front seats, and heated sideview mirrors

Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription









Perforated leather-wrapped steering wheel with ST badge.

Front door-sill scuff plates with ST logo.

6-speed manual transmission shift knob.



17" Sparkle Silver-Painted Aluminum Standard



17" Rado Gray Premium Painted Aluminum Optional





Exteriors



Oxford White



Ingot Silver Metallic



Storm Gray Metallic



Green Envy Metallic Tri-coat



Molten Orange Metallic Tri-coat



Race Red



Ruby Red Metallic Tinted Clearcoat



Blue Candy Metallic Tinted Clearcoat



Performance Blue Metallic



Tuxedo Black Metallic

Interiors



1 Charcoal Black Cloth



2 Medium Light Stone Cloth



3 Charcoal Black Cloth



4 Charcoal Black Cloth with Silver Stitching



5 Charcoal Black Cloth with Red Stitching



6 Charcoal Black Cloth



7 Medium Light Stone Leather



8 Charcoal Black Leather

4 5

2 3 4 5



9 Charcoal Black Leather with Smoke Storm Cloth Accents

Performance Blue Metallic

Tuxedo Black Metallic



10 Charcoal Black Leather with Molten Orange Cloth Accents

		Interiors							
Exteriors	S			S	E		Titanium		ST
Oxford White	1		2	3	4	5	7 8	6	9 10
Ingot Silver Metallic	1		2	3	4	5	7 8	6	9 10
Storm Gray Metallic			2	3	4	5	7 8		
Green Envy Metallic Tri-coat ¹			2	3	4	5	7 8	6	9
Molten Orange Metallic Tri-coat ¹								6	9 10
Race Red			2	3	4	5	7 8	6	9
Ruby Red Metallic Tinted Clearcoat ¹			2	3	4	5	7 8		
Blue Candy Metallic Tinted Clearcoat ¹			2	3	4	5	7 8		

4,5 SE Appearance Package **9,10** ST RECARO® Package



6 9

6 9 10

7 8

7 8



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/60,000-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 an 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. 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 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 manufact

Comparisons based on 2013 competitive models (class is Subcompact 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. I HD Radio is a proprietary trademark of iBiquity Digital Corp. I ileartAuto is a trademark owned by Clear Channel Broadcasting, Inc. All third party uses are authorized under license. I iPod and iTunes are trademarks of Apple Inc., registered in the U.S. and other countries. KICKER is a registered trademark of Stillwater Designs and Audio, Inc. Major League Baseball trademarks and copyrights are used with permission of MLB Advanced Media, L.P. All rights reserved. Microsoft is a registered trademark of Microsoft Corporation. PANDORA, the PANDORA logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc. Used with permission. RECARO is a registered trademark of RECARO Beteiligungs- GmbH. SiriusXM Satellite Radio, SiriusXM Traffic and Travel Link subscriptions sold separately or as a package after trial period. See SiriusXM Customer Agreement for complete terms at siriusxm.com. Fees and programming subject to change. Sirius satellite service is available only to those at least 18 years of age in the 48 contiguous USA, DC, and Puerto Rico (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. Sony is a registered trademark of the Sony Cor

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