





FUN AT EVERY TURN

Fiesta gets the party started with a 120-horsepower 1.6L Ti-VCT engine and your choice of a 5-speed manual or a PowerShift 6-speed automatic transmission.¹ The PowerShift delivers an extra-connected feel by helping provide torque to the front wheels 100% of the time during shifts. Plus, Fiesta has an EPA-estimated rating of 37 hwy mpg.² For a best-in-class³ 197 horsepower⁴ and 202 lb.-ft. of torque,⁴ step up to Fiesta ST with its high-output 1.6L EcoBoost® engine. As U.S. News & World Report said, "Regardless of trim or body style, the Fiesta is one of the best-handling subcompact cars on the market."5

LIVE OUT LOUD IN FIESTA.

Lightning Blue. Hot Pepper Red. Outrageous Green. Starting with its head-turning new colors, Fiesta makes its intentions clear. This ride is all about fun. Just take a corner and you'll be hooked. With nimble and responsive handling, Fiesta thrives on curves as much as it does on straightaways. The 2018 Ford Fiesta is designed to liven up your drive – and your day.







HATCH OR SEDAN – THE CHOICE IS YOURS.

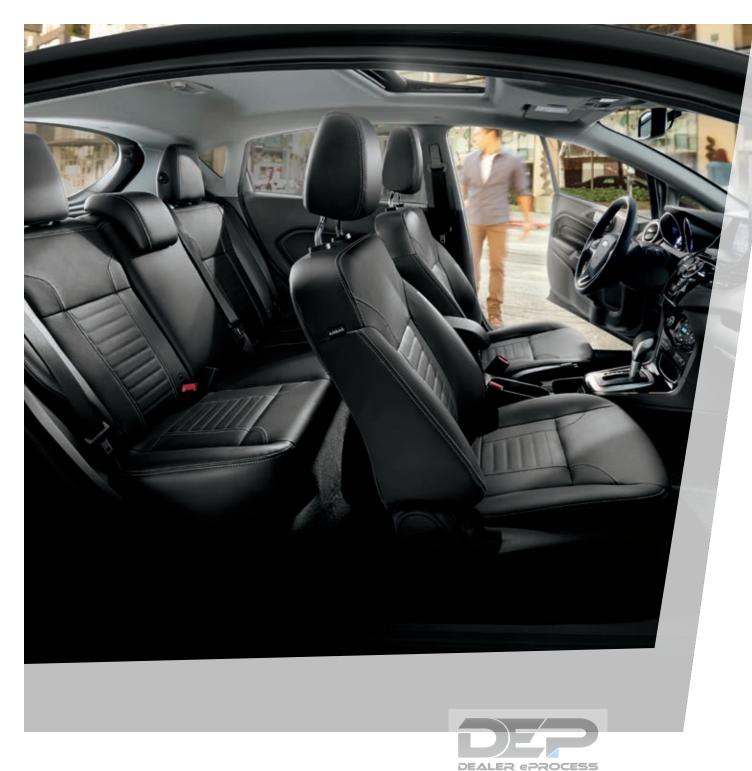
Whichever you prefer, go with Fiesta Titanium for a ride that shines all around. Up front, a chrome surround accents the chrome upper grille bars, while chrome bezels set off the fog lamps. On the sides, chrome accents the beltline above 16" premium Sparkle Silver-painted wheels. Around back, a chrome strip across the liftgate or rear fascia adds the finishing touch.







DEALER ePROCESS







GO BIG ON

STYLE & SMARTS.

Fiesta is designed to be a standout, with impressive features inside and out. People will take notice from the moment you enter and start it while leaving the Intelligent Access key fob¹ in your pocket. Just touch the door handle and you're in. Then, press the brake pedal and push the start button.

Heat¹ your front seats, in cloth or leather¹ trim. Rather keep things cool? Electronic automatic temperature control¹ automatically maintains settings chosen by the driver or front passenger. You can switch between 7 colors of ambient lighting.¹ Charge your paired smartphone via USB port. And even use the steering wheel-mounted buttons to control calls and music with voice-activated SYNC® or SYNC 3.¹ A long list of standard and available features means your Fiesta can be equipped just the way you want it.



SYNC 3 STAY CONNECTED ON THE MOVE.

Imagine controlling calls, music and more with just a touch and your voice. SYNC® 3^{1,2} lets you keep your hands on the wheel while it quickly responds to your spoken requests. Or use the responsive touchscreen in the center of your instrument panel to access its many helpful features. Bring the power of Siri® into Fiesta with Siri Eyes Free and your paired iPhone.® The system also features 2 smart-charging USB ports to help keep your devices powered up and ready to go.



2018 Fiesta | ford.com









TURBOCHARGE YOUR STATE OF MIND.

Fiesta ST puts best-in-class¹ 197 horsepower² and 202 lb.-ft. of torque² at your disposal via its 6-speed manual transmission. The turbocharged, high-output 1.6L EcoBoost® engine also has an "overboost" feature that can extend peak torque for up to 16 seconds. All that power is put to good use by a unique sport suspension with European-inspired tuning and 17" summer-compound performance tires.³ Add the Ebony Black-painted aluminum wheels with Red-painted brake calipers⁴ for even more attitude.

As you throw the leather-wrapped shift knob through its paces, you can be firmly gripped by the supportive bolsters of RECARO® partial leather-trimmed, heated front seats.⁴ From this exhilarating vantage point, you'll enjoy the amplified engine sounds piped into your cabin by the sound symposer, in addition to the resounding boom of the Audio System from Sony® with HD Radio $^{\mathsf{TM}}$ Technology. Behind the perforated leather-wrapped steering wheel in Fiesta ST, the rush is always on.











PUT THE FUN IN FUNCTIONAL.

Enjoy easy access to the rear cargo area in Fiesta Hatchback. With both sides of the 60/40 split rear seat folded down, you'll find 25.4 cu. ft. of cargo space to fill when you open the hatch. With the rear seat up, you still have 14.9 cu. ft.¹ of space at your disposal. Hatchback models also feature an in-floor storage compartment² behind the rear seats that's perfect for keeping small personal items out of sight. Traveling with people and gear? Fold one side of the rear seat down for longer items and leave one side up for a passenger. Sedan models combine 12.8 cu. ft. of trunk space with the same 60/40 split rear seat for versatility on demand. Fiesta is always ready for fun.







MAKE YOUR WAY **SAFELY.**

Underneath the aerodynamic shape of Fiesta, there are many protective layers. Strength surrounds you in the form of a rigid safety cage. High-strength and ultra-high-strength boron steel work with SPACE (Side Protection And Cabin Enhancement) Architecture to help divert crash forces from occupants. There are 7 standard airbags, including: driver and front-passenger front, driver's knee, front-seat sides, and side curtains. Underpinning it all, AdvanceTrac® electronic stability control¹ helps reduce skidding and fishtailing, which is beneficial in various kinds of inclement weather.



DRIVE SMARTLY

See what's behind Fiesta as you slowly back up. Now standard on every Fiesta, the rear view camera puts a full-color image with helpful guidelines on the LCD screen in your center stack.² You can also use MyKey^{®3} to program reminders that encourage safety belt use, driving at appropriate speeds, keeping the audio volume low, and much more.



DEALER EPROCESS



STANDARD FEATURES

Mechanical

Anti-Lock Brake System (ABS)

Electric power-assisted steering (EPAS)

Front-wheel drive (FWD)

Suspension - Front: independent MacPherson strut

Suspension – Rear: non-independent twist-beam

Torque Vectoring Control

Seating

6-way manual driver's seat and 4-way manual front-passenger seat

Front-passenger seat back map pocket

60/40 split fold rear seat

Interior

12V front powerpoint

Air conditioning

Cupholders - 5 front, 1 rear

Driver and front-passenger visors with vanity mirrors

Front-door storage bins

Manual-tilt/-telescoping steering column

Power door locks with autolock

Rear climate vents

Exterior

Acoustic-laminate windshield

Black headlamp bezels with chrome highlight

Body-color door handles

Easy Fuel® capless fuel filler

Intermittent windshield wipers

Quad-beam halogen headlamps

Rear-window defroster

Rear-window wiper with washer (hatchback)

Solar-tinted glass

Safety & Security

Personal Safety System[™] for driver and front passenger includes dual-stage front airbags,¹ 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

Driver's knee, front-seat side, and side-curtain airbags1

AdvanceTrac® electronic stability control

Belt-Minder® front safety belt reminder

Child-safety rear door locks

Perimeter alarm

Rear view camera

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

SecuriLock® Passive Anti-Theft System

SOS Post-Crash Alert System™

Tire Pressure Monitoring System (excludes spare)

POWERTRAINS/EPA-ESTIMATED RATINGS²

1.6L Ti-VCT I-4

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

5-speed manual

27 city/35 hwy/30 combined mpg

Standard: S/SE

PowerShift 6-speed automatic 27 city/37 hwy/31 combined mpg Standard: Titanium Optional: S/SE

1.6L EcoBoost® I-4

197 hp @ 6,000 rpm³ 202 lb.-ft. of torque @ 4,200 rpm³

6-speed manual

26 city/33 hwy/29 combined mpg

Standard: ST

DIMENSIONS

Exterior	Sedan/Hatchback/ST
Wheelbase	98.0"
Length	173.5"/159.7"/160.1"
Height	58.1"/58.1"/57.2"
Width – Including mirrors	77.8"
Width – Mirrors folded	71.6"
Interior – Front	
Head room	39.1"
Leg room (max.)	43.6"
Hip room	50.6"
Shoulder room	52.7"
Interior – Rear	
Head room	37.1"/37.2"/37.2"
Leg room	31.2"
Hip room	49.2"
Shoulder room	49.0"
Capacities (cu. ft.)	
Passenger volume	85.1
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





WHEELS





1	15" Steel with Silver-Painted Covers	S	S
2	15" Sparkle Silver-Painted Aluminum	S	SE
3	16" Premium Sparkle Silver-Painted Aluminum	S	Titanium
4	16" 8-Spoke Sparkle Silver-Painted Aluminum	1	SE Appearance Package
5	16" 8-Spoke Black-Painted Machined Aluminum	0	SE/SE Appearance Package
6	17" Rado Gray-Painted Aluminum	S	ST
7	17" Premium Fhony Black-Painted Aluminum with Red-Painted Brake Caliners	0	ST

















	BU	ļΙL	ΡY	OUR FIESTA S:STANDARD O:OPTIONAL P:PACKAGE	CON	TEN	ΙΤ		
S	SE	TITANIUM	ST		S	SE	TITANIUM	ST	
				Bodystyle		S	S	S	Ambient lighting
0	0	0		Sedan				S	Aluminum sport pedal covers
0	0	0	S	Hatchback	0	0	0	0	Ash cup/coin holder with lighter element
				Mechanical			S	S	Cargo area in-floor storage compartment (hatchback)
				3-mode AdvanceTrac® electronic stability control			S		Chrome shifter bezel (automatic)
			S	(Standard, Sport, Off)		S	S	S	Cruise control
S	S	S		Brakes – Power front disc and rear drum	S				Door handles – Black
		ľ	S	Brakes – Power front and rear disc		S	S	S	Door handles – Chrome
S	S	S		Compact spare steel wheel and tire				S	Door-sill scuff plates – Unique front with ST logo
_		ľ	S	Full-size spare wheel and tire (15" x 6")		Р	S	S	Electronic automatic temperature control
			S	Unique ST sport suspension	S	S	S		Flooring – Carpeted front floor mats
			0	Onique of Sport Suspension				S	Flooring – Carpeted front and rear floor mats
				Driver-Assist Technology		S	S	S	Full center console with armrest
	S	-		Automatic on/off headlamps with wiper activation			S	S	Intelligent Access with push-button start
		S		Reverse Sensing System			S	S	Mirror – Auto-dimming rearview
S	S			SYNC® Voice Recognition Communications and Entertainment	S	S			Mirror – Day/night rearview
				System with 4.2" color LCD screen in center stack, 911 Assist,® AppLink® and 1 smart-charging USB port		S	S	S	MyKey® technology to help parents encourage responsible driving
	Р	S	S	SYNC 3 with 6.5" color LCD capacitive touchscreen in center		0	0	0	Power moonroof
	ľ	3	3	stack, 911 Assist, AppLink, Apple CarPlay [™] compatibility, Android		S	S	S	Rear dome light
				Auto™ compatibility and 2 smart-charging USB ports		Р	S		Shift knob – Leather-wrapped (automatic)
				Seating				S	Shift knob – Leather-wrapped with metallic insert (manual)
	Р	s	S	Driver's seat manual lumbar				S	Sound symposer
	P	-	P	Heated front seats	S	S			Steering wheel – Black-painted
S	Ė	0		Trim - Cloth			S		Steering wheel – Leather-wrapped
_	S			Trim - Unique cloth				S	Steering wheel – Unique perforated leather-wrapped with ST badge
	3	S		Trim – Leather-trimmed			S	S	Trip computer
		0		Trim – Cloth sport seats with ST logo	S				Windows – Manual
			Р	Trim – RECARO® front buckets, partial leather-trimmed		S	S	S	Windows – Power with driver's one-touch-up/-down feature
				with cloth accents					Fotodo
									Exterior
				Interior			S		Chrome beltline and rear moldings
_	S	S	S	12V rear powerpoint				S	Dual chrome exhaust tips
5	S			AM/FM stereo/single-CD player with MP3 capability, 6 speakers and 80 watts			L	S	Fog lamps – Halogen with Carbon Black surrounds
		S	S	Audio System from Sony® with 8 speakers and	_	P	S		Fog lamps – Halogen with chrome bezels and Black surrounds
				HD Radio™ Technology	S	S			Grille – Chrome upper with chrome bars and surround, Carbon Black lower
	P	S	_	SiriusXM® Radio with 6-month All Access trial subscription ¹			S		Grille – Chrome upper with chrome bars and surround,
	0	0	0	Voice-activated Navigation System with pinch-to-zoom					Piano Black lower
				capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription ^{1,2}				S	Grille - High-gloss Black-painted upper
_				νιαι ο γοαι σαροστιμαστι	0	0			Keyless entry keypad

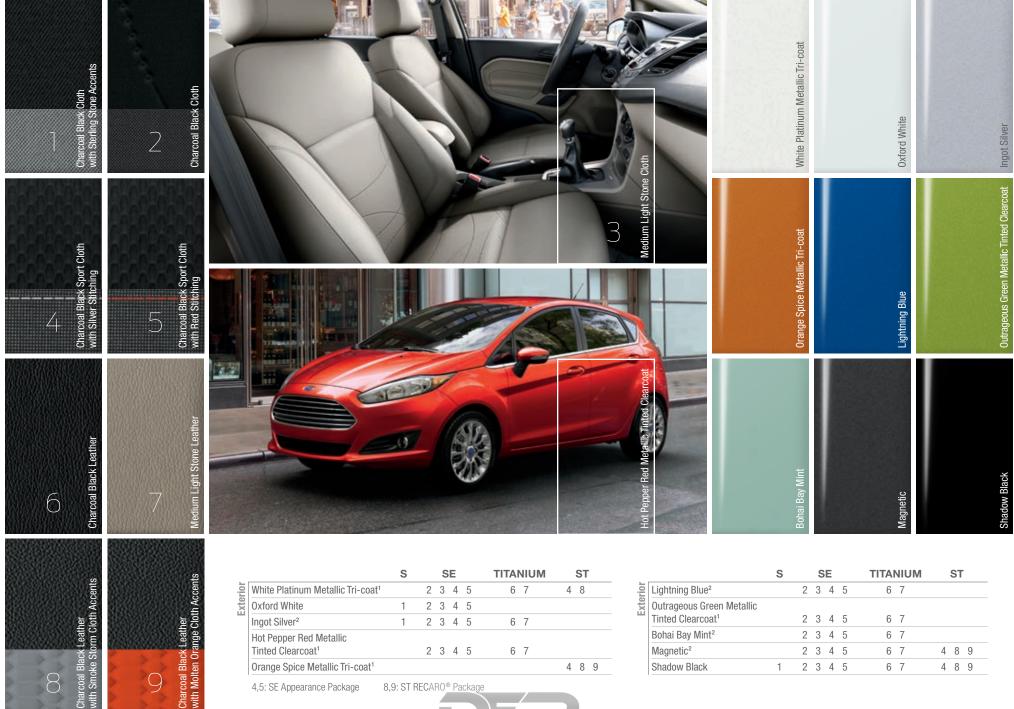
S	SE	TITANIUM	ST	
S	S			Mirrors – Body-color, power sideview with integrated blind spot mirrors
	Р	S	S	Mirrors – Body-color, power sideview with integrated blind spot mirrors and turn signal indicators
	P	S	P	Mirrors – Heated sideview
			S	Modified front fascia with black center airfoil
			S	Rear diffuser
			S	Side rocker moldings
S	S	S		Spoiler – Liftgate (hatchback)
	Р			Spoiler – Rear decklid (sedan)
			S	Spoiler – Unique high-mounted liftgate
			S	Tires – 205/40R17 summer-compound performance tires ³
				Packages & Equipment Group
	0			SE Appearance Package (Equipment Group 201A): SYNC 3, SiriusXM Radio with 6-month All Access trial subscription,¹ unique Sport cloth seats with contrast stitching, driver's seat manual lumbar, leather-wrapped shift knob (automatic only), 16" 8-spoke Sparkle Silver-painted aluminum wheels, fog lamps with chrome bezels, rear decklid spoiler (sedan), and compact spare aluminum wheel
	0			Cold Weather Package : electronic automatic temperature control, heated front seats, and heated sideview mirrors with integrated turn signal indicators
			0	ST Protection Package : all-weather front and rear floor mats with ST logo, cargo area protector with ST logo, and full vehicle cover with ST logo
			0	ST RECARO Package : RECARO partial leather-trimmed front bucket seats with cloth accents, heated front seats, and heated sideview mirrors







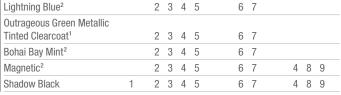




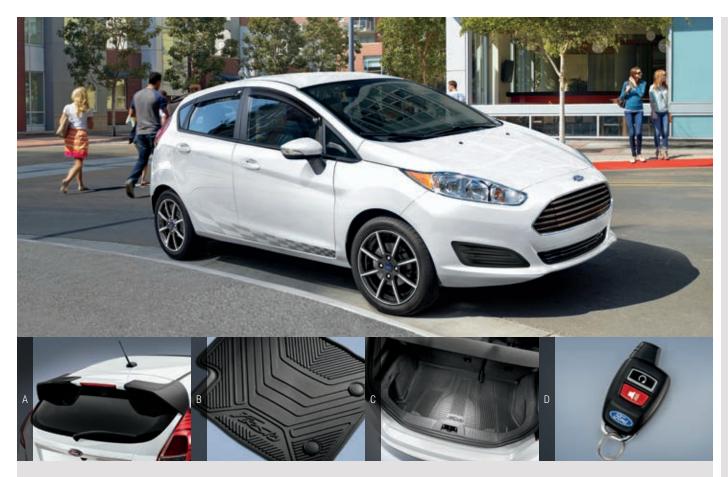
		S		S	Ε		TITANIUM	ST		
rjor	White Platinum Metallic Tri-coat ¹		2	3	4	5	6 7	4	8	
xte	White Platinum Metallic Tri-coat ¹ Oxford White	1	2	3	4	5				
	Ingot Silver ²	1	2	3	4	5	6 7			
	Hot Pepper Red Metallic Tinted Clearcoat ¹		2	3	4	5	6 7			
	Orange Spice Metallic Tri-coat ¹							4	8	9

8,9: ST RECARO® Package 4,5: SE Appearance Package











FORD ACCESSORIES

SF Hatchback in Oxford White accessorized with side window deflectors by Lund, lower bodyside graphics, rear roof spoiler and 16" 8-spoke Black-painted machined aluminum wheels²

accessories.ford.com

Exterior

Bodyside graphics Custom graphics and trim kits1 Fog lamp bezels Full vehicle covers1 Hood protector1 Locking fuel plug Racks and carriers^{1,3} Rear bumper protector Rear spoilers Rear spoiler winglets (A) Side window deflectors¹ Splash guards ST full vehicle cover

Interior

All-weather floor mats (B) Armrest1 Ash cup/coin holders Cargo area protector (C) Cargo organizers and protectors Carpeted floor mats Door-sill plates First aid and roadside assistance kits1 Gear indicator shift knob^{1,4} Gear shift knobs⁴ Interior light kit ST all-weather floor mats ST carbon-fiber gear shift knob4

ST cargo area protector

ST door-sill plates

Electronics

Audio upgrade by KICKER®5 Bullfrog® portable Bluetooth® speakers1 Keyless entry keypad Rear seat entertainment¹ Remote start systems (D) Reverse Bumper-Mounted Warning Sensor System¹ Vehicle Security System

Wheels 16" 8-spoke Black-painted machined aluminum² 16" polished aluminum² 16" 8-spoke Sparkle Silverpainted aluminum² ST 17" Black-painted aluminum² Wheel lock kit

DEALER ePROCESS

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/60,000mile 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 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.

Ford Protect™ Extended Service Plans. Whether you purchase or lease your Ford vehicle, insist on genuine Ford Protect extended service plans. Ford Protect has a variety of plans to give you peace-of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Ford and honored at all Ford dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Ford Protect extended service plans.

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.

Ford Original Accessories. They're warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, 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 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.

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