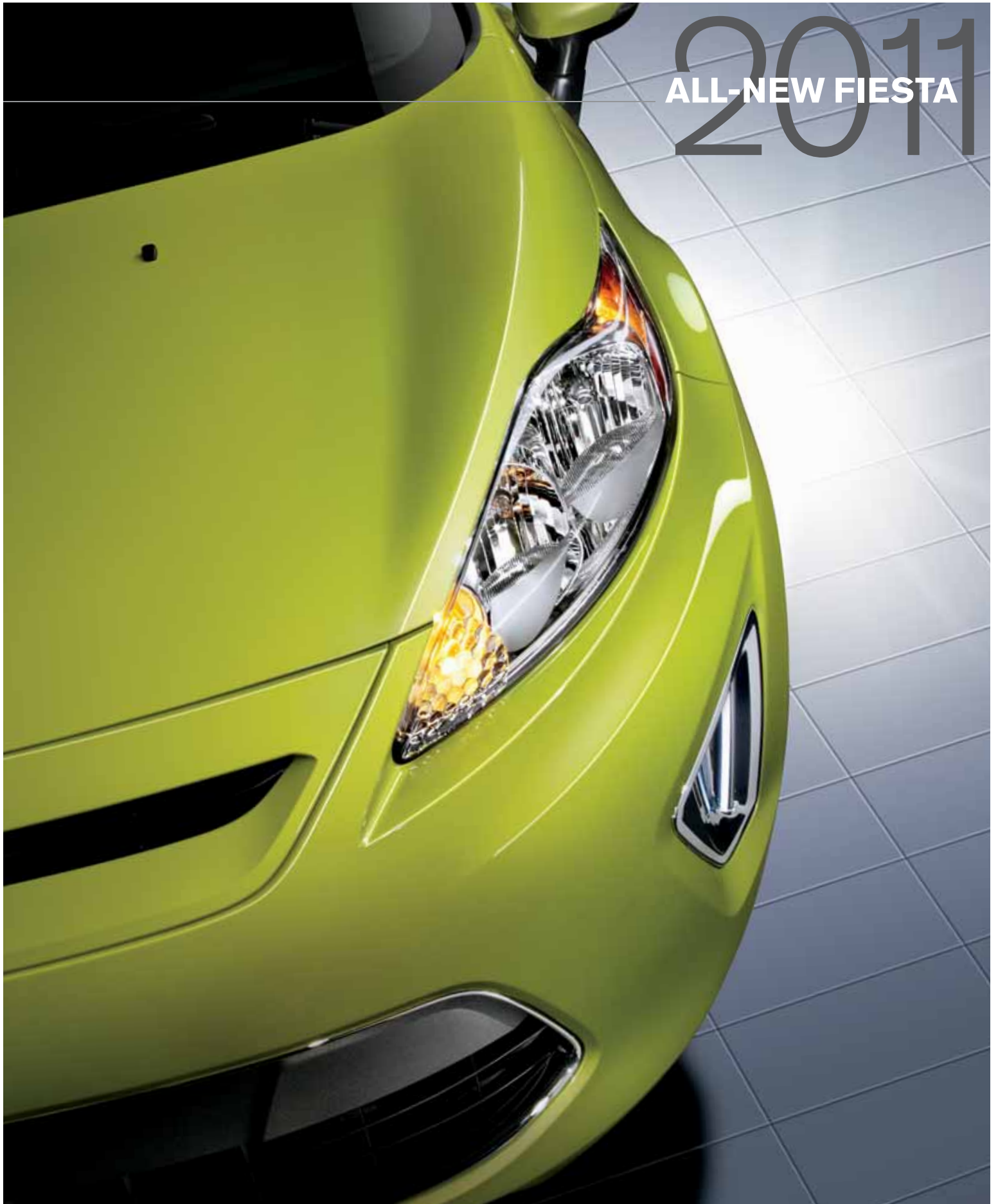


2011

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Specifications

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Drive one.

Standard features

Mechanical

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

Seating

5-person seating
4-way manual driver's seat
2-way manual front-passenger seat
60/40 split-fold rear seat
Adjustable front head restraints
Adjustable rear-outboard head restraints
Center rear head restraint
Cloth seats

Interior

2nd-row heat ducts
3-spoke steering wheel
Air conditioning
Auxiliary audio input jack
Cupholders (5 front, 1 rear)
Front carpeted floor mats
Power door locks
Powerpoint (1)
Tilt/telescoping steering column

Exterior

Acoustic-laminate solar-tinted glass
Body-color door handles
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, 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
AdvanceTrac® electronic stability control
Child-safety rear door locks
Driver's knee airbag ¹
Front-seat side airbags ¹
Side-curtain airbags ¹
SecuriLock® Passive Anti-Theft System
Tire Pressure Monitoring System (excludes spare)

Horsepower, Torque & EPA-Estimated Fuel Economy

1.6L Duratec I-4 engine		
Horsepower	120 @ 6,350 rpm	
Torque	112 @ 5,000 rpm	
5-speed manual	28 city/37 hwy/32 combined mpg	
PowerShift		
6-speed automatic	29 city/38 hwy/33 combined mpg	
SFE Package with PowerShift		
6-speed automatic	29 city/40 hwy/33 combined mpg	

¹Always wear your safety belt and secure children in the rear seat.

Dimensions & Capacities

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

Interior – Front

Head room	39.1"
Shoulder room	52.7"
Hip room	50.6"
Leg room	42.2"

Interior – Rear

Head room	37.1"/37.2"
Shoulder room	49.0"
Hip room	49.2"
Leg room	31.2"

Capacities (cu. ft.)

Passenger volume	85.1
Luggage capacity	12.8/—
Cargo volume	
Behind front row	—/26.0
Behind rear row	—/15.4

New Vehicle Limited Warranty. We want your Ford Fiesta ownership experience to be the best it can be. So 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.

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 Mercury 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.

Comparisons based on 2010 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.

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Specifications

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Drive one.



S Sedan

Rapid Spec 100A

Includes all standard features, plus:

Interior

AM/FM stereo and 4 speakers
Driver and front-passenger sun visors
Manual windows

Exterior

3-bar body-color grille with lower chrome surround
15-in. steel wheels with covers
Power sideview mirrors with integrated blind spot mirrors



SE Sedan

Rapid Spec 200A

Includes select S features, plus:

Interior

4-in. LCD display with message center
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
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



SEL Sedan

Rapid Spec 300A

Includes select SE features, plus:

Interior

12-volt rear powerpoint
80-watt Premium Sound System with 6 speakers
Ambient lighting
Auto-dimming rearview mirror
Cruise control
Ford SYNC® voice-activated, in-vehicle communications, navigation and entertainment system with USB input
Leather-wrapped steering wheel
Rear carpeted floor mats
SIRIUS Satellite Radio with introductory 6-month subscription
Steering wheel-mounted audio controls

Exterior

16-in. premium painted aluminum wheels
LED parking lamps with chrome surrounds
Power, heated sideview mirrors
Sideview mirror marker lamps



SE Hatchback

Rapid Spec 200A

Includes select S features, plus:

Interior

4-in. LCD display with message center
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
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



SES Hatchback

Rapid Spec 300A

Includes select SE features, plus:

Interior

12-volt rear powerpoint
80-watt Premium Sound System with 6 speakers
Ambient lighting
Auto-dimming rearview mirror
Cruise control
Leather-wrapped steering wheel
Rear carpeted floor mats
SIRIUS Satellite Radio with introductory 6-month subscription
Steering wheel-mounted audio controls
SYNC voice-activated, in-vehicle communications, navigation and entertainment system with USB input

Exterior

16-in. premium painted aluminum wheels
LED parking lamps with chrome surrounds
Power, heated sideview mirrors
Sideview mirror marker lamps

S Sedan

Optional features

Available Options and Packages

PowerShift 6-speed automatic transmission

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

Exterior Colors

Oxford White

Ingot Silver Metallic

Blue Flame Metallic

Monterey Gray Metallic

Tuxedo Black Metallic

Interior Color

●

●

●

●

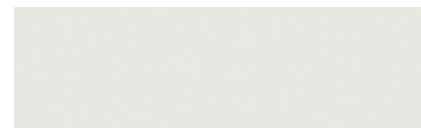
●

Interior color: ● Charcoal Black cloth with Light Stone inserts



15-in. Steel Wheels with Covers
Standard

EXTERIOR



Oxford White



Ingot Silver Metallic



Blue Flame Metallic



Monterey Gray Metallic



Tuxedo Black Metallic

INTERIOR



Charcoal Black Cloth with Light Stone Inserts
Standard

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



Charcoal Black Cloth with Light Stone Inserts • Available Equipment



Oxford White

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Specifications

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Drive one.

SE Sedan & Hatchback



Light Stone Cloth with Light Stone Inserts • Available Equipment



Hatchback • Lime Squeeze Metallic | Sedan • Monterey Gray Metallic

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Specifications

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SE Sedan & Hatchback Optional features

Available Rapid Spec

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

Rapid Spec 202A – **Sport Appearance Package** includes 15-in. painted aluminum wheels, LED parking lamps, cruise control, and decklid spoiler (liftgate spoiler is standard on 5-door)

Rapid Spec 203A includes contents of Rapid Spec 201A and 202A

Available Options and Packages

Power moonroof (late availability)

PowerShift 6-speed automatic transmission

Rear carpeted floor mats

SIRIUS Satellite & Ambient Lighting Package includes SIRIUS Satellite Radio with introductory 6-month subscription and ambient lighting (available only with Rapid Spec 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; available only with Rapid Spec 200A or 201A)

Winter Package includes heated front-seat cushions and sideview mirrors

Exterior Colors

Oxford White
Ingot Silver Metallic
Blue Flame Metallic
Monterey Gray Metallic
Tuxedo Black Metallic
Bright Magenta Metallic
Lime Squeeze Metallic
Red Candy Metallic Tinted Clearcoat¹

Interior Colors

● ● ●
● ● ●
● ● ●
● ● ●
● ● ●
● ● ●
● ● ●
● ● ●

Interior Colors:

- Light Stone cloth with Light Stone inserts
- Charcoal Black cloth with Charcoal Black inserts
- Charcoal Black cloth with Blue inserts



15-in. Steel Wheels with Covers
Standard



15-in. Painted Aluminum Wheels
included with Sport Appearance

INTERIOR



Light Stone Cloth with Light Stone Inserts
Standard

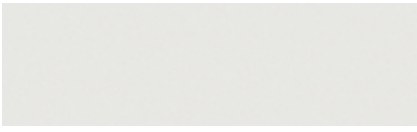


Charcoal Black Cloth with
Charcoal Black Inserts – Standard



Charcoal Black Cloth with Blue Inserts
Standard

EXTERIOR



Oxford White



Ingot Silver Metallic



Blue Flame Metallic



Monterey Gray Metallic



Tuxedo Black Metallic



Bright Magenta Metallic



Lime Squeeze Metallic



Red Candy Metallic Tinted Clearcoat

Colors are representative only.
See your dealer for actual paint/trim options.
¹Additional charge.

SEL Sedan & SES Hatchback



Charcoal Black Leather Trim with Cashmere-Colored Piping • Available Equipment



Sedan • Blue Flame Metallic • Available Equipment | Hatchback • Yellow Blaze Metallic Tri-coat • Available Equipment

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Specifications

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Drive one.

SEL Sedan & SES Hatchback Optional features

Available Rapid Spec

Rapid Spec 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 Options and Packages

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

Power moonroof (late availability)

PowerShift 6-speed automatic transmission

Smoker's Package

Exterior Colors

	Interior Colors				
Oxford White	●	●	■	■	■
Ingot Silver Metallic	●	●	■		■
Blue Flame Metallic	●	●	■		■
Monterey Gray Metallic	●	●	■		■
Tuxedo Black Metallic	●	●	■	■	■
Bright Magenta Metallic	●		■	■	■
Lime Squeeze Metallic	●	●	■		■
Red Candy Metallic Tinted Clearcoat ¹	●		■		■
Yellow Blaze Metallic Tri-coat ¹	●				■

Interior Colors:

- Charcoal Black cloth with Charcoal Black inserts
- Charcoal Black cloth with Blue inserts
- Charcoal Black leather with Cashmere-colored piping
- Plum Red leather with Charcoal Black piping
- Cashmere-colored leather with Charcoal Black piping



16-in. Premium
Painted Aluminum Wheels
Standard

INTERIOR



Charcoal Black Cloth with
Charcoal Black Inserts – Standard



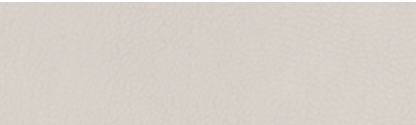
Charcoal Black Cloth with Blue Inserts
Standard



Charcoal Black Leather with
Cashmere-Colored Piping – Optional

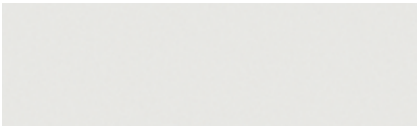


Plum Red Leather with Charcoal Black Piping
Optional



Cashmere-Colored Leather with
Charcoal Black Piping – Optional

EXTERIOR



Oxford White



Ingot Silver Metallic



Blue Flame Metallic



Monterey Gray Metallic



Tuxedo Black Metallic



Bright Magenta Metallic



Lime Squeeze Metallic



Red Candy Metallic Tinted Clearcoat



Yellow Blaze Metallic Tri-coat

Colors are representative only.
See your dealer for actual paint/trim options.
¹Additional charge.

Unexpected features.



A. Brighten your outlook with a power moonroof, available on SE/SES/SEL models.¹

B. Ambient lighting, standard on SES/SEL models and available on SE, features 7 color choices that illuminate from within the front cupholders and front and rear footwells to help you create the mood you want.

C. Under a rear cargo cover that raises with the hatch, Fiesta hatchback models offer 15.4 cu. ft. of hidden storage that helps keep your belongings out of sight.

D. Six standard cupholders allow everyone to have a beverage close at hand.

E. Standard integrated blind spot mirrors help alert you to vehicles entering your blind spot. Keeping them clear is essential. Power, heated sideview mirrors, available in the Winter Package on SE and standard on SES/SEL models, quickly eliminate ice and snow buildup.

F. The standard Easy Fuel[®] capless fuel filler helps hands stay clean. No cap required.

¹Late availability.

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Specifications

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Appealing accessories.

Also available:

Electronics

Front or Rear Bumper-Mounted Parking Assist System by EchoMaster®²

GPS Tracking and Recovery by SmartAlert™²

Remote Start Systems

Portable Navigation Systems by Garmin®²

Vehicle Security System

Keyless Entry Keypad

Wiper De-Icer and Debris Cleaner by Wiper Shaker²

Exterior

Side Window Deflectors

Racks and Carriers by THULE®²

Splash Guards

Rear Bumper Protector

Locking Fuel Plug

Interior

Protective Seat Covers by Covercraft®²

Leather Gear Shift Knob (Plum Red, Black or Blue)

Stainless Steel Door Sill Plates

Interior Light Kit

Reversible Cargo Mat

Soft Cargo Organizers (Large and Standard Sizes)

Soft Cargo Cooler Bag

Cargo Area Protector

Cargo Net by Las-Stik²

All-Weather Floor Mats

Ash Cup/Coin Holder with or without Lighter Element

Wheels

Wheel Locks

²Ford Licensed Accessories.

³Only available on 5-door hatchback.

⁴Only available on manual transmission-equipped vehicles.

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3dCarbon is a trademark of Moran Motorsports, Inc.



Fiesta Body Kit by 3dCarbon,®^{2,3} LED Parking Lamps and "Fiesta Tattoo" Bodyside Graphics



Illuminated Door Sill Plates



Rear Roof Spoiler³



Sport Pedals⁴



Illuminated Gear Indicator Shift Knob by Gaslock®^{2,4}



Illuminated Gear Shift Knob⁴



To learn more about Ford Custom Accessories and to shop online, visit fordaccessories.com.



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. Contact your local Ford Dealer for details and a copy of the limited warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. Ford Licensed Accessories 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 regarding the manufacturer's limited warranty and/or a copy of the FLA product limited warranty offered by the accessory manufacturer.



Ford Custom Graphics by Original Wraps,™ Inc.²

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Specifications

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Drive one.