



Drive one.

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 airbags¹ 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 airbag¹
Front-seat side airbags¹
SecuriLock® Passive Anti-Theft System
Side-curtain airbags¹
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	

¹Always 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.





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.



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	Interior
Oxford White	1
Ingot Silver Metallic	1
Violet Gray Metallic ¹	1
Black	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.

¹Late availability.

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



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 ^{1,2}	1	2	
Lime Squeeze Metallic	1	2	3
Blue Candy Metallic Tinted Clearcoat	1	2	3
Violet Gray Metallic ²	1	2	3
Black	1	2	3



15" Steel with Covers
Standard



15" Painted Aluminum
Included with
Sport Appearance Package

Exterior Colors

Oxford White

Ingot Silver Metallic

Race Red

Red Candy Metallic Tinted Clearcoat

Lime Squeeze Metallic

Blue Candy Metallic Tinted Clearcoat

Violet Gray Metallic

Black

Interior Colors

1 Unique Light Stone Cloth with Light Stone Inserts Standard

2 Unique Charcoal Black Cloth with Charcoal Black Inserts Standard

3 Unique Charcoal Black Cloth with Blue Inserts Standard



Hatchback. Race Red. Sedan. Violet Gray Metallic.

¹Additional charge. ²Late availability.

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





SEL. Charcoal Black leather trim. Cashmere-colored piping. Available equipment. ■ Red Interior Style Package.¹ ■ White Interior Style Package.¹ ■ Premium Sport Appearance Package spoiler.¹



¹Available feature.

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 ¹	1		3		5		7
Race Red	1		3		5	6	7
Red Candy Metallic Tinted Clearcoat ^{1,2}	1		3		5		7
Lime Squeeze Metallic	1		3		5		7
Blue Candy Metallic Tinted Clearcoat ¹	1	2	3		5		7
Violet Gray Metallic ²	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

	Oxford White
	Ingot Silver Metallic
	Yellow Blaze Metallic Tri-coat
	Race Red
	Red Candy Metallic Tinted Clearcoat
	Lime Squeeze Metallic
	Blue Candy Metallic Tinted Clearcoat
	Violet Gray Metallic
	Black

Interior Colors

	1	Unique Charcoal Black Cloth with Charcoal Black Inserts Standard
	2	Unique Charcoal Black Cloth with Blue Inserts Standard
	3	Charcoal Black Leather with Cashmere-Colored Piping Optional
	4	Plum Red Leather with Charcoal Black Piping Optional
	5	Cashmere-Colored Leather with Charcoal Black Piping Optional
	6	Charcoal Black Leather with Race Red Seating Surfaces Available with Red Interior Style Package
	7	Charcoal Black Leather with Oxford White Seating Surfaces Available with White Interior Style Package



SEL Sedan. Blue Candy Metallic Tinted Clearcoat.

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

¹Additional charge. ²Late availability.

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





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. □ **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 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.

