2015
FIESTA+ST
Ford
Go Further
Full throttle. Every day.

Click to see why Fiesta is a non-stop blast.

ST. Molten Orange Tri-coat Metallic. Available equipment.
Enthusiasts, take your seat.

The driver’s seat, of course. Then place your hand on the leather-wrapped shift knob. Of the standard 6-speed manual transmission. That’s linked to a turbocharged high-output 1.6L EcoBoost™ I-4 with 197 horsepower.1 It’s time to party – Fiesta ST style.

“IT’S A BULLET ON THE ROAD,” says AUTOMOBILE Magazine, which named Fiesta ST one of its 2014 All-Stars. An “overboost” feature can extend peak torque for up to 17 seconds. Sport-suspension architecture with European-inspired tuning and 17” summer-compound performance tires2 help keep it planted.

“IT BEGS TO BE FLOGGED ON EVERY ON-RAMP” and stabbed at every downtown red-to-green,” says Road & Track. “In the process, Fiesta ST invites a hell of a grin.” Behind this wheel, the rush is always on.

Gripped firmly by the supportive bolsters of the RECARO® partial leather-trimmed seats,1 you’ll enjoy the amplified engine sounds from EcoBoost that are piped into the cabin through the sound symposer. Or the resounding boom of the 8-speaker Audio System from Sony® with HD Radio™ Technology.

ST. ST RECARO Package. Available equipment.

1Using 93-octane fuel. 2Ford does not recommend using summer tires when temperatures drop to approximately 40°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires. 3Available feature. 4Horsepower and torque. Class is High Performance Subcompact Manual Cars.
Efficiency experts, applaud now.

We’re all trying to squeeze every last mile from a gallon of gas. That’s why starting with an efficient foundation is key. Enter Ford Fiesta.

Fiesta SE has an EPA-estimated rating of 43 hwy mpg1 when equipped with the SE EcoBoost® Fuel Economy Package. Along with unique wheels, the package includes the new 1.0L EcoBoost I-3 engine that combines direct fuel injection, turbocharging and twin independent variable camshaft timing (Ti-VCT).

With an impressive 123 horsepower and 125 lb.-ft. of torque, the 1.0L EcoBoost isn’t shy about performance. “The Fiesta pulls with a diesel-like sense of authority, regardless of gear or engine speed, and had little difficulty when it came to on-ramps or highway merging, where power is most likely to be needed,” says autoblog.com. “This powertrain is just very, very easy to drive.” More proof that big ideas do come in unexpected packages. Just like the 2015 Ford Fiesta.

1EPA-estimated rating: 31 city/43 hwy/36 combined mpg. 1.0L EcoBoost I-3. Actual mileage will vary.

EPA-ESTIMATED RATING 43 HWY MPG1
Drivers, keep smiling.

In Fiesta, every drive can bring a grin. Dart in and out of traffic. Stick it in the corners. And draw admiring glances along the way.

To help Fiesta stay sure-footed in the corners, standard Torque Vectoring Control applies slight braking force (as needed) to the inside front wheel to help more torque reach the road and keep Fiesta firmly planted.

For that extra-connected feel, the PowerShift 6-speed automatic transmission\(^1\) helps provide torque to the front wheels 100% of the time during shifts. Electric power-assisted steering improves steering feel at low speeds and provides precise assist on the highway. Specially tuned shocks and spring rates balance responsive handling with the need for a smooth ride. Choose your favorite 15” or 16” wheels.\(^1\) Then go.

\(^{1}\)Available feature.
Multitaskers, just say the word.

Stay connected in Fiesta with standard voice-activated Ford SYNC®1 with 911 Assist®, which delivers hands-free calls, Bluetooth®-streaming music and more with simple voice commands.

Once paired, it can download contacts and play music from your smartphone. It can also access your MP3 player, USB or iPod®.

Just push a button on the steering wheel and say things like “Call: Heather at home” or “Play playlist: Road Jams.”

Control apps by voice too, such as Pandora®, iHeartAuto™ and SiriusXM® with SYNC AppLink.™2 Take your connections to the next level in Fiesta. SYNC. Say the word.

Titanium, Medium Light Stone leather trim. Available equipment.

1 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. Not all features are compatible with all phones.

2 SYNC AppLink is available on select models and compatible with select smartphone platforms. AppLink is not compatible with MyFord Touch.® Commands may vary by phone and AppLink software.
Innovators, have fun.

SYNC® with MyFord Touch® makes it easy. Colorful graphics, fast touch-screen responses and simple controls give you voice and touch mastery of your phone, entertainment, and navigation.1

Answer a call from your paired phone by pressing accept on the 6.5” color LCD touch screen. Incoming text? Have the system read it aloud for you. Hear a new favorite tune over the radio? With HD Radio™ Technology2 and iTunes® tagging, simply touch the TAG shopping cart icon when the song is playing to mark it for purchase later.

SiriusXM® lets you enjoy commercial-free music, plus sports, news, entertainment, and every premium channel with your 6-month All Access trial subscription.3 The voice-activated Navigation System2 also includes a 5-year subscription to SiriusXM Traffic and Travel Link® services. These features provide detailed traffic information on accidents, construction and road closures, plus local and national weather forecasts, fuel prices and more.

1Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. 2Available feature. 3Trial subscription also includes access to SiriusXM Internet Radio on your computer, smartphone or tablet. Satellite and Internet Radio lineups vary slightly.

Visitors, stay awhile.

Pull up in Fiesta and people will notice. They’ll be even more impressed when they climb in.

**Enter and start Fiesta – without using a key.** With its Intelligent Access key fob in your pocket, just touch the door handle and you’re in. Then, press the brake pedal and push the start button. Keep your paired smartphone close (and charging!) in the full center console with padded armrest.

**Heat your front seats,** in cloth or leather trim. They’re sport bolstered for support. Cool things down with electronic automatic temperature control, which automatically maintains settings chosen by the driver or front passenger. Rock the house with the 8-speaker Audio System from Sony. In the rear, open up additional cargo room by folding down one or both sides of the 60/40 split rear seat.


1Available feature.
Layer for protection. It’s good advice that still applies today. Underneath the aerodynamic shape of the 2015 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 away from occupants. Next, 7 standard airbags include: driver and front-passenger front; driver’s knee; front-seat side; and side curtains.

**Underpinning it all,** AdvanceTrac® electronic stability control automatically helps avoid skidding and fishtailing, helping keep all 4 wheels firmly planted.¹

¹Remember 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.
Believers, make it your own.

You’ve seen how much Fiesta has to offer. Now here’s how you can make it your own.

**Let sun and breeze stream in** through the power moonroof.¹ See what’s behind your vehicle as you slowly back up, thanks to a convenient rear view camera.¹² Even heat your front seats¹ (in cloth or leather).

**Choose your color** with ambient lighting! With MyKey,³¹ set speed and volume controls for when others are driving your Fiesta.

**Never leave your gas cap behind** with the Easy Fuel® capless fuel filler. You don’t need one. With its long list of standard and available features, your 2015 Fiesta can be just the way you want it.

¹Available feature. ²Driver-assist features are supplemental and do not replace the driver’s judgment.
### Fiesta Specifications

**Standard Features**

<table>
<thead>
<tr>
<th>Engine</th>
<th>1.6L Ti-VCT I-4</th>
<th>1.0L EcoBoost I-3</th>
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</tr>
</thead>
<tbody>
<tr>
<td>HP</td>
<td>120 @ 6,500 rpm</td>
<td>123 @ 6,000 rpm</td>
<td>197 @ 6,000 rpm</td>
</tr>
<tr>
<td>lb-ft</td>
<td>112 @ 5,700 rpm</td>
<td>125 @ 2,500 rpm</td>
<td>202 @ 4,200 rpm</td>
</tr>
<tr>
<td>Fuel Efficiency</td>
<td>28 city/36 hwy/31 combined mpg</td>
<td>27 city/37 hwy/31 combined mpg</td>
<td>26 city/35 hwy/29 combined mpg</td>
</tr>
</tbody>
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**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
- 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 climate 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 – Intermittent

**Safety & Security**

- Personal Safety System™ for driver and front passenger includes dual-stage front airbags, 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 start assist
- Belt-Minder® front safety belt reminder
- Child-safety rear door locks
- Driver’s knee airbag
- Front-seat side airbags
- SecuriLock® Passive Anti-Theft System
- Side-curtain airbags
- S.O.S. Post-Crash Alert System™
- Tire Pressure Monitoring System (excludes spare)

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** Engines/EPA-Estimated Ratings & Dimensions**

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<td>202</td>
<td>26 city/35 hwy/29 combined mpg</td>
</tr>
</tbody>
</table>

**Exterior Dimensions**

- Wheelbase: 98.0"
- Length: 173.5"/159.7"/160.1"
- Height: 58.1"/58.1"/57.2"
- Width: 71.6"/71.6"/72.5" (Mirrors folded)
- Width: 77.8" (Including mirrors)

**Interior Dimensions**

- Headroom: 39.1" (Front)
- Headroom: 37.1"/37.2" (Rear)
- Shoulderroom: 52.7" (Front)
- Shoulderroom: 49.0" (Rear)
- Hiproom: 50.6" (Front)
- Hiproom: 49.2" (Rear)
- Legroom: 43.6" (Front)
- Legroom: 31.2" (Rear)

** 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

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Dimensions may vary by trim level.

1 Using 93-octane fuel. 2 Always wear your safety belt and secure children in the rear seat.
SYNC® voice-activated, in-vehicle connectivity system.


1.0L EcoBoost I-3 engine, 15" steel wheels with silver-painted covers, and rear decklid spoiler on sedan (requires 5-speed manual transmission and 200A)

SE EcoBoost® Fuel Economy Package includes 1.0L EcoBoost I-3 engine, 15" steel wheels with silver-painted covers, and rear decklid spoiler on sedan (requires 5-speed manual transmission and 200A)

Smoker's Package includes cigarette lighter and ash cup

Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription (requires 201A)

SE Sedan/Hatchback

Equipment Group 200A
Includes select S features, plus:

Seating
Unique cloth seats and door-trim 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

SE Sedan/Hatchback

Available Options & Packages
16" B-spoke Black machined aluminum wheels
Audio upgrade by KICKER (sedan only)

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; sedan with full body-styling kit)

Fiesta Lower Door Stripe Graphic Package
Full body-styling kit includes unique body-color front fascia with black airfoil, body-color rear lower valance with unique black diffuser, body-color-painted side rocker moldings, and front fog lamps (hatchback only)

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
Remote Start System (requires PowerShift 6-speed automatic transmission)

SE EcoBoost® Fuel Economy Package includes 1.0L EcoBoost I-3 engine, 15" steel wheels with silver-painted covers, and rear decklid spoiler on sedan (requires 5-speed manual transmission and 200A)

Smoker's Package includes cigarette lighter and ash cup

Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription (requires 201A)

Available Equipment Group
Equipment Group 201A – SE Appearance Package
Includes MyFord Touch® with 6.5" color LCD touch screen in center stack, and media hub with 2 USB ports, SD card reader and audio input jack; SiriusXM Satellite Radio; unique Sport cloth seats with contrast stitching; driver’s seat manual lumbar; leather-wrapped shift knob (manual only); 16" B-spoke Sparkle Silver aluminum wheels; fog lamps with chrome bezels; rear decklid spoiler (sedan); and aluminum compact spare wheel
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)
- Leather-wrapped shift knob (manual)
- Rear view camera
- SiriusXM® Satellite Radio with 6-month trial subscription
- SYNC® with MyFord Touch® with 6.5” color LCD touch screen in center stack, and media hub with 2 USB ports, SD card reader and audio input jack

**Exterior**
- 16” premium Sparkle Nickel-painted aluminum wheels with P195/50R16 all-season tires
- Chrome beltline and rear 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

- Audio upgrade by KICKER® (sedan only)
- 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
- Remote Start System (requires PowerShift 6-speed automatic transmission)
- Smoker’s Package includes cigarette lighter and ash cup
- Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription

**Titanium Sedan/Hatchback**


- Electronic automatic temperature control.
- Audio System from Sony with 8 speakers and HD Radio Technology.
- Heated sideview mirrors.
ST Hatchback

Equipment Group 400A
Includes select SE features, plus:

Mechanical
1.6L EcoBoost® I-4 engine
6-speed manual transmission
3-mode AdvanceTrac® electronic stability control (Standard, Sport, Off)
Full-size spare wheel and tire (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
Carpeted front and rear floor mats
Electronic automatic temperature control
Intelligent Access with push-button start (2 key fob transmitters)
Leather-wrapped shift knob with metallic insert
SiriusXM® Satellite Radio with 6-month trial subscription
Sound symposer
"ST" branded front floor mats
SYNC® with MyFord Touch® with 6.5" color LCD touch screen in center stack, and media hub with 2 USB ports, SD card reader and audio input jack
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-compound performance tires1
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
Over-the-top stripes
Power moonroof
Smoker’s Package includes cigarette lighter and ash cup
ST Protection Package includes cargo area protector with ST logo, all-weather floor mats with ST logo, and full vehicle cover with ST logo
ST RECARO Package includes RECARO® partial leather-trimmed front bucket seats with cloth accents, 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 5-year subscription

Performance Blue. Available equipment.
Perforated leather-wrapped steering wheel with ST badge.
Front door-sill scuff plates with ST logo.
6-speed manual transmission shift knob.

1Ford does not recommend using summer tires when temperatures drop to approximately 40°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires.
**Exteriors**

<table>
<thead>
<tr>
<th>Color</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oxford White</td>
<td><img src="image" alt="Oxford White" /></td>
</tr>
<tr>
<td>Ingot Silver</td>
<td><img src="image" alt="Ingot Silver" /></td>
</tr>
<tr>
<td>Molten Orange Tri-coat Metallic</td>
<td><img src="image" alt="Molten Orange Tri-coat Metallic" /></td>
</tr>
<tr>
<td>Race Red</td>
<td><img src="image" alt="Race Red" /></td>
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<tr>
<td>Ruby Red Tinted Clearcoat Metallic</td>
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<tr>
<td>Green Envy Tri-coat Metallic</td>
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</tr>
<tr>
<td>Blue Candy Tinted Clearcoat Metallic</td>
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<tr>
<td>Magnetic</td>
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<tr>
<td>Tuxedo Black</td>
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</tbody>
</table>

**Interiors**

<table>
<thead>
<tr>
<th>Color</th>
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</thead>
<tbody>
<tr>
<td>Charcoal Black Cloth with Sterling Stone Accents</td>
<td><img src="image" alt="Charcoal Black Cloth" /></td>
</tr>
<tr>
<td>Medium Light Stone Cloth</td>
<td><img src="image" alt="Medium Light Stone Cloth" /></td>
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<tr>
<td>Charcoal Black Cloth</td>
<td><img src="image" alt="Charcoal Black Cloth" /></td>
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<tr>
<td>Charcoal Black Sport Cloth with Silver Stitching</td>
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<tr>
<td>Charcoal Black Sport Cloth with Red Stitching</td>
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<tr>
<td>Medium Light Stone Leather</td>
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<td>Charcoal Black Leather</td>
<td><img src="image" alt="Charcoal Black Leather" /></td>
</tr>
<tr>
<td>Charcoal Black Leather with Smoke Storm Cloth Accents</td>
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</tr>
<tr>
<td>Charcoal Black Leather with Molten Orange Cloth Accents</td>
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</tr>
</tbody>
</table>

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

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*Bring these colors to life*
**Exterior**
- Bodyside graphics
- Custom graphics and trim kits
- Fog lamp bezels
- Full vehicle covers
- Racks and carriers
- Rear bumper protector
- Rear spoilers
- Splash guards
- ST full vehicle cover
- ST over-the-top stripes

**Interior**
- Ash cup/coin holders
- Cargo organizers and protectors
- Carpeted floor mats
- Door sill plates
- Gear indicator shift knob
- Gear shift knobs
- Interior light kit
- ST all-weather floor mats
- ST cargo area protector
- ST door sill plates

**Electronics**
- Audio upgrade by KICKER®
- Bumper-mounted warning sensor systems
- Keyless entry keypad
- Portable DVD rear-seat entertainment systems
- Vehicle Security System

**Wheels**
- 16" 8-spoke Sparkle Silver
- 16" polished
- Wheel lock kits

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1 Additional components may be required. See dealer for details. 2 Ford Licensed Accessory. 3 Manual transmission only.

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SE Hatchback in Oxford White customized with side window deflectors, lower bodyside graphics, rear roof spoiler and 16" 8-spoke Black machined aluminum wheels.
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 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.


Genuine Ford Accessories will be 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. 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 and/or a copy of all limited warranties.

Comparisons based on competitive models (class is Subcompact Cars), publicly available information and Ford certification data at time of release. Vehicles may be shown with optional equipment. Features may be offered only in combination with other options or subject to additional ordering requirements/limitations. Dimensions shown may vary due to optional features and/or production variability. Information is provided on an “as is” basis and could include technical, typographical or other errors. Ford makes no warranties, representations, or guarantees of any kind, express or implied, including but not limited to, accuracy, currency, or completeness, the operation of the information, materials, content, availability, and products. Ford reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Ford Dealer is the best source of the most up-to-date information on Ford vehicles.

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