

Easy as 1-2-3!

Selecting a new car will never be as simple as walking into a fast food restaurant and ordering a value-meal — however, some of the series changes coming first to Fiesta and Focus for 2013 will make the process of selecting and buying a new vehicle easier — for everyone.



2013 FOCUS TITANIUM

2013 Fiesta and Focus

In addition to their annual new model year updates, Fiesta and Focus receive a revised series lineup that looks like this:



You can expect to see a similar series offering coming first to the 2013 Fusion and then to other products down the road.



Ford Super Segment = Fiesta, Focus, Fusion and Escape

By 2013, the “Super Segment” (B, C, C/D cars and small SUVs) are predicted to grow to 61 percent market share. At Ford, we are not only planning to grow our Super Segment, we plan to lead. One of the small engines of growth that will help us is the simplification of our “series” offerings within models.

For example, in 2012 there are no less than **10** starting points (Series + Rapid Spec packages) for consumers to consider when it comes to Focus. In 2013, the number of starting points will shrink to **4**. (Note: the chart at right comparing 2012 vs. 2013 series offerings.)

- **For Consumers** — the new lineup will be more easily understood and offer greater value, in turn, making our products easier to purchase
- **For Dealerships** — it makes communication with the customer easier and it also becomes easier for your desk to choreograph payments between models

More for Less

To develop the content of each of the new series, we examined historically fast-turning, popular packages and standardized many of the features that were contained in them. So now, much like the value-meal concept, our series, options and packages offer:

- More content value by series, compared to previous years' content ... so the customer gets more for less
- Optional equipment that is aligned by series and promotes better resale value
- Overall reduced complexity, making the product and its simplified series easy to comprehend, select and purchase

Take a Walk

S, SE, Titanium — from one series to the next, “the walks” are easier to understand because they follow a logical pattern of **GOOD, BETTER, and BEST.**

It also gives us the opportunity to create a more defined brand within a brand, so whether Focus or Fiesta:

- **S = GOOD** — a nicely packaged base vehicle with available options that complement the value-oriented buyer
- **SE = BETTER** — the volume leader that builds on the base model and includes value-packed options and package upgrades
- **Titanium = BEST** — the top-shelf selection that features innovation technologies and premium amenities inside and out

Simplify

Price walks also get simplified. Take a look at this “sample” scenario:

- Walks from **4-door Sedan to 5-door Hatchback** are consistent across all series
- Walks from **S to SE to Titanium** are all standardized
- Available **options and packages** are consistently priced

The All-New Ford Sample Price Walk

4-Door Sedan	Series	5-Door Hatchback
\$13,995	S	\$14,995
\$15,995	SE	\$16,995
\$17,995	Titanium	\$18,995
Options and Packages		
\$995	SE Appearance	\$995
\$495	Convenience Package	\$495

Note: This “sample” price walk above is based on a 2013 Fiesta. The pricing shown is subject to change and meant as an example only.

2012	vs.	2013
10 STARTING POINTS		4 STARTING POINTS
TITANIUM + RS 401A – 11%		TITANIUM – 12%
SEL + RS 303A – 7%		
SEL + RS 302A – 4%		
SEL + RS 301A – 4%		
SEL – 3%		SE APPEARANCE – 30%
SE + RS 203A – 33%		
SE + RS 202A – 6%		
SE + RS 201A – 20%		SE – 52%
SE – 4%		
S – 8%		S – 6%



2013 FIESTA TITANIUM

Additional Resources:

- ford.com
- esourcebook.dealerconnection.com
- “Good Better Best” Strategy Job Aid