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2013

Fiesta

What's Important

Key Messages

- Fiesta offers a revised lineup that includes S, SE and Titanium models, all available as a 4-door sedan and 5-door hatchback
- Features an expressive, vibrant design with sharp reflexes and a global track record sure to redefine the expectations of small-car customers
- Delivers convenience and connectivity not typically found in a car this size
- The first minicar⁽¹⁾ to earn the IIHS Top Safety Pick award since the IIHS added a roof strength requirement rating

Key Features Overview

1.6L Ti-VCT I-4 engine with up to 40 highway mpg⁽²⁾
(p. 7)

Intelligent Access with push-button start
(p. 19)

Electric power-assisted steering (EPAS) with pull-drift compensation and active nibble control
(p. 10)

PowerShift 6-speed automatic transmission
(pp. 8, 9)

SYNC with SYNC Services
(p. 18)

Seven standard airbags
(p. 13)



AdvanceTrac
(p. 12)

(1) Ford classifies Fiesta as a compact car.

(2) 2012 EPA-estimated 29 city/40 hwy./33 combined mpg, automatic SFE Package; 29 city/39 hwy./33 combined mpg, automatic.

New for 2013

Model Lineup

- S, SE and Titanium
- Available in 4-door sedan and 5-door hatchback

Performance/Handling

- Aluminum spare wheel standard on SE sedan
- Super Fuel Economy (SFE) Package deletes SYNC with SYNC Services, redundant audio controls and premium sound system

Safety/Security

- Perimeter alarm standard on Titanium

Comfort/Convenience

- 12V auxiliary powerpoint (rear) standard on SE
- Cruise control standard on SE
- Deleted packages
 - SiriusXM Satellite & Ambient Lighting Package
 - SYNC & Sound Package
 - Upgrade Package
 - Winter Package
- Heated front seats optional on SE, standard on Titanium
- Heated exterior side mirrors standard on SE
- Intelligent Access with push-button start standard on Titanium
- Leather-trimmed seating surfaces standard on Titanium
- Moon & Mood Manual Package
- 80-watt single-CD/MP3 sound system with 6 speakers standard on SE and Titanium
- Rear carpeted floor mats standard on SE
- SYNC with SYNC Services standard on SE

Design/Styling

- Deleted package
 - Sport Appearance Package
- Premium Sport Appearance Package renamed Black Sport Appearance Package
- SE Appearance Package
 - 15" Sparkle Silver painted aluminum wheels
 - Ambient lighting
 - Leather-wrapped steering wheel
 - Light-emitting diode (LED) auxiliary lamps
 - Rear spoiler (sedan)
 - SiriusXM Satellite Radio
- New exterior color
 - Ruby Red Metallic Tinted Clearcoat (RR)
- Deleted color
 - Red Candy Metallic Tinted Clearcoat

Quality/Reliability/Durability

- No new features for 2013

2013

Fiesta

Model Lineup

Model Lineup Pages

The Model Lineup pages are based on the Dealer Ordering Guide and are designed to show key features/equipment and Equipment Group content. As you move through the lineup, each model adds to or upgrades the equipment of the preceding model, except where noted. Fiesta 4-door sedan and 5-door hatchback are available in three models:

- S
- SE
- Titanium

S — Standard model



Performance/Handling

- Brakes — front disc/rear drum
- Drivetrain — front-wheel drive
- Engine — 1.6L Ti-VCT I-4
- Spare tire — steel mini
- Steering — electric power-assisted (EPAS) with pull-drift compensation and active nibble control
- Suspension — European-inspired
 - Independent MacPherson strut front
 - Twist beam rear
- Tires — P185/60R15 BSW
- Transmission — 5-speed manual

Safety/Security

- AdvanceTrac electronic stability control (ESC)
 - Anti-Lock Braking System (ABS)
 - Traction control
- Airbags
 - Driver knee
 - Dual-stage front
 - Front-seat side
 - Side curtain
- Belt-Minder
- Child safety locks — rear door
- Emergency trunk release — glow-in-the-dark (sedan)
- LATCH (Lower Anchors and Tethers for Children) System
- Personal Safety System
- Safety belts
 - Height-adjustable
 - Pretensioners
- SecuriLock passive anti-theft system
- SOS Post-Crash Alert System
- Tire Pressure Monitoring System (TPMS)
 - Excludes spare

Comfort/Convenience

- 4" multifunction display
- 12V powerpoint (front)
- Audio — 40-watt AM/FM stereo with 2 speakers and 2 tweeters
- Audio input jack
- Climate control — manual with electronic activation
- Console — molded-in-color floor console
- Cup holders — 4 front, 1 rear
- Defroster — rear window
- Easy Fuel capless fuel filler
- Floor mats — front carpeted
- Footrest — driver left
- Heat ducts — rear
- Illuminated entry
- Instrumentation — tachometer and speedometer
- Intelligent 3-blink turn signal
- Lighting — center dome lamp with map lights
- Mirror, interior — day/night
- Mirrors, exterior — dual power with integrated blind spot mirrors
- Seating — cloth
 - Driver 4-way manual adjustment with manual height adjustment
 - Front buckets with 4-way adjustable head restraints
 - Front passenger 2-way manual adjustment
 - Rear 60/40 split-fold with 4-way adjustable and removable head restraints
- Steering column — tilt/telescoping
- Storage — front door bins
- Sun visors — driver and front passenger
- Trunklid release
- Windows — manual
- Windshield wipers — intermittent front
- Wiper — rear (hatchback)

Design/Styling

- Air conditioning register bezels — black
- Antenna — mast
- Bumpers — body-color

Design/Styling cont'd

- Center finish panel — black
- Center stack bezel — black
- Door handles, exterior — body-color
- Door handles, interior — molded-in-color metallic
- Door inserts — cloth
- Glass — solar-tinted
- Grille — body-color 3-bar upper with chrome lower surround (sedan); body-color upper (hatchback)
- Headlamps — quad-beam halogen
- Instrument panel canisters — molded-in-color
- Interior backlighting — red
- Mirrors, exterior — body-color
- Moldings
 - Beltline — black
 - Decklid eyebrow — black
- Rear spoiler — liftgate (Hatchback only)
- Shift knob — metallic painted
- Shifter bezel — molded-in-color, black (automatic only)
- Steering wheel — painted black spokes
- Wheels — 15" steel with silver painted covers

Quality/Reliability/Durability

- Battery saver
- High-efficiency alternator
- Oil monitor system
- Windshield — acoustic laminated

S
EQUIPMENT GROUP/OPTIONS
Equipment Group
Equipment Group 100A <ul style="list-style-type: none"> • Includes S standard equipment
Freestanding Options
Performance/Handling <ul style="list-style-type: none"> • PowerShift 6-speed automatic transmission (44A)
Comfort/Convenience <ul style="list-style-type: none"> • Convenience Package (43V) <ul style="list-style-type: none"> – Automatic locking doors (drive-away activated) – Remote Keyless Entry System – Single-CD/MP3 audio system

NOTE: The above information is an excerpt to be used with pages 3 and 4 of the 4/1/12 Fiesta Dealer Ordering Guide. For more information and the latest Dealer Ordering Guide, go to fmcdealer.com.

SE — Includes all S content, plus:



Performance/Handling

- Spare tire — aluminum mini (sedan)

Comfort/Convenience

- 12V powerpoint (rear)
- Audio — 80-watt single-CD/MP3 with 6 speakers
- Cruise control
- Door locks — automatic locking, drive-away
- Instrument cluster — message center with trip computer
- Lighting — rear dome lamp
- Mirrors, exterior — heated with turn signal indicators
- Remote Keyless Entry System
- Seating — upgraded cloth
- Storage — map pockets (front passenger seatback)
- Sun visors — driver and front passenger with mirrors
- SYNC with SYNC Services
- Windows — power, driver one-touch-up/-down

Design/Styling

- Door release bezels — environment-keyed molded-in-color
- Grille — chrome 3-bar upper (sedan); body-color upper (hatchback)
- Metallic painted trim
 - Air conditioning register bezels
 - Center finish panel
 - Door handle bezels
 - Instrument panel canisters
 - Steering wheel spokes
 - Shifter bezel — chrome (automatic only)

SE EQUIPMENT GROUPS/OPTIONS

Equipment Groups	Freestanding Options
Equipment Group 200A <ul style="list-style-type: none"> • Includes SE standard equipment 	Performance/Handling <ul style="list-style-type: none"> • PowerShift 6-speed automatic transmission (44A) • Super Fuel Economy (SFE) Package (854 sedan; 855 hatchback) (Requires 44A; deletes SYNC, redundant audio controls and 80-watt sound system) <ul style="list-style-type: none"> – 15" steel wheels with Silver painted covers – Decklid spoiler (sedan) – Lower grille blockers – P195/60R15 T-rated all-season tires – Side air deflectors – Steel mini spare – Underbody shields Comfort/Convenience <ul style="list-style-type: none"> • Heated front seats (21H) • Moon & Mood Manual Package (18M) (Requires manual transmission; not available with 201A) <ul style="list-style-type: none"> – Ambient lighting – Leather-wrapped shift knob – Metallic front door sill plates – Power moonroof – SiriusXM Satellite Radio • Power moonroof (13R) • Rear floor mats (12B) Design/Styling <ul style="list-style-type: none"> • Blue Candy Metallic Tinted Clearcoat (Z9) • Ruby Red Metallic Tinted Clearcoat (RR)
Equipment Group 201A <ul style="list-style-type: none"> • SE Appearance Package <ul style="list-style-type: none"> – 15" Sparkle Silver painted aluminum wheels – Ambient lighting – Leather-wrapped steering wheel – Light-emitting diode (LED) auxiliary lamps – Rear spoiler (sedan) – SiriusXM Satellite Radio 	

NOTE: The above information is an excerpt to be used with pages 5–7 of the 4/1/12 Fiesta Dealer Ordering Guide. For more information and the latest Dealer Ordering Guide, go to fmcdealer.com.

2013

Fiesta

Model Lineup

Titanium — Includes all SE content, plus:



Performance/Handling

- Tires — P195/50R16

Safety/Security

- Alarm — perimeter anti-theft

Comfort/Convenience

- Floor mats — rear carpeted
- Intelligent Access with push-button start
- Rearview mirror — electrochromic auto-dimming
- Seating — leather-trimmed with heated front seats
- SiriusXM Satellite Radio
- Steering wheel-mounted cruise controls

Design/Styling

- Ambient lighting (7 colors)
- Door panel inserts — upgraded vinyl covered
- Light-emitting diode (LED) auxiliary lamps with chrome surround
- Moldings
 - Beltline — chrome
 - Decklid — chrome
- Steering wheel — leather-wrapped
- Wheels — 16" Premium Luster Nickel painted aluminum

TITANIUM EQUIPMENT GROUPS/OPTIONS

Equipment Groups

Equipment Group 300A

- Includes Titanium standard equipment

Freestanding Options

Performance/Handling

- PowerShift 6-speed automatic transmission (44A)

Comfort/Convenience

- Power moonroof (13R)

Design/Styling

- **Interior Style Package – Race Red (60J)**
 - Black/Red two-tone leather-trimmed seats with unique stitching and debossed Fiesta logo
 - Coordinated “red” steering wheel trim
 - Premium floor mats with Fiesta logo
 - Coordinated red instrument panel trim
 - Leather-wrapped gear shift knob
 - Color-coordinated door inserts
- **Interior Style Package – Arctic White (60J)**
 - Black/White two-tone leather-trimmed seats with unique stitching and debossed Fiesta logo
 - Coordinated “white” steering wheel trim
 - Premium floor mats with Fiesta logo
 - Coordinated white instrument panel trim
 - Leather-wrapped gear shift knob
 - Color-coordinated door inserts
- **Black Sport Appearance Package (60E) (hatchback only)**
 - 16" polished aluminum wheels
 - Black headlamp surrounds
 - Black LED auxiliary lamp surrounds
 - Black lower grille surround
 - Black exterior mirror caps
 - Black window surrounds and beltline
 - Black rear hatch spoiler
 - Includes 4.25:1 final drive ratio when ordered with the 5-speed manual transmission
- Blue Candy Metallic Tinted Clearcoat (Z9)
- Ruby Red Metallic Tinted Clearcoat (RR)
- Yellow Blaze Metallic Tri-coat (NQ)

NOTE: The above information is an excerpt to be used with pages 8–10 of the 4/1/12 Fiesta Dealer Ordering Guide. For more information and the latest Dealer Ordering Guide, go to fmcdealer.com.

Key Messages

- 1.6L Ti-VCT I-4 engine and PowerShift 6-speed automatic transmission deliver up to 40 highway mpg⁽¹⁾ on Fiesta SE with SFE Package
- 6-speed PowerShift automatic provides excellent mechanical efficiency and performance advantages
- FEAD belt technology helps improve fuel efficiency
- Sporty ride and handling character tuned for a fun-to-drive experience

1.6L Ti-VCT I-4 Engine

Key Features

- 120 horsepower @ 6350 rpm (pending SAE certification)
- 112 lb.-ft. of torque @ 5000 rpm (pending SAE certification)
- Engine block is high-pressure die-cast aluminum for strength and light weight
- Aluminum cylinder head and engine block help reduce vehicle weight to help improve fuel efficiency
- 11.0:1 compression ratio
- Electronic throttle control
- Powertrain control module (PCM) makes real-time adjustments to the fuel delivery/air mixture and spark timing to deliver a fun-to-drive and fuel-responsible engine and transmission combination
- Aggressive deceleration fuel shutoff (ADFSO)
- Twin independent variable camshaft timing (Ti-VCT)
- High-efficiency alternator helps maximize fuel efficiency
- Meets Federal Tier 2 Bin 4 standard and qualifies for the California ULEV II (Ultra Low Emissions Vehicle) standard in California Emissions States

Aggressive Deceleration Fuel Shutoff (ADFSO)

- Helps maximize fuel efficiency by temporarily interrupting fuel delivery and consumption when the vehicle normally slows down while maintaining normal engine operation
- System is automatic and requires no interaction from the driver

NOTE: See the Powertrain section in the Source Book Appendices or on **eSourceBook** for more information.

Twin independent Variable Camshaft Timing (Ti-VCT)

- Allows the camshafts to operate both intake and exhaust valves at different times in the combustion cycle, based on engine speed and load
- Adjusts cam timing to provide optimum performance and fuel economy
- Excellent efficiency under low load conditions like idling or highway cruising
- Excellent power when accelerating

Composite Intake Manifold

- Light weight helps reduce vehicle weight and improve fuel efficiency
- Short intake runner length is tuned for high-rpm horsepower
- Fully symmetrical runner length for excellent NVH (Noise, Vibration and Harshness) characteristics

FEAD (front-end accessory drive) Belt Technology

- Helps improve fuel efficiency
- Eliminates the need for a belt tensioner for driving the alternator, water pump and air conditioning compressor accessory drive pulleys, helping reduce overall vehicle weight
- FEAD belt is able to stretch itself and contract back when additional loads are imposed on it

(1) EPA-estimated 29 city/40 hwy./33 combined mpg, automatic SFE Package; 29 city/39 hwy./33 combined mpg, automatic.

Transmissions

5-speed Manual

Key Features

- Wide gear ratio spacing delivers a balance of performance and fuel efficiency
- Hydraulic, driver-operated clutch includes an integral lightweight plastic slave cylinder to help maximize fuel efficiency
- High-pressure die-cast aluminum housing is strong, yet lightweight
- Two overdrive gears reduce engine rpm at highway speeds to help improve fuel economy
- 4.07:1 final drive ratio
 - 4.25:1 final drive ratio with Black Sport Appearance Package for quick, off-the-line acceleration

PowerShift 6-speed Automatic

Key Features

- Operates as two parallel manual transmissions with a dual-clutch design managing the shifts between two gearsets
- Offers performance and fuel efficiency similar to a manual transmission and the shift quality and ease of operation provided by an automatic transmission
- Provides direct connection between engine and transmission
- Engine torque is delivered to the drive wheels 100% of the time
- Wide gear ratio span delivers a balance of performance and fuel efficiency
- Hill Start Assist provides improved driveability on steep inclines
- Neutral Idle Mode helps maximize fuel
- Compact and lightweight design
- Low maintenance means the customer spends less money to operate
 - Transmission is sealed for life, requiring no transmission fluid checking or changes
 - No transmission oil cooler lines, reducing potential for leaks
 - Dual-clutch design is engineered to last for 10 years or 150,000 miles⁽¹⁾

Electromechanical System Features

- Two internal transmission gearsets divide the ratios in half, with odd gears on one gearset and even gears on the other
- Motor-controlled gear actuation determines the appropriate gearset to be engaged by the clutch system
- Motor-controlled clutch actuation engages the transmission and the halfshafts

Dual Clutch Operation

- A “dry” design, similar to a manual transmission, does not require transmission fluid to function like a traditional automatic transmission with a torque converter
 - Eliminates the complexity and weight of a torque converter
 - Eliminates the need for a transmission oil cooler and internal oil pump
 - No parasitic losses from the engine having to drive the torque converter
- Torsional damping, through clutch slip, reduces vehicle lugging at low speeds for excellent NVH characteristics and maximized fuel economy
- One clutch is always engaged with a gearset until the transmission needs to shift
- When the transmission requires a shift, the second clutch engages the opposite gearset, transferring the engine torque to that gearset
- While the vehicle is in motion, a clutch is always engaged to one of the two primary gearsets, allowing 100% of the engine torque to be continually transferred to the drive wheels
- When a shift is needed, the clutch will come on to transfer the engine torque to the other gearset, with the clutches essentially handing off the engine torque
- Clutch actuator and mechanism apply the appropriate clutch instead of a manual clutch pedal and spring design to deliver precise clutch control and smooth shifts
- Integrated brake pressure is utilized in slow-speed driving conditions to provide the typical “vehicle creep” an automatic transmission customer might expect in a parking lot or at a stoplight

(1) Under normal driving conditions.

Transmissions cont'd

MAKE THE POINT: PowerShift 6-speed Automatic Transmission

The PowerShift automatic transmission has some specific operational characteristics that are different from a conventional automatic transmission. During the initial break-in period, the transmission may exhibit “quick shifts” or harsher than normal shifting. The transmission may also lightly “shudder” under light acceleration or during a coast down to a stoplight. Assure the customer these characteristics are not abnormal during the clutch break-in period and will certainly diminish once enough mileage accumulates. Be sure to emphasize that this is a new technology and one of many features that help contribute to the outstanding fuel economy that the Fiesta provides.

Fuel-efficiency Features

- “Dry” dual-clutch design is more efficient than a torque converter, helping to reduce power loss
- Dry clutch eliminates the need for a transmission fluid pump to control the shift control
- Neutral Idle Mode helps maximize fuel efficiency by “disconnecting” the transmission from the engine when the engine is at idle
- Wide gear ratio span (5.58:1) provides torque in lower gears and reduced engine rpm at highway speeds
- PowerShift transmission features combine to deliver a 7- to 9-percent fuel efficiency improvement compared to a traditional 4-speed automatic transmission

MAKE THE POINT: Neutral Towing

Fiesta, equipped with either the manual or automatic transmission, offers indefinite neutral (flat-tow) towing capability up to a maximum recommended speed of 70 mph.

Why it's Important

Recreational Vehicle (RV) neutral, or flat, towing of a vehicle could be a major purchase motivator for the Fiesta customer.

Automatic Transmission Neutral Tow Operation

- Ignition must be placed in ON position and then the vehicle transmission placed in the Neutral position
- This process ensures the transmission synchros and shift drums are in proper placement for neutral towing at the 70 mph maximum recommendation
- Ignition can be placed in OFF position AFTER transmission is placed in Neutral
- A dead battery, or placing the vehicle in Neutral without properly cycling the ignition to the ON position first, limits the neutral tow capability to 35 mph and 50 miles
- Remind customers the Owner Guide is the best reference for complete details

Fuel Economy

EPA-estimated Fuel Economy

Engine/Transmission	City mpg	Highway mpg
1.6L Ti-VCT I-4/5-speed manual	29	39
1.6L Ti-VCT I-4/PowerShift 6-speed automatic	29	39
1.6L Ti-VCT I-4/PowerShift 6-speed automatic with SFE Package	29	40

2013

Fiesta

Performance/Handling

Chassis

Suspension and Chassis Overview

- Fiesta started with an excellent foundation in the European chassis, so the goal was to change as little as possible for the U.S. chassis
- Since North American customers expect all-season performance, Ford engineers developed specifically tuned all-season tires for the U.S. Fiesta that deliver crisp steering and handling response, but retain good ride quality
- Building on this foundation, engineers then fine-tuned the springs, dampers and electric power-assisted steering (EPAS) settings to achieve the best combination of steering, handling and ride characteristics
- The end result is European-like steering and handling response and excellent ride quality, with the addition of all-season performance

European-inspired Independent MacPherson Strut Front Suspension

- Lightweight, compact design perfect for front-wheel-drive configurations where the engine and transmission are located in the front compartment
- Suspension arms and stabilizer bar are connected to a front crossmember that is hard-mounted to the unibody structure
- Helps isolate the body from the suspension so less road vibration reaches the passenger cabin
- Additional braces from the back of the crossmember to the body help enhance performance and feel
- Hard points are shared with European Fiesta to provide the best combination of ride, handling and steering
- Stabilizer bar helps reduce body roll while cornering

European-inspired Twist-beam Rear Suspension

- Designed and tested to be aligned for 150,000 miles
- The design of the twist-beam rear suspension does not require a stabilizer bar
- Compact package allows for maximum floor space
- Allows efficient packaging along with stable handling and outstanding ride comfort

Front Disc/Rear Drum Brakes

- Include standard Anti-Lock Braking System (ABS)
- Front 10.2" ventilated discs
- Rear 7.9" drums

Electric Power-Assisted Steering (EPAS) with Pull-drift Compensation and Active Nibble Control

- EPAS is a sophisticated electric speed-sensitive assist for the rack-and-pinion steering system
 - Offers light, responsive steering around town and for parking
 - At higher speeds, EPAS delivers less steering assist for more confident control
- EPAS replaces the hydraulic gear system that pulled power (and efficiency) from the engine via a belt
- Helps improve fuel economy and eliminate hydraulic noises common with hydraulic systems

Pull-drift Compensation

- An automatic system that uses EPAS to help continuously correct for road irregularities and improve overall steering feel
- System is continually “learning” and adapting to steering conditions and compensates for changes that can cause the vehicle to pull left or right
 - Assists the steering effort to help the driver maintain a straighter path
 - Helps driver avoid unwanted lane changes (or drift)
- Reduces steering effort required when driving on crowned roads or in heavy side winds

ENGINEERING INSIGHT

Active Nibble Control

What Is Nibble?

- Steering nibble is undesirable rotational vibration that can be felt through the steering wheel – mostly when the vehicle is traveling straight
- Nibbles are often caused by the presence of an out-of-balance front wheel/tire, or “brake shudder,” often caused by unequal wear of the brake rotors

How It Works

- Torque sensors located in the electric motor sense nibble vibrations
- The electric motor then applies a counter-rotational force to cancel out the vibrations
- This counter-rotational force helps reduce unwanted vibrations in the steering wheel

Key Benefits

- EPAS system sensors continuously monitor steering wheel inputs
- When sensors detect steering wheel rotational vibrations – or nibbles – EPAS counteracts the nibbles and seamlessly cancels them out
- Helps reduce the amount of minor steering corrections caused by the steering nibbles and helps provide a more comfortable driving experience

Packages

Super Fuel Economy (SFE) Package

- 15" steel wheels with Silver painted covers
- Decklid spoiler (sedan)
- Lower grille blocker
- P195/60R15 T-rated all-season tires
- Side air deflectors
- Steel mini spare
- Underbody shields
- Requires PowerShift 6-speed automatic transmission
- Deletes SYNC with SYNC Services, redundant audio controls and 80-watt sound system
- Optional on SE only

Black Sport Appearance Package

- 16" polished aluminum wheels
- Black headlamp surrounds
- Black LED auxiliary lamp surrounds
- Black lower grille surround
- Black exterior mirror caps
- Black window surrounds and beltline
- Black rear hatch spoiler
- Includes 4.25:1 final drive ratio when ordered with the 5-speed manual transmission
- Optional on Titanium hatchback only

2013

Fiesta

Safety/Security

Key Messages

- Fiesta was the first minicar⁽¹⁾ to earn the IIHS Top Safety Pick award since the IIHS added a roof strength requirement rating
- Includes an Intelligent Protection System with active and passive safety features
- Named a “Top Safety Pick” by IIHS for 2011 and 2012
- A total of seven airbags, including dual-stage front airbags, driver knee airbag, front-seat side airbags and side curtain airbags, help protect passengers in certain side impacts
- AdvanceTrac electronic stability control is standard on all models

Accident Avoidance

AdvanceTrac Electronic Stability Control (ESC)

- Helps the driver maintain vehicle control in adverse driving situations or when making evasive maneuvers on slippery pavement
- Monitors vehicle's cornering behavior with steering angle, lateral acceleration and yaw sensors, and automatically makes braking and throttle adjustments to help maintain control whenever it detects wheelslip, understeer or roll motion using Anti-Lock Braking System (ABS) and traction control components
- Automatically activates whenever the vehicle is started, but may be turned off for certain situations such as when “rocking” a vehicle stuck in mud or snow

NOTE: See the Safety section in the Source Book Appendices or on **eSourceBook** for more information.

Traction Control

- Included with AdvanceTrac and uses engine control to reduce engine power (torque) to the drive wheels and help maximize available traction on slippery or loose driving surfaces at any speed

Anti-Lock Braking System (ABS)

- Included with AdvanceTrac and helps drivers to maintain steering control in emergency or other hard-braking situations
- Electronically “pumps” the brakes several times per second when the computer-controlled sensors detect wheel lockup during hard braking

Tire Pressure Monitoring System (TPMS)

- Sensor-based system alerts the driver to significant underinflation in any of the tires, excluding the spare
- Pressure sensors detect actual tire pressure and activate a warning light in the instrument cluster when a tire is significantly underinflated

NOTE: See the Safety section in the Source Book Appendices or on **eSourceBook** for more information.



(1) Ford classifies Fiesta as a compact car.

Occupant Protection

Structural Safety

- More than 50% of the Fiesta body structure is made from ultra-high-strength steel
- Extensive use of high-strength lightweight boron steel helps protect critical occupant safety zones
- Front and rear crumple zones progressively deform to help absorb impact energy and reduce the amount of crash forces reaching the passenger compartment
- Side door intrusion beams help prevent intrusion into the passenger compartment in a side-impact collision

Rear-seat Head Restraints

- Help provide an extra level of protection for rear-seat occupants, especially in rear impacts

Seven Standard Airbags

- Dual-stage front
- Driver knee
- Front-seat side
- Side curtain

Personal Safety System

The Ford Personal Safety System tailors front airbag usage to the severity of the crash, driver and passenger safety belt use, driver's seat position and passenger classification. System components include:

- Dual-stage driver and front passenger airbags
- Electronic front crash severity sensor
- Driver-seat position sensor
- Front outboard safety belt usage sensor
- Restraint Control Module
- Front outboard safety belt energy management retractors
- Front outboard safety belt pretensioners
- "Smart" Front Passenger Sensing System

NOTE: See the Safety section in the Source Book Appendices or on **eSourceBook** for more information.

Front-seat Side Airbags

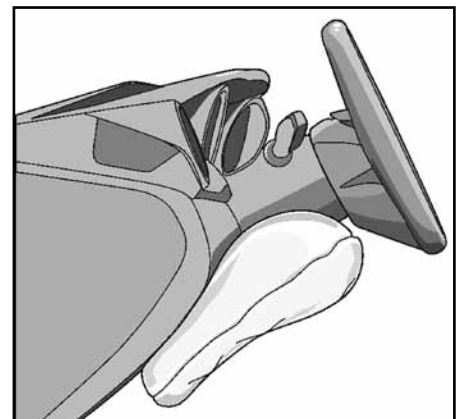
- Side-impact airbags help protect front-seat occupants in certain side collisions
- Airbags deploy from the front seats to protect occupants' chests
- Airbags are placed in the front seatback side bolster, so they are always in the correct deployment position no matter where the seat is positioned

Side Curtain Airbags

- System offers head protection in side impacts for all outboard seating positions
- Side curtain airbags are located in the roof side rail behind the headliner and are triggered independently of the driver and front passenger airbags
- Side curtain airbags will not interfere with a properly installed child safety seat or booster seat
- Combined with the front-seat side airbags, the side curtain airbags help provide protection for both head and chest in certain side-impact collisions
- Air curtains feature "roll fold" technology
 - Deploys the airbags from the headliners alongside the interior panels and windows
 - Airbag is designed to slide between the glass and the occupant as it fills

Driver Knee Airbag

- Located under the instrument panel
- Works along with the driver's front airbag to help reduce injury to the legs
- When the driver's airbag deploys in a collision, the knee airbag deploys from under the instrument panel
- As with front and side airbags, it is important to be properly seated and restrained to help reduce the risk of death or serious injury



2013

Fiesta

Safety/Security

Child Safety

LATCH (Lower Anchors and Tethers for Children) System

- Consists of a top tether anchor point and two rigid bars located where the seat cushion meets the seatback
- Rear outboard seats offer LATCH provisions
- LATCH-compatible child safety seats attach to the lower anchor points by means of flexible tethers or rigid latch bars
- LATCH assists in providing a secure attachment and uniform installation method to help reduce the likelihood of an improper child safety seat installation

Rear-door Child Safety Locks

- Prevent rear-seat occupants from opening the doors from the inside

Emergency Trunk Release

- Glows in the dark
- Allows a person accidentally locked in the trunk to escape
- Sedan only

Personal Security

SOS Post-Crash Alert System

- Activates the hazard flashers and sounds the horn after a crash in which the airbags deploy⁽¹⁾
- Sounding the horn and flashing the hazards make the vehicle easier to locate if the accident happens off the roadway
- System operates until deactivated or battery power is depleted

SecuriLock Passive Anti-theft System

- Uses an electronically coded ignition key (with billions of possible codes)
- Designed to help prevent the engine from being started unless a coded key programmed to the vehicle is used

Perimeter Alarm

- Monitors unauthorized entry of the doors, trunk/liftgate and hood
- If unauthorized entry is detected, system will sound the horn and flash the park/turn lamps
- Standard on Titanium



(1) SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag.

Crash Test Ratings — NHTSA

NHTSA Ratings

What You Need to Know

- The National Highway Traffic Safety Administration (NHTSA) New Car Assessment Program (NCAP) provides consumers with crash test ratings⁽¹⁾ to help them make a more educated decision on new vehicle purchases
- Frontal and side crash test ratings are located in the Government Safety Ratings portion of the 2013 vehicle window sticker
- It is anticipated 2013 Fiesta will receive the same ratings

2012 Fiesta NHTSA Results	
Crash Test	Ratings
Frontal – Driver	★★★★★
Frontal – Passenger	★★★★
Side Barrier – Driver	★★★★
Side Barrier – Passenger	★★★★★▲
Side Pole – Driver	★★★★
Rollover	★★★★
Overall Rating	★★★★

▲ Safety Concern: Visit www.safercar.gov or call 888-327-4236 for more information.

What Do the Stars Mean?

Frontal Crash and Side-impact Tests

- ★★★★★ 5 stars = Injury risk for the vehicle is much less than average
- ★★★★ 4 stars = Injury risk for the vehicle is less than average to average

Rollover Test

- ★★★★ 4 stars = Rollover risk for the vehicle is less than average to average



A CLOSER LOOK: Key Changes to NHTSA Testing

In all scenarios, the tests are designed to reproduce the most common real-life accidents. Instruments measure the force of the impact and how it transfers to the vehicle's occupants, and then compares similar vehicles' test results.

Frontal Crash Test

The frontal crash test simulates a head-on collision between two similar vehicles each moving at 35 mph. The test includes dummies to represent an average size male in the driver's seat and a small female in the front-passenger seat.

Side-impact Tests

The side crash rating represents an intersection-type collision by having a 3015-lb. barrier that replicates the characteristics of the front end of a vehicle, moving at 38.5 mph into a standing vehicle. The test includes dummies to represent an average-size male in the driver's seat and a small female in the driver-side second-row or rear seat.

A pole test, designed to simulate the broadside impact of a vehicle into a tree or telephone pole at 20 mph, is also conducted. The test includes a dummy to represent a small female in the driver's seat.

Rollover Ratings

Rollover ratings use mathematical formulas that consider the vehicle's geometric properties and the number of crash avoidance technologies to determine the likelihood of a rollover in certain conditions.

Crash Avoidance Technologies

When the tested vehicles also come standard with crash avoidance technologies, such as AdvanceTrac with RSC (Roll Stability Control), these technologies are listed and the information is posted online at www.safercar.gov.

Overall Vehicle Score

Frontal crash, side-impact and rollover ratings are combined and summarized into a single Overall Vehicle Score of one to five stars. These ratings are available online at www.safercar.gov.

(1) Star ratings are part of the U.S. Department of Transportation's www.safercar.gov program.

2013

Fiesta

Safety/Security

Crash Test Ratings — IIHS

IIHS Tests

2012 Fiesta was named a “Top Safety Pick” and received the highest possible rating in each of the following tests performed by the Insurance Institute for Highway Safety (IIHS). It is expected 2013 Fiesta will receive the same ratings.

Frontal Offset Test

- Vehicle impacts a fixed barrier at 40 mph. Only 40% of the vehicle’s front surface makes contact with the barrier

Side Impact Test

- A 3300-lb. barrier moving at 31 mph strikes the side of a stationary vehicle

Roof Strength Test

- A metal plate is pushed against the corner of the vehicle roof at constant speed
- The maximum force sustained by the roof before 5" of crush is measured, and then compared to the vehicle weight to determine a strength-to-weight ratio
- Fiesta was the first minicar⁽¹⁾ to earn the “Top Safety Pick” award since IIHS added the roof strength requirement rating

Rear Impact Test

- Vehicle’s front seat is mounted on a platform which is accelerated forward
- This simulates the stationary vehicle being hit from behind and tests for whiplash injury

2012 IIHS Top Safety Pick	
IIHS Test	Test Evaluation Result
Frontal Offset	G Good
Side Impact	G Good
Roof Strength	G Good
Rear Impact	G Good
Stability Control	Available ⁽²⁾

(1) Ford classifies Fiesta as a compact car.

(2) Fiesta features standard AdvanceTrac.

Key Messages

- Fiesta is the compact vehicle with full-size accommodations for five passengers
- Cockpit design offers plenty of storage, controls and switches in the right places
- High-tech connectivity includes SYNC with SYNC Services and 4" multifunction display with LCD screen
- Easy Fuel capless fuel filler
- Intelligent Access with push-button start eliminates fumbling with a key

Driver Assistance Technologies

Hill Start Assist

- Helps keep the vehicle from rolling backward, making it easier to pull away when on a slope or hill with a grade of 5 degrees or more; system also functions on a downhill slope
- Activating the system is simple
 - Press the brake pedal to bring the vehicle to a complete standstill
 - Keep the brake pedal pressed
 - If the sensors detect that the vehicle is on a slope, Hill Start Assist is automatically activated
- System utilizes an accelerometer to measure the slope and longitudinal incline, and automatically operates when a slope of 5 degrees or more is calculated
- When Hill Start Assist is activated, the brake pressure is held in the braking system; the vehicle remains stationary on the slope for up to three seconds after the driver releases the brake pedal
- The brakes are automatically released once the engine has developed sufficient power to prevent the vehicle from rolling down the slope
- Hill Start Assist will not operate when the parking brake is engaged
- Feature also works if the vehicle is in Reverse and facing downhill on an incline

Integrated Blind Spot Mirrors

- Help keep the driver aware of vehicles entering their "blind zone"
- Include a secondary convex mirror integrated into the traditional exterior sideview mirror design to provide an optimized field of view for the driver's "blind zone"



2013

Fiesta

Comfort/Convenience

SYNC Technology

Key Features

- Fully-integrated, voice-activated in-vehicle communications and entertainment system for Bluetooth^{®(1)}-enabled mobile phones
- Voice-activated hands-free calling⁽²⁾
- Voice-activated control of most MP3-style media players
- **911 Assist**
 - Assists occupants in placing a 911 call in certain vehicle crashes by using a properly paired mobile phone inside the vehicle⁽³⁾
- **Vehicle Health Report (VHR)**
 - Helps owners monitor the operating condition of their vehicle
 - Produces an easy-to-understand report accessible on syncmyride.com
- **AppLink**
 - Provides control of certain smartphone applications using SYNC voice commands
 - Connects to apps like Pandora[®] internet radio and more with your iPhone^{®(4)}, BlackBerry[®] or Android^{™(5)} platform mobile phones
 - More detailed user instructions, application connectivity differences and FAQs can be found by going to syncmyride.com
- Standard on SE and Titanium; not available with the Super Fuel Economy Package on SE

SYNC Services

SYNC Services builds on the capabilities of SYNC and upgrades this technology to include features like:

- **Traffic, Directions and Information**
 - Provides simple voice command access to traffic reports, turn-by-turn driving directions,⁽⁶⁾ business listings, sports scores, weather forecasts, horoscopes and news
 - Send to SYNC function allows customers to download directions from Google Maps^{™(7)} or MapQuest^{®(8)} to their phones and have the directions accessed by SYNC once in the vehicle

(1) The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.
 (2) Driving while distracted can result in loss of vehicle control. Only use SYNC and other devices, even with voice commands, when it's safe to do so.
 (3) The vehicle electrical system (including the battery), the wireless service provider's signal and a connected mobile phone all must be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC and the 911 Assist feature enabled for 911 to be dialed.
 (4) iPhone is a registered trademark of Apple Inc. All rights reserved.
 (5) Android is a trademark of Google Inc. Use of this trademark is subject to Google Permissions.
 (6) SYNC Services is available on most vehicles and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply.
 (7) Google Maps is a trademark of Google, Inc.
 (8) MapQuest is a trademark of AOL, Inc.

NOTE: Not all SYNC features will be compatible with all mobile phones. Features like ringtone support and audible text messages may not work with certain mobile phones.

• Live Operator Assist

- Available during business or directions searches, and offers users another hand-free convenience to remain connected
- During a business or directions search from the automated system, the new Operator Assist feature will put the user in touch with a live operator
- The feature engages in two ways:
 - After three failed attempts to locate what the user is requesting
 - By saying "Operator" at any time during the search
- Once connected, an operator will assist in locating the requested information
- After the location is found, the operator returns the call back to the automated system
- The user will then be presented with options to connect to the business, receive a text message with the listing information or receive directions
- Customers can monitor their remaining Operator Assist sessions and purchase more sessions by logging on to syncmyride.com/support
- For a \$60 annual upgrade fee, customers can upgrade their SYNC subscription to include all the features of SYNC Services, such as Traffic, Directions and Information, Send to SYNC and 1 year or 20 sessions of Operator Assist
 - You or your customer can log on to syncmyride.com and follow the prompts
- For more information, log on to syncmyride.com

SYNC Push-to-talk Button

- Located on the turn signal stalk instead of the steering wheel
- Pushing the push-to-talk button activates the voice recognition mode of SYNC

SYNC Microphone

- SYNC microphone located in headliner close to the driver
- Headliner flush mounted microphone is designed to better recognize voice commands

NOTE: See the Glossary and Technology section in the Source Book Appendices or on eSourceBook for more information.

MAKE THE POINT: syncmyride.com

Before your customer leaves the dealership, help them set up their owner account at syncmyride.com. This will help ensure their satisfaction with SYNC, their new vehicle, you and your dealership. **Syncmyride.com** is the one-stop site for owner information and support, updates and customizations, compatibility information for mobile phones and media players, and easy-to-use videos to help your customer become familiar with all that SYNC can do.

Driver-focused Technologies

Intelligent Access with Push-button Start

- Allows customers to enter the vehicle with one touch and then start the vehicle without ever getting the key out of their pocket
 - System senses when the Intelligent Access key fob is in range of the door and allows access to the vehicle when either front door handle is grabbed
 - Hatch/trunk can be opened — without using the key — by depressing the switch located above the license plate when the Intelligent Access Key fob is in range
 - Once the Intelligent Access Key fob is sensed, the vehicle can be started
- Smart unlock feature is intended to prevent the Intelligent Access Key fob from being locked inside the vehicle
- Key fob includes a removable mechanical key, allowing access to vehicle if the key fob battery is dead
- Standard on Titanium

NOTE: See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

Intelligent 3-blink Turn Signal and Turn Signal Operation

- “3-blink” lane change is activated with an up or down tap of the turn signal lever
 - Flashes the turn indicator three times and automatically shuts off
- To activate a turn signal, move the lever up or down until it stops and then release the lever
 - Turn signal will cancel when the turn is completed
 - To manually cancel a turn signal, move the lever back to its original position

Exterior

Easy Fuel Capless Fuel Filler

- Fuel fill-ups are easier and quicker since there is no need for a fuel filler cap

NOTE: See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

Remote Keyless Entry System with Integrated Keyhead Transmitter and Trunk/Hatch Release

- Replaces the standard key and separate Remote Keyless Entry fob combination with a single integrated keyhead transmitter
- System operates all door locks and trunk and includes a panic button

MAKE THE POINT: Integrated Keyhead Transmitter

The integrated keyhead transmitter is designed so customers won't accidentally open the trunk or activate the panic alarm while inserting or removing the key from the ignition or their pocket. To avoid any confusion or unnecessary repair visits, review these features with your customers:

- Lock/Unlock functions work the same as traditional Ford key fobs
- To activate the panic alarm, press and hold the button for 1.5 seconds or longer
- To open the trunk on the sedan, push the trunk button twice
- To use the “car finder” feature, push the Lock button twice in 3 seconds; horn will chirp and the vehicle turn signals will flash once

For more details on the recommended handling of the integrated keyhead transmitter, refer to the vehicle Owner Guide.

2013

Fiesta

Comfort/Convenience

Interior

Message Center

- Monitors various vehicle systems, such as fluid levels, improving driver-to-vehicle awareness
- Displays instantaneous fuel economy and outside temperature readings

Steering Wheel Controls

- Left-side control pad includes controls for:
 - Phone mode or answering a call
 - Arrows to scroll various menus and selections
 - OK button to confirm selections
 - M button in the center to scroll through audio modes
- Right-side control pad operates the cruise control functionality
- Standard on SE and Titanium

Integrated Instrument Panel Center Stack

- Includes a 4" multifunctional display with LCD screen
- Houses the controls for audio and climate
- Lower storage area for cell phones, garage door openers and other smaller items

4" Multifunction Display with LCD Screen

- Places key entertainment and phone information at eye level so driver spends less time looking away from the road
- Audio system display includes song title and artist or SiriusXM channel information
- Phone display includes caller ID and text message alert
- Visual display of directions when SYNC route guidance is in use (SYNC with Traffic, Directions and Information)

Center Console

- 2 cupholders with smaller center cup holder/storage area
- Includes Media Hub with USB connector for SYNC-equipped models, 12V auxiliary power outlet and an audio auxiliary input jack
- Rear cup holder/storage area includes a coin holder
- Rear 12V auxiliary power outlet for rear-seat access

Interior Storage and Space

- Fiesta offers ample room for 5 adult passengers
- Driver and front passenger door trim panels include a map pocket and cupholder
- Glove box offers up to 9 liters of storage space
 - Storage band at top of glove box to hold documents in place like the Owner Guide
 - Items stored with the band allows for increased storage capacity at bottom of glove box
 - Includes a pen holder on the inside of the door

Cargo Area

- Sedan models offer 12.8 cu. ft. of luggage space, enough room for two suitcases and two carry-on bags
- Sedan trunk opening makes it easy to load and unload items
- 5-door model offers an impressive 15.4 cu. ft. of luggage space
- Counterbalanced gas struts assist in lifting the trunklid and don't fold into the trunk, taking up precious usable space
- Compact design of the twist blade rear suspension reduces cargo space intrusion

Autolock/Autounlock Central Power Door Locks

- Power door locks, with autolock and autounlock are standard on all models
- The power door lock switch is located on the instrument panel center stack, below the LCD screen, and has a yellow indicator light when the doors have been locked
- Autolock will lock the vehicle doors when the ignition is in the ON position, all of the doors are closed and the vehicle reaches a speed of 4 mph (7 km/h)
- Autounlock will unlock all of the vehicle doors once the driver door is opened

MAKE THE POINT: Rear Door Locks

Customers may notice the 2013 Fiesta does not have door lock knobs on the interior. When conducting a walkaround or test-drive, be sure to demonstrate how the rear doors are unlocked from the inside. A single pull of the interior door handle unlocks the door and a second pull on the interior handle opens the door. If autounlock is activated and the driver door is opened, the doors will automatically unlock, making only a single pull of the door handle needed to open the door. The rear doors will not open if the rear-door child safety locks are activated.

Seating

Front Bucket Seats

- Cloth upholstered seats
- Driver 4-way manual adjustment
- Driver seat-mounted armrest
- Passenger 2-way manual adjustment
- 4-way adjustable head restraints
- Seatback map pocket
- Heated seats optional on SE
- Leather-trimmed and heated seats standard on Titanium



4-way Adjustable Head Restraints

- Can be moved up or down to accommodate varying occupant heights
- Can be tilted forward or back to its original position for increased comfort

Heated Front Seats

- **Ensure a comfortable experience for the driver and front passenger**
- **Buttons located on center stack in front of shifter**

60/40 Split-fold Rear Seatbacks

- Provide maximum passenger and cargo-carrying flexibility
- One seatback can be folded **down** to accommodate longer items while still providing a rear seating position for a passenger or both seatbacks can be folded **down** for extra cargo space

Driver Seat Height Adjustment

- Allows the driver seat to be adjusted up or down with a handle located on the left side of the seat
 - Pull up on the handle to raise the seat up
 - Push down on the handle to lower the seat
- Customers may confuse the height adjustment handle for the seatback recline; be sure to point out the location of both seat controls



2013

Fiesta

Comfort/Convenience

Audio/Entertainment

AM/FM Stereo

- 40 watts of power
- 4 speakers: 2 tweeters, 2 woofers
- Station memory presets — 12 FM, 6 AM bands
- Autoset (AST) automatically locates 6 strongest AM or FM station signals
- Audio input jack
- Digital clock
- One-hour Mode allows the audio system to be operated for up to one hour with the ignition turned off
- Standard on S

Single-CD/MP3

Includes features of AM/FM stereo plus:

- MP3 capability
- Single-CD player
- 80 watts of power
- 6 speakers: 2 tweeters, 2 woofers, 2 full-range
- **Repeat**, when enabled in CD mode, continuously plays the selected track until deactivated
- **Shuffle** plays CD/MP3 tracks in random order
- Standard on SE and Titanium; available on S in the Convenience Package



MP3 Capability

- MP3 reads song title and artist from ID3 tags
- MP3 scroll directory without interrupting played files
- MP3 format can play CDs created on a personal computer and can hold up to 10 hours of music on a single disc
- Supports 253 titles per folder disc

Audio Input Jack

- Located behind the shifter, just under the parking brake
- Allows the use of portable MP3 players
- Vehicle audio system will not control the functions of the MP3 player

SiriusXM Satellite Radio

- Compatible with MP3-capable audio systems
- Includes 6 months of SiriusXM service subject to geographic location and availability⁽¹⁾
- Unit is preactivated at the factory
- SiriusXM satellite radio can be accessed using existing radio head controls:
 - Press and release the **SIRIUS** button to enter satellite radio mode
 - **Seek/Scan** buttons to change channels
- Key benefits include:
 - Over 130 channels of the best music, talk, news, sports and information (65 music channels)
 - 100% commercial-free music
 - Seamless coverage anywhere in the 48 contiguous states and Washington, D.C.
- More information is available online at siriusxm.com or toll-free at (866) 635-2349



(1) Subscriptions to all SiriusXM services are sold by SiriusXM after 6-month trial expires. Subscriptions are governed by SiriusXM Customer Agreement; see www.siriusxm.com. Sirius U.S. Satellite Service available in the 48 contiguous United States and D.C. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.

For More Audio Information

- Audio availability: See the latest Dealer Ordering Guide
- Operating information: See the vehicle Owner Guide

Fiesta

Comfort/Convenience

2013

Fiesta

Packages

Convenience Package

- Automatic locking doors (drive-away activated)
- Single-CD/MP3 audio system
- Remote Keyless Entry System
- Optional on S

Moon & Mood Manual Package

- Ambient lighting
- Leather-wrapped shift knob
- Metallic front door sill plates
- Power moonroof
- SiriusXM Satellite Radio
- Requires manual transmission
- Optional on SE; not available with SE Appearance Package



2013

Fiesta

Quality/Reliability/Durability

Key Messages

- Aerodynamic, solid chassis structure and interior sound deadening provide unexpected interior quietness and excellent NVH characteristics
- Spark plugs and chain-driven overhead camshaft help contribute to easy maintenance with a 90,000-mile spark plug maintenance interval, under normal driving conditions
- Powertrain warranty protection and 24-Hour Roadside Assistance for 5 years/60,000 miles

Quality

NVH (Noise, Vibration and Harshness) Characteristics

- Extra-stiff dash panel in the area of the cowl top helps reduce stress and associated noise
- Climate control system performs efficiently and operates quietly
- Acoustic laminated windshield, outside rear view mirror placement and high-level door seals all work to help reduce wind noise
- Acoustic headliner, full-coverage sound-absorption material in the door trim panels, A-, B- and C-pillar foam block, and full-coverage floor-panel mastics all work together to help reduce cabin noise
- Stiff body structure and suspension attachment points help reduce road noise

Environmental

- Fiesta meets all 50 state emission requirements and Federal Tier 2 Bin 4 standards
- Fiesta qualifies for ULEV II (Ultra Low Emissions Vehicle) standard in California Emissions States
- Fiesta is approximately 85% recyclable by weight
- The Fiesta headliner and package tray (nonwoven) utilize at least 50% postconsumer yarn
 - Light Stone color is made up of 75% postconsumer yarn
- Fiesta cloth seat inserts are made from 25% postconsumer materials (recycled bottles)

Reliability

Oil Monitor System

- Tracks the oil service interval with a timer of 1 year or 10,000 miles
- Remaining oil life percentage can be displayed in the message center
- Oil change service is required when indicated by the message center
- Refer customers to the vehicle's Maintenance Schedule in the Owner Guide for additional information

Durability

Testing

Fiesta endured the equivalent of thousands of customer miles in tough durability tests that included:

- 800 cycles through salt and mud baths to help deliver excellent corrosion performance and protection
- 24,000 miles over chuckholes (potholes) and cobblestones and 1,500 cycles over railroad crossings to help ensure suspension integrity and performance
- 13,000 miles with ABS brake stops (panic stops) on gravel to help ensure excellent emergency maneuvering capability

Easy Maintenance

- Long-life Duratec engine components, such as the belt-driven dual camshafts, offer outstanding durability with no required valve adjustments for 150,000 miles, under normal driving conditions
- Body-color 5-mph bumpers are rated at twice the federal requirement and help resist sheet metal damage from minor front and rear impacts
- Spark plugs are rated for 90,000 miles, under normal driving conditions

Fiesta

Quality/Reliability/Durability

2013

Fiesta

Warranties

New Vehicle Limited Warranties

- 3-year/36,000-mile Bumper-to-Bumper; no deductible
- 5-year/60,000-mile Powertrain Limited Warranty
- 5-year/unlimited-mileage Corrosion Perforation
- 5-year/60,000-mile Safety Restraint Warranty
- Refer to the vehicle Warranty Guide for details about what is covered and limitations of the New Vehicle Limited Warranty

Powertrain Limited Warranty

- Powertrain Limited Warranty for Ford vehicles is 5 years or 60,000 miles, whichever comes first
- That's an additional 2 years/24,000 miles of coverage beyond the Bumper-to-Bumper coverage for components such as the engine, transmission and front-wheel-drive parts

NOTE: See www.motorcraftservice.com for a link to a printable PDF of the Warranty Guide.

24-hour Roadside Assistance

- Toll-free number (1-800-241-3673) operational 24 hours a day, every day
- Some of the services that customers can request include flat tire change, towing to the nearest Ford dealership, fuel delivery, jump starts and lock-out assistance

NOTE: See www.motorcraftservice.com for a link to a printable PDF of the Warranty Guide.



2013

Fiesta

Design/Styling

Key Messages

- Fiesta is available as a 4-door sedan and 5-door hatchback
- Exterior styling offers an aggressive stance with bold character and is described as “kinetic” because it looks like it’s moving, even when it’s standing still
- Contemporary cockpit interior includes mobile phone-influenced center stack design armed with SYNC and a 4" multifunction display
- Ambient lighting allows customer to set the mood

Exterior

Kinetic Design Features

- Fiesta appears to be in motion even when it’s not
- Dragon’s-eye headlamp appearance
- Upper grille opening with 3-bar design on sedan models; body-color upper grille on hatchback models
- Large, ground-hugging, lower front-grille opening with chrome surround
- Light-emitting diode (LED) auxiliary lamps
- Aggressive, low roofline
- High beltline provides sleek and modern proportions
- Bold wheel arches
- Aggressive wheel designs
- Razor-slash side panel
- Wraparound taillamps with honeycomb detail
- Body-color front and rear fascias, exterior mirror caps and door handles

Vibrant Exterior Colors

- Blue Candy Metallic Tinted Clearcoat⁽¹⁾
- Ingot Silver Metallic
- Lime Squeeze Metallic
- Oxford White
- Race Red
- Ruby Red Metallic Tinted Clearcoat⁽¹⁾
- Tuxedo Black Metallic
- Violet Gray Metallic
- Yellow Blaze Metallic Tri-coat⁽¹⁾
- See page 30 for availability



Interior

Cockpit-influenced Interior

- Contemporary design with quality materials used throughout
- Center stack inspired by mobile phone design armed with a 4" multifunction display
- Flow-through center console
- Full instrumentation, including tachometer
- Cloth door-panel inserts
- Cloth seats with seven seat material color combinations

Ambient Lighting

- Light-emitting diodes (LEDs) illuminate the front and rear footwells, cupholders and light strip located just above the glove box for a soft, colorful glow
- Colors can be changed with the mood, offering seven different color choices (red, green, blue, yellow, aqua, purple and white)

(1) Extra-cost option.

Model Differentiation

S

Exterior

- 15" steel wheels with silver painted covers
- Body-color 3-bar upper grille and chrome lower-grille surround (sedan)
- Body-color upper grille (hatchback)
- Body-color bumpers
- Body-color door handles and exterior mirror caps
- Black beltline and decklid eyebrow moldings
- Liftgate spoiler (hatchback)

Interior

- Black center finish panel, center stack bezel and air conditioning register bezels
- Black painted center stack finish panel and steering wheel spokes
- Molded-in-color black shifter bezel (automatic transmission only)
- Molded-in-color door handles with metallic applique
- Molded-in-color instrument panel canisters
- Cloth seats with Charcoal Black bolsters and Light Stone inserts



SE

Exterior

- Chrome 3-bar upper grille (sedan)

Interior

- Chrome shifter bezel (automatic transmission only)
- Metallic painted instrument panel trim, center finish panel and air conditioning register bezels
- Metallic painted steering wheel spokes
- Metallic door handle bezels
- Upgraded cloth seats
 - Charcoal Black bolsters with gray accented inserts
 - Charcoal Black bolsters with Blue accented inserts
 - Light Stone bolsters with gray accented inserts



Titanium

Exterior

- 16" premium Luster Nickel painted aluminum wheels
- Chrome beltline and decklid moldings
- Light-emitting diode (LED) parking lamps with chrome surround

Interior

- Ambient lighting
- Leather-wrapped steering wheel
- Leather-trimmed seating surfaces
 - Charcoal Black with Cashmere piping
 - Plum with Charcoal Black piping
 - Cashmere with Charcoal Black piping
- Upgraded vinyl door panel inserts



2013

Fiesta

Design/Styling

Packages

Black Sport Appearance Package

- 16" polished aluminum wheels
- Black headlamp surrounds
- Black light-emitting diode (LED) auxiliary lamp surrounds
- Black lower grille surround
- Black exterior mirror caps
- Black window surrounds and beltline
- Black rear hatch spoiler
- Includes 4.25:1 final drive ratio when ordered with the 5-speed manual transmission
- Optional on Titanium 5-door hatchback only

Interior Style Package – Race Red

- Black/Red two-tone leather-trimmed seats with unique stitching and debossed Fiesta logo
- Coordinated “red” steering wheel trim
- Premium floor mats with Fiesta logo
- Coordinated red instrument panel trim
- Leather-wrapped gear shift knob
- Color-coordinated door inserts
- Optional on Titanium

Interior Style Package – Arctic White

- Black/White two-tone leather-trimmed seats with unique stitching and debossed Fiesta logo
- Coordinated “white” steering wheel trim
- Premium floor mats with Fiesta logo
- Coordinated white instrument panel trim
- Leather-wrapped gear shift knob
- Color-coordinated door inserts
- Optional on Titanium

SE Appearance Package

- 15" Sparkle Silver painted aluminum wheels
- Ambient lighting
- Leather-wrapped steering wheel
- Light-emitting diode (LED) auxiliary lamps
- Rear spoiler (sedan)
- SiriusXM Satellite Radio
- Available on SE (201A)







Fiesta

Wheels

2013

Fiesta

Wheel		S	SE	Titanium
15" Steel with Silver Painted Cover		Standard	Standard	—
15" Sparkle Silver Painted Aluminum		—	Included in SE Appearance Package	—
16" Premium Luster Nickel Painted Aluminum		—	—	Standard
16" Polished Aluminum		—	—	Included in Black Sport Appearance Package

— = Not available

NOTE: See the latest Dealer Ordering Guide for wheel availability.

Color and Trim Availability

Paint Name	Model/Trim	S	SE	SE Monotone		Titanium Monotone			Interior Style Package	
	Environment	Charcoal Black/Lt. Stone	Charcoal Black/Lt. Stone	Charcoal Black Monotone		Charcoal Black Monotone			Charcoal Black/Red	Charcoal Black/White
	Material	Cloth	Cloth	Cloth		Leather-trimmed			Leather-trimmed	
	Seat Bolster	Charcoal Black	Lt. Stone	Charcoal Black		Charcoal Black	Plum	Cashmere	Charcoal Black	Charcoal Black
	Seat Insert	Lt. Stone	Lt. Stone	Charcoal Black	Blue Accent	Charcoal Black	Plum	Cashmere	Red	White
	Order Code	CL	DL	DB	DU	LB	LR	LC	LN	LY
New Ruby Red Metallic Tinted Clearcoat ⁽¹⁾	RR		■	■		■		■		■
Blue Candy Metallic Tinted Clearcoat ⁽¹⁾	Z9		■	■	■	■		■		■
Ingot Silver Metallic	UX	■	■	■	■	■	■	■	■	■
Lime Squeeze Metallic	SQ		■	■		■		■		■
Oxford White	YZ	■	■	■	■	■	■	■	■	■
Race Red	PQ		■	■		■		■	■	■
Tuxedo Black Metallic	UH	■	■	■	■	■	■	■	■	■
Violet Gray Metallic	VG	■	■	■	■	■		■	■	■
Yellow Blaze Metallic Tri-coat ⁽¹⁾	NQ					■		■		■

(1) Extra-cost option.

Interior Trim

Model	Style/Material	Interior Description
S	Cloth	Front Bucket Seats and 60/40 Split Rear Seatbacks
SE	Cloth	Front Bucket Seats and 60/40 Split Rear Seatbacks
Titanium	Leather-trimmed	Front Bucket Seats and 60/40 Split Rear Seatbacks

Instrument Cluster

Please refer to the Owner Guide for instrument cluster information.

Fiesta

Key Product Specifications⁽¹⁾

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Fiesta

Model	Sedan	Hatchback
Wheelbase	98.0	98.0
Length	173.6	160.1
Height	58.0	58.0
Width (with/without mirrors)	77.8/67.8	77.8/67.8
Track (Front/Rear)	57.7/57.7	57.7/57.7
Curb Weight (approx. lbs.)		
Manual	2578	2537
Automatic	2628	2575

Seating	Sedan	Hatchback
Seating Capacity	5	5
Head Room (Front/Rear)	39.1/37.1	39.1/37.2
Shoulder Room (Front/Rear)	52.7/49.0	52.7/49.0
Hip Room (Front/Rear)	50.6/49.2	50.6/49.2
Leg Room (Front/Rear)	42.2/31.2	42.2/31.2

Passenger/Luggage/Fuel Capacity	Sedan	Hatchback
Passenger Volume (cu. ft.)	85.1	85.1
Luggage Capacity (cu. ft.)	12.8	15.4
Total Interior Volume (cu. ft.)	97.9	100.5
Fuel Tank Capacity (gal.)	12.4	12.4

Engine	Specifications
Engine Layout	Front engine, front drive
Engine Type	1.6L Ti-VCT I-4
Displacement (liters/cubic inches)	1.6/97.4
Horsepower @ rpm	120 @ 6350 (pending SAE certification)
Torque @ rpm	112 @ 5000 (pending SAE certification)
Compression Ratio	11.0:1
Bore and Stroke	3.10 x 3.20
Fuel System	Sequential multi-port fuel injection
Fuel Requirement	87 octane (minimum)
Exhaust System	Single with catalytic converter

EPA-estimated Fuel Economy	Specifications
Fuel Economy (city/hwy. mpg)	29/39 (5-speed manual)
	29/39 (6-speed automatic)
	29/40 (6-speed automatic with SFE Package)

Transmission	Specifications
Type	5-speed manual (TR-RN) 6-speed automatic (TR-CQ)
Final Drive Ratio	4.07:1 (manual transmission) 4.25:1 (manual transmission with Black Sport Appearance Package) 3.89:1 (1st, 2nd, 5th and 6th gears) – automatic transmission 4.35:1 (3rd, 4th and Reverse gears) – automatic transmission

Gear Ratios	1st	2nd	3rd	4th	5th	6th	Rev.
Gears							
5-speed Manual	3.85:1	2.04:1	1.28:1	0.95:1	0.76:1	—	3.61:1
6-speed Automatic	3.92:1	2.43:1	1.44:1	1.02:1	0.87:1	0.70:1	3.51:1

Front Suspension	Specifications
Type	Independent MacPherson strut
Springs	Coil
Shock Absorbers	Gas-pressurized hydraulic
Stabilizer Bar (dia.)	22 mm

Rear Suspension	Specifications
Type	Non-independent twist-beam
Springs	Coil
Shock Absorbers	Gas-pressurized hydraulic

Steering	Specifications
Type	Rack-and-pinion with electric variable assist
Overall Ratio	14.25:1
Turning Diameter, Curb-to-Curb (ft.)	34.4

Brakes	Specifications
Standard	Front disc/rear drum with Anti-Lock Braking System (ABS)

Trailer Towing	Specifications
	Not Recommended

Flat/Neutral Towing	Specifications
Emergency Towing	It is recommended that Fiesta be towed with a front-wheel lift or with flatbed equipment.
Recreational Towing	Fiesta, equipped with either the manual or automatic transmission, offers indefinite neutral (flat-tow) towing capability up to a maximum recommended speed of 70 mph. Front-wheel dollies or a flatbed trailer may also be used for recreational towing.

- Automatic Transmission Neutral Tow Operation
- Ignition must be placed in ON position and then the vehicle transmission placed in the Neutral position
 - This process ensures the transmission synchros and shift drums are in proper placement for neutral towing at the 70 mph maximum recommendation
 - Ignition can be placed in OFF position AFTER transmission is placed in Neutral
 - A dead battery, or placing the vehicle in Neutral without properly cycling the ignition to the ON position first, limits the neutral tow capability to 35 mph and 50 miles
- NOTE:** Remind customers the vehicle must be placed in Neutral prior to neutral towing and that the Owner Guide is the best reference for complete neutral towing details.

(1) Dimensions are in inches unless otherwise specified.