

14FIESTA



Go Further

[Click here for a video introduction to the 2014 Ford Fiesta.](#)



Molten hot **AND** ultra-efficient.¹

ST. Molten Orange Metallic Tri-coat. Available equipment.

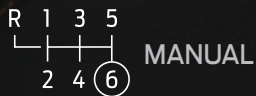
¹EPA-estimated ratings: 27 city/38 hwy/31 combined mpg, 1.6L Ti-VCT I-4 manual, actual mileage will vary; 29 city/39 hwy/32 combined mpg, 1.6L Ti-VCT I-4 automatic, actual mileage will vary; 30 city/41 hwy/34 combined mpg, 1.6L Ti-VCT I-4 with SFE Package, actual mileage will vary; 26 city/35 hwy/29 combined mpg, 1.6L EcoBoost® I-4, actual mileage will vary.

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Bolster your street cred.

Behind the wheel of the all-new 2014 Fiesta ST, the rush is always on. Its 1.6L EcoBoost® I-4 engine delivers 197 horsepower¹ for potent acceleration. An "overboost" feature can extend peak torque for up to 17 seconds at a time. And a 6-speed manual trans with leather-wrapped shift knob lets you stick every shift. Supportive bolsters on the RECARO® partial leather-trimmed front seats² grip you firmly, as the sport suspension architecture with European-inspired tuning and 17" summer performance tires help keep ST planted. Enjoy the growl from EcoBoost that's piped into the cabin through the sound symposer, or the boom of its 8-speaker Audio System from Sony.® Time to get this party started – ST style. No supplements, additives or nitrous required.



TURBOCHARGED



WITH OVERBOOST

Fiesta ST. ST RECARO Package.
Available equipment.

¹Figures achieved using 93-octane premium fuel. ²Available feature. ³Horsepower and torque. Class is High Performance Subcompact Manual Cars.



Hug corners. Pass pumps.

"Fiesta is securely on the fun-to-drive side of the ledger," says TheCarConnection.com. And Fiesta SE with SFE Package has a best-in-class EPA-estimated rating of 41 mpg hwy.¹ Assertive, nimble and highly responsive, Fiesta helps you explore your world in style. Electric power-assisted steering improves low-speed feel and highway response. AdvanceTrac[®] electronic stability control (3 modes on Fiesta ST) helps each wheel stay firmly planted. Under the hood, a 1.6L I-4 engine with twin independent variable camshaft timing (Ti-VCT) adds precision, contributing to fuel efficiency or power output as your input demands.

¹EPA-estimated rating: 30 city/41 hwy/34 combined mpg, 1.6L Ti-VCT I-4 with SFE Package. Actual mileage will vary. Class is Subcompact Cars vs. 2013 competitors.



Attract more followers.

Drive by in a 2014 Fiesta and people will take notice. Outside and in, there's plenty new to "Like." A chrome-accented grille. Sleekly tailored headlamps. Chiseled hood. "Fiesta is one of the most attractive subcompacts on the market," says AutoGuide.com. In the back, a new spoiler on the rear hatch and sculpted taillamps signal change as well. Inside, surprising levels of technology make staying connected easy. With this magnitude of attraction, just watch your social network grow. Downtown. Uptown. Wherever Fiesta travels.

Titanium. Blue Candy Metallic Tinted Clearcoat. Available equipment.

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Enhance your connections.

It's easy with voice-activated Ford SYNC^{®1} with 911 Assist[®]. SYNC delivers hands-free calls, Bluetooth[®]-streaming music and more with simple voice commands. Once paired, it can download your contacts and play music from your phone, MP3, USB or iPod.[®] Just touch a button on the steering wheel and say things like "Call: Amy" or "Play playlist: Road Jams." SYNC AppLink^{™2} lets you control Pandora,[®] iHeartAuto,[™] MLB.com At Bat[®] and select other apps by voice too. Take your connections to the next level in Fiesta. SYNC. Say the word.

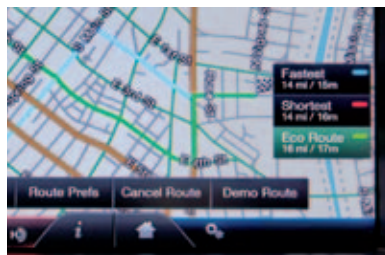
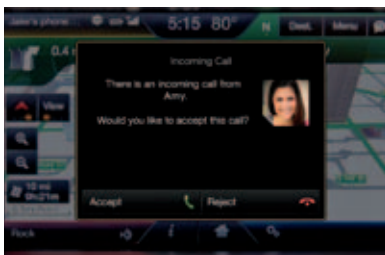
SYNC
POWERED BY **Microsoft**

Titanium. Medium Light Stone leather trim. Available equipment.

¹Available feature. 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. ²SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and AppLink software.

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Expand your view.

Via the 6.5" color LCD touch screen of SYNC^{®1} with MyFord Touch^{®1}. Incoming text? Let the system read it aloud from your paired phone. With HD Radio[™] Technology² and iTunes[®] tagging, simply touch the shopping cart icon when a new favorite tune is playing to mark it for purchase later. SiriusXM Satellite Radio includes a 6-month trial subscription that brings you over 130 channels including commercial-free music, sports, news, talk, comedy and entertainment. Pair it with the voice-activated Navigation System,² which includes SiriusXM Traffic and Travel Link as part of the trial, and you'll have the ability to look up fuel prices, check local and national weather, and get detailed information on traffic speed, accidents, construction and road closings. Your world. Fiesta. Together at last.



Titanium. Medium Light Stone leather trim. Available equipment.

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.



Fill it with your life.

A few friends. Your favorite gadgets. That vintage resale shop find. They'll all be at home here. New, sport-bolstered front seats can be fitted with cloth or leather trim.¹ Keep your smartphone close in the full center console with padded armrest.¹ On Titanium and ST, HD Radio™ rocks the 8 speakers of an Audio System from Sony.^{®1} In the rear, a 60/40 split rear seat folds down, opening up additional room for gear. Pass-through access from the trunk increases versatility in sedan models.

HEATED  FRONT SEATS¹

AUDIO SYSTEM  FROM SONY^{®1}

PUSH-BUTTON  START¹

*Titanium. Charcoal Black leather trim.
Available equipment.*

¹Available feature.

Layer for protection.

Good advice that still applies today. Underneath the aerodynamic shape of Fiesta, its first protective layer is 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 front-seat side airbags and side curtains. Beyond that, Ford SYNC^{®1} with 911 Assist[®] uses your phone to call 911 in the event of airbag deployment, and can even give the operator an urgent message for you.² Underpinning it all, AdvanceTrac[®] electronic stability control helps keep all 4 wheels firmly planted.³ No wonder Fiesta earned the highest possible rating from the IIHS 3 years in a row (2011-2013).⁴



2013 IIHS



TOP SAFETY PICK

DRIVER'S KNEE



AIRBAG

BLIND SPOT



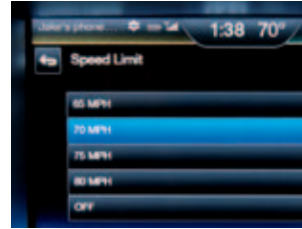
MIRRORS

SE, Ruby Red Metallic Tinted Clearcoat.
Full body styling kit. Available equipment.

¹Available feature. ²The vehicle's electrical system (including the battery), the wireless service provider's signal and a connected mobile phone must all 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, in order for 911 to be dialed. When the feature is ON, 911 Assist uses your paired and connected mobile phone to assist occupants to contact emergency services by dialing 911 if your airbag deploys or, on certain vehicles, if the emergency fuel pump shut-off is activated. ³Remember 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. ⁴Insurance Institute for Highway Safety testing. 2014 model not yet tested.

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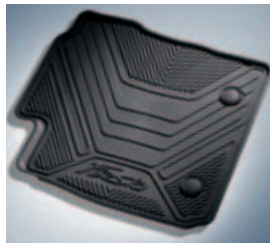




Enrich the ambiance.

With features that energize every drive, you're free to be yourself in Fiesta. Choose your color of the day with ambient lighting!¹ Set speed and volume controls for when others are driving your Fiesta¹; open up to the sky¹; charge your phone or digital media player¹ on the go; see what's behind as you slowly back up¹; even heat your front seats! And with the Easy Fuel[®] capless fuel filler, you'll never leave your gas cap behind. You don't need one.

¹Available feature.



SE Hatchback in Green Envy Metallic Tri-coat customized with side window deflectors, body kit,¹ lower bodyside graphics, rear roof spoiler and 16" 8-spoke Sparkle Silver wheels^{1,2}

Rear roof spoiler

All-weather floor mats

Remote start systems

Gear indicator shift knob by Gaslock^{3,4}

Exterior

- Bodyside graphics
- Custom graphics^{3,5}
- Fog lamp bezels
- Full vehicle covers³
- Racks and carriers³
- Rear bumper protector
- Rear decklid spoiler
- Splash guards
- ST full vehicle cover¹

Interior

- Ash cup/coin holders
- Cargo protectors and organizers
- Carpeted floor mats
- Door sill plates
- Gear shift knobs⁴
- Interior light kit
- ST all-weather floor mats¹
- ST cargo area protector¹

Electronics

- Audio upgrade by KICKER⁶
- Bumper-mounted warning sensor systems³
- Keyless entry keypad
- Portable DVD rear-seat entertainment systems³
- Vehicle Security System

Wheels

- 16" polished wheels²
- Wheel lock kits

Fiesta Specifications

Standard Features

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
- Auxiliary audio input jack
- 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 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 – Front: intermittent

Safety & Security

- Personal Safety System[™] for driver and front passenger includes dual-stage front airbags⁷, 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 Launch Assist
- Belt-Minder[®] front safety belt reminder
- Child-safety rear door locks
- Driver's knee airbag⁷
- Front-seat side airbags⁷
- SecuriLock[®] Passive Anti-Theft System
- Side-curtain airbags⁷
- SOS Post-Crash Alert System[™]
- Tire Pressure Monitoring System (excludes spare)

Engines/EPA-Estimated Ratings & Dimensions

1.6L Ti-VCT I-4

- 120 hp @ 6,350 rpm
- 112 lb.-ft. of torque @ 5,000 rpm
- 5-speed manual
 - 27 city/38 hwy/31 combined mpg
- PowerShift 6-speed automatic
 - 29 city/39 hwy/32 combined mpg
- SFE Package with PowerShift 6-speed automatic
 - 30 city/41 hwy/34 combined mpg

1.6L EcoBoost[®] I-4

- 197 hp @ 6,000 rpm⁸
- 202 lb.-ft. of torque @ 4,200 rpm⁸
- 6-speed manual
 - 26 city/35 hwy/29 combined mpg

Exterior

	Sedan/Hatchback/ST
Wheelbase	98.0"
Length	173.5"/159.7"/160.1"
Height	58.1"/58.1"/57.2"
Width – Mirrors folded	71.6"
Width – Including mirrors	77.8"

Interior

Head room – Front	39.1"
Head room – Rear	37.1"/37.2"/37.2"
Shoulder room – Front	52.7"
Shoulder room – Rear	49.0"
Hip room – Front	50.6"
Hip room – Rear	49.2"
Leg room – Front	42.2"
Leg room – Rear	31.2"

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

⁷Always wear your safety belt and secure children in the rear seat. ⁸Figures achieved using 93-octane premium fuel.



S Sedan/Hatchback

Equipment Group 100A
Includes all standard features, plus:

Mechanical

1.6L Ti-VCT I-4 engine
5-speed manual transmission
Compact spare
Power front disc/rear drum brakes
Torque Vectoring Control

Seating

Adjustable front and rear head restraints
Cloth seats

Interior

3-spoke steering wheel
AM/FM stereo/single-CD player with MP3 capability, 6 speakers and 80 watts
Day/night rearview mirror
Driver and front-passenger sun visors with vanity mirrors
Ford SYNC® voice-activated, in-vehicle connectivity system and USB port with SYNC Services¹ for Traffic, Directions and Information
Manual windows
Multifunctional digital display in center stack

Exterior

15" steel wheels with silver-painted covers and P185/60R15 tires
Body-color power sideview mirrors with integrated blind spot mirrors
Carbon Black grille with chrome bars and surround
Liftgate spoiler (hatchback)

Available Options & Packages

Cargo Management Package includes cargo net and foldable soft cargo organizer

Exterior Protection Package includes rear bumper protector, and molded splash guards for front and rear (hatchback only)

Fiesta Lower Door Stripe Graphic Package

Keyless entry keypad
PowerShift 6-speed automatic transmission with SelectShift® capability

Smoker's Package

SE Sedan/Hatchback

Equipment Group 200A
Includes select S features, plus:

Seating

Unique cloth seats and door 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
MyKey®
Overhead console
Power windows with one-touch-up/-down driver's side window feature
Rear dome light
Steering wheel-mounted audio controls

Exterior

15" Sparkle Silver-painted aluminum wheels
Automatic headlamps
Perimeter alarm
Power sideview mirrors with integrated blind spot mirrors and turn signal indicators
Remote Keyless Entry System with integrated keyhead transmitter remotes (2)

Available Equipment Group

Equipment Group 201A – SE Appearance Package includes MyFord Touch® with 6.5" LCD color touch screen in center stack, and media hub with 2 USB ports, SD card reader and audio/video input jacks; SiriusXM Satellite Radio; unique Sport cloth seats with contrast stitching; driver's seat manual lumbar; leather-wrapped shift knob (manual only); 16" Sparkle Silver-painted aluminum wheels; fog lamps with chrome bezels; rear decklid spoiler (sedan); and aluminum compact spare wheel

Available Options & Packages

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; late availability)

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; n/a with full body styling kit)

Fiesta Lower Door Stripe Graphic Package

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

Smoker's Package

Super Fuel Economy (SFE) Package includes side air deflectors, underbody shields, lower grille blocker, 15" steel wheels with silver-painted covers, and decklid spoiler on sedan (requires PowerShift 6-speed automatic transmission and 200A; late availability)

Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription (requires 201A)

SE Sedan. Tuxedo Black Metallic. Available equipment. SE Hatchback. Race Red. SE Appearance Package. Available equipment.

SE. Medium Light Stone cloth seats with Medium Light Stone inserts.

Steering wheel-mounted audio and SYNC controls.

SYNC voice-activated, in-vehicle connectivity system.



15" Steel with Silver-Painted Covers
Standard: **S**
Included: **SFE Package**



15" Sparkle Silver-Painted Aluminum
Standard: **SE**



16" Sparkle Silver-Painted Aluminum
Included: **SE Appearance Package**

¹SYNC Services varies by trim level and model year and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Ford Motor Company reserves the right to change or discontinue this product service at any time without prior notification or incurring any future obligation.

Titanium Sedan/Hatchback

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)

Rear view camera

SiriusXM Satellite Radio with 6-month trial subscription

SYNC® with MyFord Touch® with 6.5" LCD touch screen in center stack; and media hub with 2 USB ports, SD card reader and audio/video input jacks

Exterior

16" premium Sparkle Nickel-painted aluminum wheels with P195/50R16 tires

Chrome beltline and 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

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

Smoker's Package

Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription



Sedan. Storm Gray Metallic. Available equipment. Hatchback. Blue Candy Metallic Tinted Clearcoat. Available equipment.

Electronic automatic temperature control.

Audio System from Sony with 8 speakers and HD Radio Technology.

Heated sideview mirrors.

[Click here to see what's "new" about the 2014 Fiesta Titanium.](#)



16" Premium Sparkle Nickel-Painted Aluminum Standard

ST Hatchback

Equipment Group 400A

Includes select SE features, plus:

Mechanical

1.6L EcoBoost® I-4 engine

3-mode AdvanceTrac® electronic stability control (Standard, Sport, Off)

6-speed manual transmission

Enhanced Torque Vectoring Control

Full-size spare (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

Electronic automatic temperature control

Intelligent Access with push-button start (2 key fob transmitters)

Leather-wrapped shift knob with chrome insert

Rear carpeted floor mats

SiriusXM Satellite Radio with 6-month trial subscription

Sound symposer

SYNC® with MyFord Touch® with 6.5" LCD touch screen in center stack; and media hub with 2 USB ports, SD card reader and audio/video input jacks

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 performance tires

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

Power moonroof

Smoker's Package

ST RECARO Package includes RECARO® partial leather front bucket seats with cloth inserts, 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 6-month trial subscription



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



17" Sparkle Silver-Painted Aluminum Standard



17" Rado Gray Premium Painted Aluminum Optional

Exteriors



Oxford White



Ingot Silver Metallic



Storm Gray Metallic



Green Envy Metallic Tri-coat



Molten Orange Metallic Tri-coat



Race Red



Ruby Red Metallic Tinted Clearcoat



Blue Candy Metallic Tinted Clearcoat

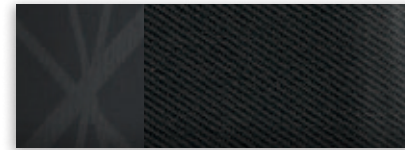


Performance Blue Metallic



Tuxedo Black Metallic

Interiors



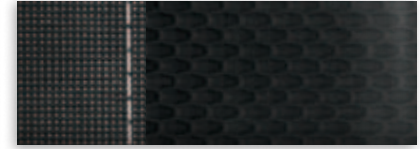
1 Charcoal Black Cloth



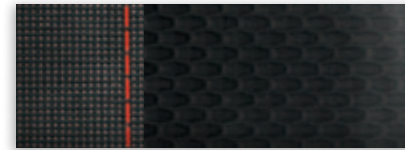
2 Medium Light Stone Cloth



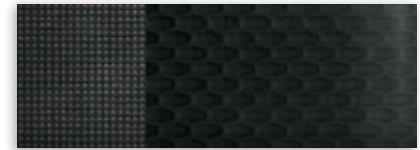
3 Charcoal Black Cloth



4 Charcoal Black Cloth with Silver Stitching



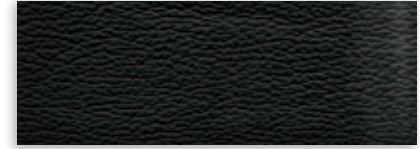
5 Charcoal Black Cloth with Red Stitching



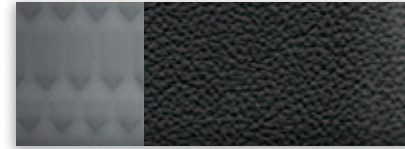
6 Charcoal Black Cloth



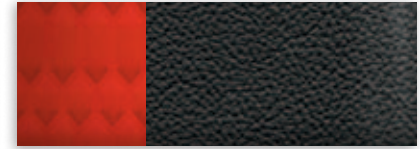
7 Medium Light Stone Leather



8 Charcoal Black Leather



9 Charcoal Black Leather with Smoke Storm Cloth Accents

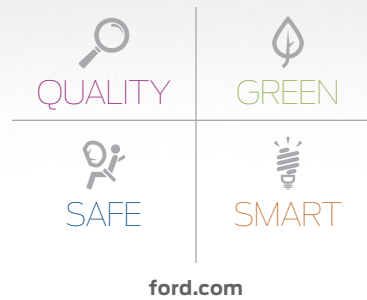


10 Charcoal Black Leather with Molten Orange Cloth Accents

Exteriors	Interiors									
	S	SE				Titanium		ST		
Oxford White	1	2	3	4	5	7	8	6	9	10
Ingot Silver Metallic	1	2	3	4	5	7	8	6	9	10
Storm Gray Metallic		2	3	4	5	7	8			
Green Envy Metallic Tri-coat ¹		2	3	4	5	7	8	6	9	
Molten Orange Metallic Tri-coat ¹								6	9	10
Race Red		2	3	4	5	7	8	6	9	
Ruby Red Metallic Tinted Clearcoat ¹		2	3	4	5	7	8			
Blue Candy Metallic Tinted Clearcoat ¹		2	3	4	5	7	8			
Performance Blue Metallic				4	5	7	8	6	9	
Tuxedo Black Metallic	1	2	3	4	5	7	8	6	9	10

4, 5 SE Appearance Package 9, 10 ST RECARO® Package

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



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. **Insurance Services.** Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company. **Genuine Ford Accessories** will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. FLA are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

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