

2016 | **FIESTA+ST**



Go Further



Thrill-seekers, grab the keys.

Then get your next road rally in gear in the fun-to-drive 2016 Ford Fiesta. Adding inspiration to this year's lineup is new SYNC® 3, our next-generation of voice-activated technology.¹ More connected. Pure Fiesta. Now get up and go.

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

¹Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/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.

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Enthusiasts, take your seat.

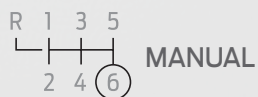
The driver's seat, of course. Then place your hand on the leather-wrapped shift knob of the standard 6-speed *manual* transmission. That's paired with a turbocharged, high-output 1.6L EcoBoost® with 197 horsepower.¹ Greet the street – Fiesta ST style.

“One of the best drivers’ cars, at any price, on sale today,” says *car magazine* of Fiesta ST.² An “overboost” feature can extend peak torque for up to 17 seconds. Unique sport-suspension architecture with European-inspired tuning and 17" summer-compound performance tires³ help keep it planted.

Gripped firmly by the supportive bolsters of the RECARO® partial leather-trimmed front seats,⁴ you'll enjoy the amplified engine sounds from EcoBoost that are piped into the cabin through the sound symposer. Or the resounding boom of the 8-speaker Audio System from Sony® with HD Radio™ Technology.

“It begs to be flogged on every on-ramp and stabbed at every downtown red-to-green,” says *Road & Track*. “In the process, Fiesta ST invites a hell of a grin.” Behind this wheel, the rush is always on.

1-4 CLASS-BEST⁵



TURBOCHARGED



WITH OVERBOOST

ST. ST RECARO Package. Available equipment.

¹Tested with 93-octane fuel. ²*car magazine*. Published April 2015. ³Ford does not recommend using summer tires when temperatures drop to approximately 45°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires. ⁴Available feature. ⁵Horsepower and torque. Class is High Performance Subcompact Manual Cars based on Ford segmentation.

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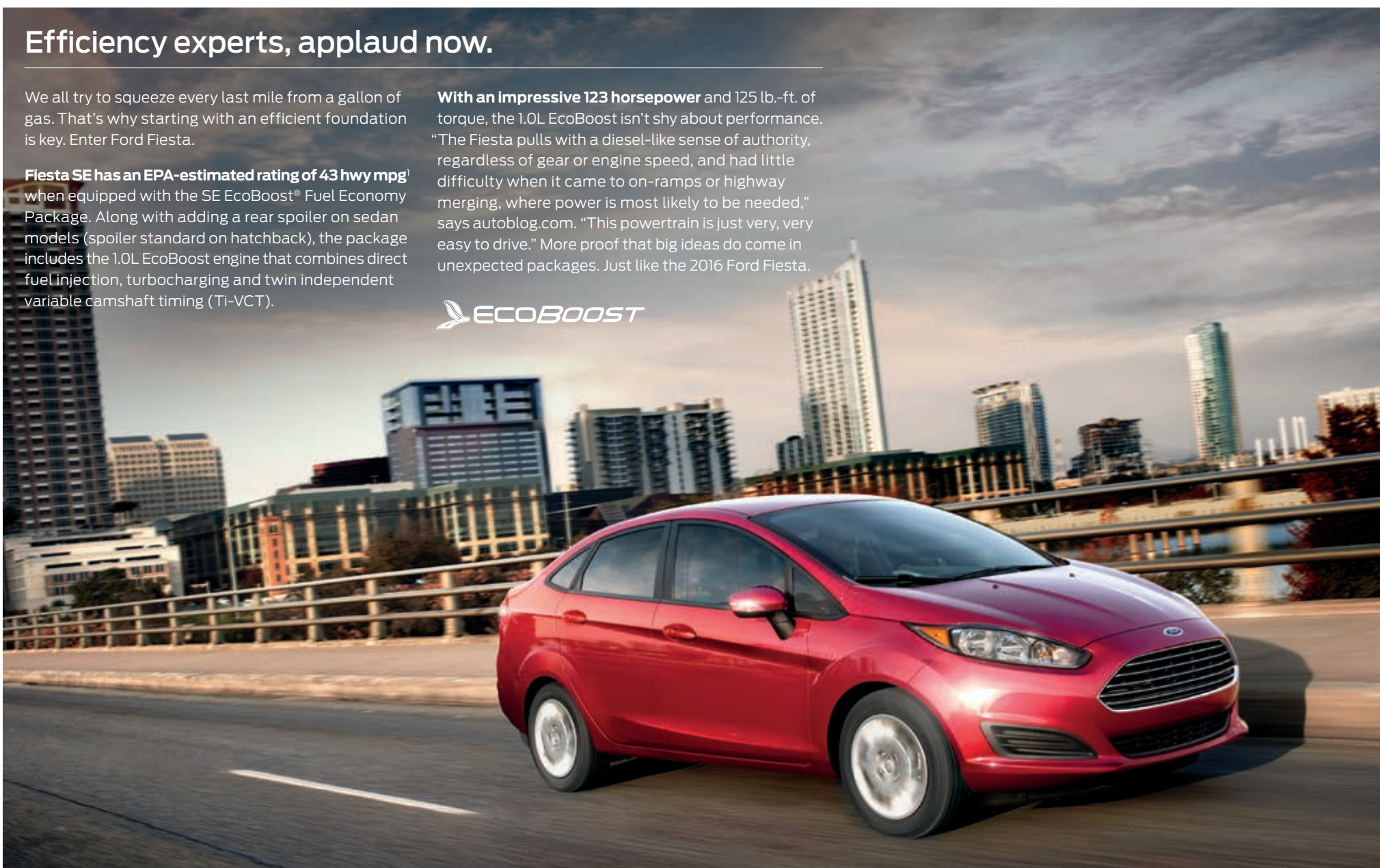


Efficiency experts, applaud now.

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

Fiesta SE has an EPA-estimated rating of 43 hwy mpg¹ when equipped with the SE EcoBoost[®] Fuel Economy Package. Along with adding a rear spoiler on sedan models (spoiler standard on hatchback), the package includes the 1.0L EcoBoost engine that combines direct fuel injection, turbocharging and twin independent variable camshaft timing (Ti-VCT).

With an impressive 123 horsepower and 125 lb.-ft. of torque, the 1.0L EcoBoost isn't shy about performance. "The Fiesta pulls with a diesel-like sense of authority, regardless of gear or engine speed, and had little difficulty when it came to on-ramps or highway merging, where power is most likely to be needed," says autoblog.com. "This powertrain is just very, very easy to drive." More proof that big ideas do come in unexpected packages. Just like the 2016 Ford Fiesta.



EPA-ESTIMATED RATING  **43 HWY MPG¹**



DIRECT  INJECTION²

SE. SE EcoBoost Fuel Economy Package. Ruby Red Metallic Tinted Clearcoat. Available equipment.

¹EPA-estimated rating: 31 city/43 hwy/36 combined mpg, 1.0L EcoBoost. Actual mileage will vary. ²Available feature.

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Drivers, keep smiling.

In Fiesta, every drive brings its own rewards. Dart in and out of traffic. Stick it in the corners. And draw admiring glances along the way.

To help Fiesta stay sure-footed in the corners, standard Torque Vectoring Control applies slight braking force (as needed) to the inside front wheel to help more torque reach the road.¹

For that extra-connected feel, the PowerShift 6-speed automatic transmission² helps provide torque to the front wheels 100% of the time during shifts. Electric power-assisted steering improves steering feel at low speeds and provides precise assist on the highway. Tuned shocks and spring rates balance responsive handling with the need for a smooth ride. Choose your favorite 15" or 16" wheels.² Then go.



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¹Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions. ²Available feature.

Multitaskers, just say the word.

Voice-activated SYNC^{®1} technology helps you keep your eyes on the road and hands on the wheel. SYNC. Say the word.[®]

- **Hands-free calling** lets you make a call with a simple push of a button along with the sound of your voice.
- **Automatic phone book download** transfers the names and numbers in your compatible phone automatically, once paired.
- **Voice-activated music commands** let you say what music you want to hear and listen to it easily with voice-activated search, or say “Bluetooth[®] audio” to stream content from your phone.
- **SYNC AppLink^{™2}** lets you control some of your favorite compatible mobile apps with your voice.
- **911 Assist^{®3}** is a convenient no-charge feature that allows you to connect your compatible cell phone to help call 911, even if you can't.

Upgrade to SYNC 3.¹ Our next generation of voice-activated technology with an easy-to-use new design and features.

- **New hardware meets new software** on the easy-to-read LCD color screen that displays phone, audio and navigation⁴ functions.
- **High-speed performance** means you'll experience quick responses to your commands. Plus, the capacitive touch screen includes convenient swipe and pinch-to-zoom features similar to your smartphone.
- **Enhanced voice recognition** lets you talk with simple, real-world voice commands and the system responds naturally to your voice.
- **Easy destination entry** feature within navigation⁴ helps you locate your favorite restaurants, nearest ATM and more.
- **Siri[®] seamless integration** brings the power of Siri Eyes Free⁵ and your iPhone^{®5} into your vehicle.
- **Automatic updates over Wi-Fi^{®6}** let you keep SYNC 3 up-to-date with the latest software as soon as new updates become available.

| SYNC

Titanium. Medium Light Stone leather trim. SYNC 3. Available equipment.



¹Driving while distracted can result in loss of vehicle control. Only use SYNC/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. SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and AppLink software. ³The 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. Aftermarket on-board diagnostic devices may interfere with various vehicle systems including Vehicle Health Report and 911 Assist. To avoid interference, remove the device or contact the device maker for more information on compatibility. ⁴Available feature. ⁵You must have a Bluetooth-enabled phone paired to your SYNC system. ⁶Optional Navigation System map updates cannot be received via Wi-Fi and require a separate update.

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Seekers, connect with your world.

SiriusXM® Satellite Radio¹ welcomes you to the World of SiriusXM.² Enjoy more than 150 channels including commercial-free music, plus live sports, news and exclusive entertainment, with a 6-month trial subscription to the All Access package included with your new vehicle. You'll hear every channel available, plus you can listen online and on the SiriusXM app.²

Navigation¹ with SiriusXM Traffic and Travel Link[®] includes a 5-year complimentary SiriusXM Traffic and Travel Link² trial subscription. Global Positioning System (GPS) technology is combined with 3-D mapping and provides voice-guided turn-by-turn directions. With SiriusXM Traffic and Travel Link, you'll get detailed traffic information, plus current and forecasted weather, gas station locations and prices, sports scores and schedules, and movie theater locations with show listings and times.

(((SiriusXM)))

Titanium. Medium Light Stone leather trim. SYNC[®] 3. Available equipment.



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¹Available feature. ²SiriusXM Satellite Radio, SiriusXM Traffic and SiriusXM Travel Link subscriptions are sold separately or as a package by SiriusXM after your trial period, and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. All fees and programming subject to change. See Customer Agreement for complete terms and more information at www.siriusxm.com.



Visitors, stay awhile.

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

Enter and start Fiesta – without using a key. With its Intelligent Access key fob¹ in your pocket, just touch the door handle and you're in. Then, press the brake pedal and push the start button. Keep your paired smartphone close (and charging¹) in the full center console with padded armrest.¹

Heat your front seats¹, in cloth or leather¹ trim. They're sport-bolstered for support. Cool things down with electronic automatic temperature control,¹ which automatically maintains settings chosen by the driver or front passenger. Rock the house with the 8-speaker Audio System from Sony.^{®1} In back, open up additional cargo room by folding down one or both sides of the 60/40 split rear seat.

PUSH-BUTTON



START¹

AUDIO SYSTEM



FROM SONY¹

HEATED



FRONT SEATS¹

Titanium. Charcoal Black leather trim. Available equipment.

¹Available feature.

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Safety, for all.

Layer for protection. It's good advice that still applies today. Underneath the aerodynamic shape of the 2016 Fiesta, there are many protective layers.

Strength surrounds you in the form of a rigid safety cage. High-strength and ultra-high-strength boron steel work with SPACE (Side Protection And Cabin Enhancement) Architecture to help divert crash forces away from occupants. Next, 7 standard airbags include: driver and front-passenger front; driver's knee; front-seat side; and side curtains.

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

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

¹Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions.

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Believers, make it your own.

Fiesta has so much to offer. Here's how you can make it your own.

Let sun and breeze stream in through the power moonroof.¹ See what's behind your vehicle as you slowly back up, thanks to a convenient rear view camera.^{1,2} Even heat your front seats¹ (in cloth or leather¹).

Choose your color with ambient lighting.¹ With MyKey,^{®1} set speed and volume controls for when others are driving your Fiesta.

Never leave your gas cap behind with the Easy Fuel[®] capless fuel filler. You don't need one. With its long list of standard and available features, your 2016 Fiesta can be just the way you want it.

¹Available feature. ²Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle.

Fiesta Specifications



SE, Electric Spice. SE Black Package. Full body-styling kit. Available equipment.

Engines/EPA-Estimated Ratings¹ & Dimensions

1.6L Ti-VCT I-4

120 hp @ 6,350 rpm
112 lb.-ft. of torque @ 5,000 rpm

5-speed manual
28 city/36 hwy/31 combined mpg
PowerShift 6-speed automatic
27 city/37 hwy/31 combined mpg

1.0L EcoBoost® I-3

123 hp @ 6,000 rpm
125 lb.-ft. of torque @ 2,500 rpm

SE EcoBoost Fuel Economy Package
with 5-speed manual
31 city/43 hwy/36 combined mpg

1.6L EcoBoost I-4

197 hp @ 6,000 rpm²
202 lb.-ft. of torque @ 4,200 rpm²

6-speed manual
26 city/33 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 (max.)	43.6"
Leg room – Rear	31.2"

Capacities (cu. ft.)

Passenger volume (sedan/hatchback/ST)	83.2/83.3/83.3
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

Standard Features

Mechanical

Anti-Lock Brake System (ABS)
Electric power-assisted steering (EPAS)
Front-wheel drive (FWD)
Suspension – Front: independent MacPherson strut
Suspension – Rear: non-independent twist-beam
Torque Vectoring Control

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
Autolock
Bottle/cupholders (5 front, 1 rear)
Front carpeted floor mats
Front doors with map pocket and cupholder
Front-passenger seat back map pocket
Power door locks
Rear climate vents
Tilt/telescoping steering column

Exterior

Acoustic-laminate windshield
Body-color door handles
Easy Fuel® capless fuel filler
Quad-beam halogen headlamps
Rear-window defroster
Rear-window wiper with washer (hatchback)
Solar-tinted glass
Windshield wipers – Intermittent

Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags³; safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
AdvanceTrac® electronic stability control
Belt-Minder® front safety belt reminder
Child-safety rear door locks
Driver's knee airbag³
Front-seat side airbags³
Hill start assist
Perimeter alarm
Remote Keyless Entry System with integrated keyhead transmitter remotes (2)
SecuriLock® Passive Anti-Theft System
Side-curtain airbags³
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)

Dimensions may vary by trim level.

¹Actual mileage will vary. ²Tested with 93-octane fuel. ³Always wear your safety belt and secure children in the rear seat.



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 steel wheel and tire
Power front disc/rear drum brakes

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
Auxiliary audio input jack
Day/night rearview mirror
Driver and front-passenger sun visors with vanity mirrors
Ford SYNC® voice-activated, in-vehicle connectivity system with USB port
Manual windows
Multifunctional digital display in center stack

Exterior

15" steel wheels with silver-painted covers and P185/60R15 all-season 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

Audio upgrade by KICKER® (sedan only)

Cargo Management Package includes cargo net and foldable soft cargo organizer

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

Fiesta Lower Door Stripe Graphic Package

Keyless entry keypad

PowerShift 6-speed automatic transmission with SelectShift® capability

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

Smoker's Package includes cigarette lighter and ash cup

SE Sedan/Hatchback

Equipment Group 200A
Includes select S features, plus:

Seating

Unique cloth seats and door-trim inserts

Interior

12-volt rear powerpoint
Ambient lighting
Chrome door handles
Cruise control
Full center console with armrest
Leather-wrapped steering wheel
Message center with trip computer
MyKey®
Overhead console
Power windows with one-touch-up/-down driver's side window feature
Rear dome light

Exterior

15" Sparkle Silver aluminum wheels
Automatic headlamps with wiper activation
Power sideview mirrors with integrated blind spot mirrors and turn signal indicators

Available Equipment Group

Equipment Group 201A – SE Appearance Package includes SYNC 3 enhanced voice recognition communications and entertainment system with 6.5" color LCD touch screen in center stack, AppLink™, 911 Assist® and 2 smart-charging USB ports; SiriusXM® Satellite Radio with 6-month All Access trial subscription; unique Sport cloth seats with contrast stitching; driver's seat manual lumbar; leather-wrapped shift knob (manual only); 16" 8-spoke Sparkle Silver aluminum wheels; fog lamps with chrome bezels; rear decklid spoiler (sedan); and compact spare aluminum wheel and tire

Available Options & Packages

16" 8-spoke Black-painted machined aluminum wheels (sedan only; n/a with SE EcoBoost® Fuel Economy Package)

Audio upgrade by KICKER (sedan only)

Cargo Management Package

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

Full body-styling kit includes unique body-color front fascia with black center airfoil, body-color rear lower valance with unique black rear diffuser, body-color-painted side rocker moldings, and front fog lamps (hatchback only; late availability; n/a with SE EcoBoost Fuel Economy 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

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

SE Black Package includes 16" 8-spoke Black-painted machined aluminum wheels; Black-painted sideview mirror caps, upper grille surround and fog lamp bezels; and unique painted grille (hatchback only; late availability; n/a with Blue Candy exterior paint)

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

Smoker's Package

Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link® with 5-year subscription (requires 201A)

SE Sedan. Shadow Black. Available equipment. SE Hatchback. Ruby Red Metallic Tinted Clearcoat. SE Appearance Package. Available equipment.

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

Steering wheel-mounted audio controls.

SYNC voice-activated, in-vehicle connectivity system.



15" Steel with Silver-Painted Covers
Standard: S
Included: SE EcoBoost Fuel Economy Package



15" Sparkle Silver Aluminum
Standard: SE



16" 8-Spoke Sparkle Silver Aluminum
Included: SE Appearance Package



16" 8-Spoke Black-Painted Machined Aluminum
Optional: SE and SE Appearance Package
Included: SE Black Package



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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

Leather-wrapped shift knob (manual)

Rear view camera

SiriusXM® Satellite Radio with 6-month All Access trial subscription

SYNC® 3 enhanced voice recognition communications and entertainment system with 6.5" color LCD touch screen in center stack, AppLink™ 911 Assist® and 2 smart-charging USB ports

Exterior

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

Chrome beltline and rear moldings

Chrome headlamp bezels

Fog lamps with chrome surrounds

Heated sideview mirrors

Piano Black-painted lower grille with chrome accent

Reverse Sensing System

Available Options & Packages

Audio upgrade by KICKER® (sedan only)

Cargo Management Package includes cargo net and foldable soft cargo organizer

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

Fiesta Lower Door Stripe Graphic Package

Interior Protection Package includes black all-weather floor mats for front and rear, and cargo area protector

Power moonroof

PowerShift 6-speed automatic transmission with SelectShift® capability

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

Smoker's Package includes cigarette lighter and ash cup

Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link® with 5-year subscription



Sedan. Magnetic. 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.



16" Premium
Sparkle Nickel-Painted Aluminum
Standard



Kona Blue. Available equipment.

Perforated leather-wrapped steering wheel with ST badge.

Front door-sill plates with ST logo.

6-speed manual transmission leather-wrapped shift knob.

ST Hatchback

Equipment Group 400A

Includes select SE features, plus:

Mechanical

1.6L EcoBoost® I-4 engine
 6-speed manual transmission
 3-mode AdvanceTrac® electronic stability control (Standard, Sport, Off)
 Full-size spare wheel and tire (15" x 6")
 Power front and rear performance brakes with track pads
 Unique ST sport suspension

Seating

Cloth sport seats with ST logo

Interior

Aluminum sport pedal covers
 Audio System from Sony® with 8 speakers and HD Radio™ Technology
 Carpeted front and rear floor mats
 Electronic automatic temperature control
 Intelligent Access with push-button start
 Leather-wrapped shift knob with metallic insert
 SiriusXM® Satellite Radio with 6-month All Access trial subscription
 Sound symposer
 SYNC® 3 enhanced voice recognition communications and entertainment system with 6.5" color LCD touch screen in center stack, AppLink™ 911 Assist® and 2 smart-charging USB ports
 Unique front door-sill plates with ST logo
 Unique perforated leather-wrapped steering wheel with ST badge

Exterior

17" premium Rado Gray-painted aluminum wheels with summer-compound performance tires!
 Black headlamp bezels
 Fog lamps
 Modified front fascia with black center airfoil
 Rear diffuser
 Side rocker moldings
 Twin chrome exhaust tips
 Unique high-mounted liftgate spoiler

Available Options & Packages

17" premium Ebony Black-painted aluminum wheels with red-painted brake calipers
 17" high-performance all-season tires, plus performance brakes with low-dust street pads
Cargo Management Package includes cargo net and foldable soft cargo organizer
 Over-the-top stripes
 Power moonroof
Smoker's Package includes cigarette lighter and ash cup
ST Protection Package includes all-weather floor mats with ST logo for front and rear, cargo area protector with ST logo, and full vehicle cover with ST logo
ST RECARO® Package includes RECARO partial leather-trimmed front bucket seats with cloth accents, heated front seats, and heated sideview mirrors
 Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link® with 5-year subscription



17" Premium Rado Gray-Painted Aluminum Standard



17" Premium Ebony Black-Painted Aluminum with Red-Painted Brake Calipers Optional



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¹Ford does not recommend using summer tires when temperatures drop to approximately 45°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires.

Exteriors



White Platinum Metallic Tri-coat



Oxford White



Ingot Silver*



Molten Orange Metallic Tri-coat



Ruby Red Metallic Tinted Clearcoat



Electric Spice*



Blue Candy Metallic Tinted Clearcoat



Kona Blue*



Magnetic*



Shadow Black

Interiors



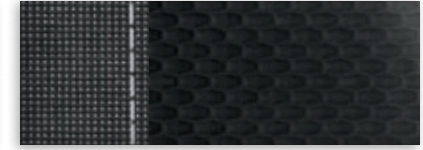
1 Charcoal Black Cloth with Sterling Stone Accents



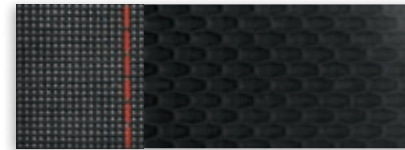
2 Medium Light Stone Cloth



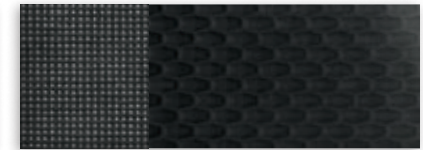
3 Charcoal Black Cloth



4 Charcoal Black Sport Cloth with Silver Stitching



5 Charcoal Black Sport Cloth with Red Stitching



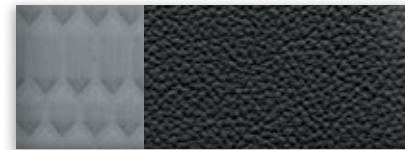
6 Charcoal Black Cloth



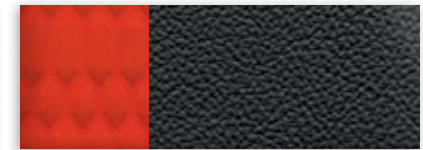
7 Medium Light Stone Leather



8 Charcoal Black Leather



9 Charcoal Black Leather with Smoke Storm Cloth Accents



10 Charcoal Black Leather with Molten Orange Cloth Accents

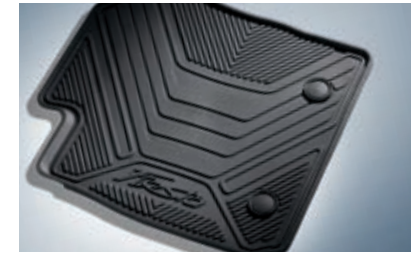
Exteriors	Interiors									
	S	SE				Titanium		ST		
White Platinum Metallic Tri-coat ¹		2	3	4	5	7	8	6	9	
Oxford White	1	2	3	4	5					
Ingot Silver	1	2	3	4	5	7	8			
Molten Orange Metallic Tri-coat ¹								6	9	
Ruby Red Metallic Tinted Clearcoat ¹		2	3	4	5	7	8			
Electric Spice		2	3	4	5	7	8			
Blue Candy Metallic Tinted Clearcoat ¹		2	3	4	5	7	8			
Kona Blue		2	3	4	5	7	8	6	9	
Magnetic		2	3	4	5	7	8	6	9	
Shadow Black	1	2	3	4	5	7	8	6	9	

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

¹Additional charge.

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

*Metallic.



SE Hatchback in Oxford White accessorized with side window deflectors, lower bodyside graphics, rear roof spoiler and 16" 8-spoke Black-painted machined aluminum wheels¹

Rear spoiler winglets

All-weather floor mats

Remote start systems

Cargo area protector

Exterior

- Bodyside graphics
- Custom graphics and trim kits²
- Fog lamp bezels
- Full vehicle covers²
- Hood protector²
- Racks and carriers²
- Rear bumper protector
- Rear spoilers
- Side window deflectors
- Splash guards
- ST full vehicle cover
- ST over-the-top stripes

Interior

- All-weather and premium carpeted floor mats
- Ash cup/coin holders
- Cargo organizers and protectors
- Door sill plates
- Gear indicator shift knob^{2,3}
- Gear shift knobs³
- Interior light kit
- ST all-weather floor mats
- ST carbon fiber gear shift knob
- ST cargo area protector
- ST door-sill plates
- Tablet cradle²

Electronics

- Audio upgrade by KICKER^{®4}
- Keyless entry keypad
- Remote start systems
- Reverse Bumper-Mounted Warning Sensor System²
- Vehicle Security System

Wheels

- 16" 8-spoke Black-painted machined aluminum¹
- 16" 8-spoke Sparkle Silver¹
- 16" polished¹
- ST 17" Black-painted¹
- Wheel lock kits



FORD ACCESSORIES

accessories.ford.com

¹Additional components may be required. See dealer for details. ²Ford Licensed Accessory. ³Manual transmission only. ⁴Available on sedan only.



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New Vehicle Limited Warranty. We want your Ford Fiesta ownership experience to be the best it can be. Under this warranty, your new vehicle comes with 3-year/36,000-mile bumper-to-bumper coverage, 5-year/60,000-mile Powertrain Warranty coverage, 5-year/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.

Ford Original Accessories will be warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. FLA are designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

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

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