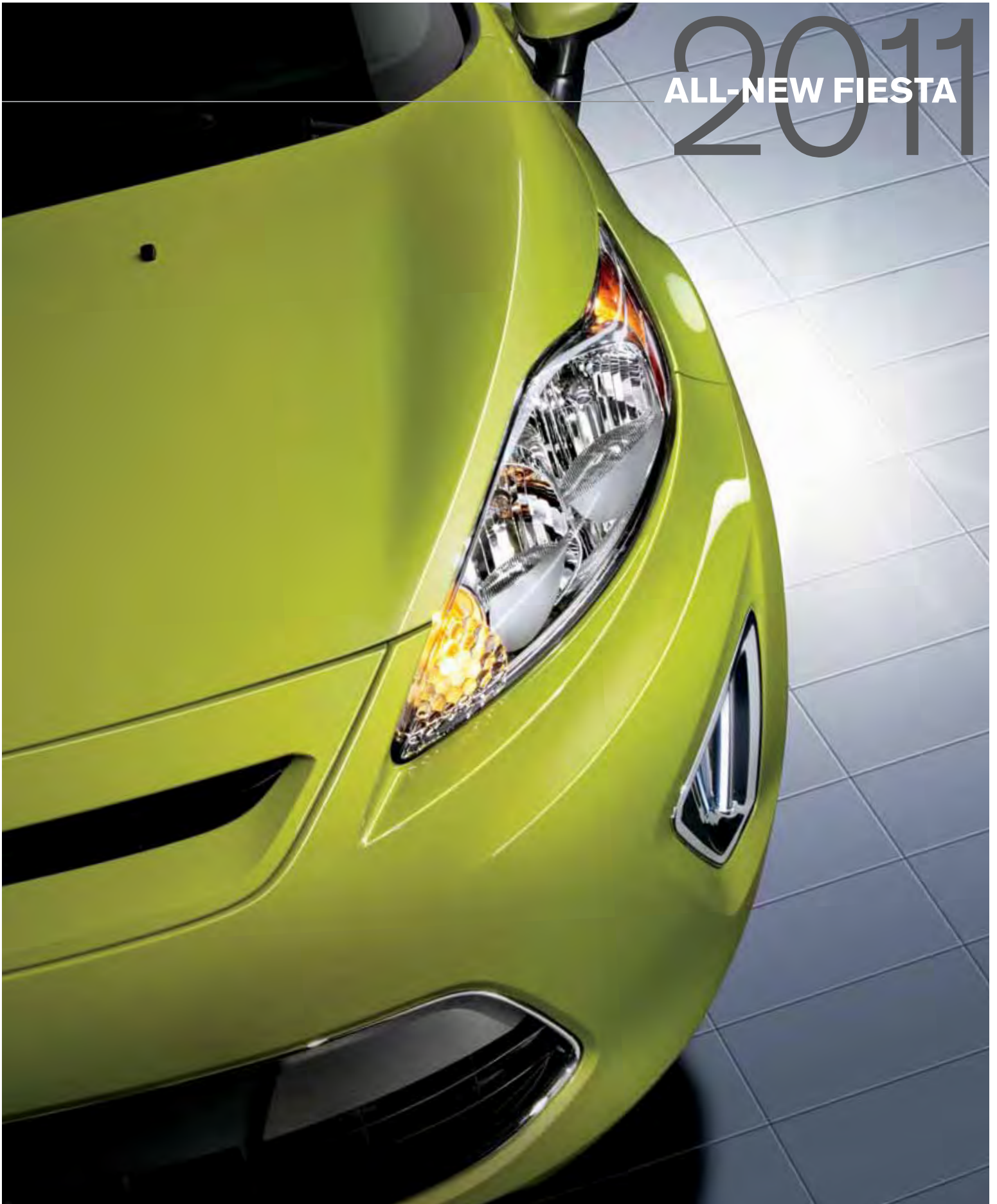


# 2011

ALL-NEW FIESTA



[fordvehicles.com](http://fordvehicles.com)



Drive one.

# 2011 ALL-NEW FIESTA

[Borgman Ford Sales Inc](#)

3150 28th St SW  
Grandville, MI 49418

(616) 534-7651

[fordvehicles.com](http://fordvehicles.com)



Drive one.



40 mpg highway projected!  
15 features only found here.  
9 kaleidoscopic colors.  
1 of a kind.



It's a pretty big deal.

Fiesta SES Hatchback • Lime Squeeze Metallic • Available Equipment

## The All-New 2011 Ford Fiesta

Loaded with substance, Fiesta changes everything. Among its **15 class-exclusive<sup>2</sup> features** is a 4-inch LCD multifunctional display;<sup>3</sup> Ford SYNC<sup>®</sup> voice-activated, in-vehicle connectivity system;<sup>3</sup> a fuel-efficient and lively PowerShift 6-speed automatic transmission;<sup>3</sup> leather-trimmed seats complete with contrast piping;<sup>3</sup> and even a driver's knee airbag, one of 7 standard airbags. Available in hatchback or sedan, both deliver European ride and handling that's a blast to drive. Introducing the 2011 Ford Fiesta.

<sup>1</sup>SFE Package. Ford preliminary test data. Pending EPA certification. <sup>2</sup>Class is Compact Cars vs. 2010 competitors. <sup>3</sup>Optional. Availability varies by model. See your dealer for details.

2011  
ALL-NEW FIESTA

[fordvehicles.com](http://fordvehicles.com)



Drive one.



## You've never powered up like this.

That's a whole lot of change tucked in your pocket. With the available **Intelligent Access** key, you have a VIP pass to completely keyless entry. Touch the door handle and you're in. With the key still tucked away, simply depress the brake pedal and activate the **push-button start**. You're off. The new 2011 Ford Fiesta. Get into something completely different.

2011  
**ALL-NEW FIESTA**

[fordvehicles.com](http://fordvehicles.com)



Drive one.



**Surprises  
like no other car  
in its class.**

**Helps money stay in your pocket, not your tank.**

*A projected 40 mpg hwy.<sup>1</sup> 30 mpg city.<sup>1</sup> Both best in class.*

**Provides vitals, at a glance.**

*Class-exclusive 4-inch LCD multifunctional display.<sup>2</sup>*

**Shifts crisply and efficiently to keep you smiling.**

*Class-exclusive PowerShift 6-speed automatic transmission.<sup>2</sup>*

**Controls your mobile, music and navigation by voice.**

*Class-exclusive Ford SYNC.<sup>®2</sup>*

**Generates heat, in cloth or leather trim.**

*Class-exclusive heated front-seat cushions.<sup>2</sup>*

**Responds in an instant, when needed.**

*7 standard airbags, most in its class.*

**Helps keep fuel, and fumes, off your hands.**

*Class-exclusive Easy Fuel<sup>®</sup> capless fuel filler.*



Fiesta SES Hatchback • Yellow Blaze Metallic Tri-coat • Available Equipment

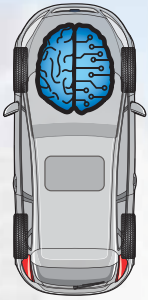
<sup>1</sup>30 mpg city/40 hwy, SFE Package; 29 mpg city/38 hwy, 5-speed manual trans. Ford preliminary test data. Pending EPA certification. Class is Compact Cars vs. 2010 competitors. <sup>2</sup>Optional. Availability varies by model. See your dealer for details.

2011  
**ALL-NEW FIESTA**

[fordvehicles.com](http://fordvehicles.com)



Drive one.



### 32-BIT MICROPROCESSOR

The brains behind the engine control system in Fiesta's 1.6L Ti-VCT Duratec I-4 engine is an advanced 32-bit powertrain control module, which makes quick adjustments of fuel, air, spark and gear changes for exceptional efficiency.



**40** mpg hwy projected<sup>1</sup>

Fiesta SEL Sedan • Blue Flame Metallic • Available Equipment  
Fiesta SES Hatchback • Red Candy Metallic • Available Equipment

## Delivers the most MPGs in its class.

Wherever you drive, Ford Fiesta delivers: **class-leading highway fuel economy** of 40 mpg,<sup>1</sup> which no other gas-powered sedan in the U.S. can beat, as well as 120 horsepower. Much of the credit goes to its **class-exclusive 1.6L Ti-VCT Duratec® I-4 engine**, a marvel of modern efficiency. Twin independent variable camshaft timing (Ti-VCT) helps improve peak power, optimizes cold-start operation, delivers gains in low-speed torque and contributes to fuel efficiency. An available **PowerShift 6-speed automatic** transmission can provide torque to the wheels 100% of the time during shifts, for an extra-connected feel. Electric power-assisted steering helps contribute to fuel efficiency as well. Responsive. And responsible. Powerful traits of the new Ford Fiesta.

<sup>1</sup>SFE Package. Ford preliminary test data. Pending EPA certification.

2011  
**ALL-NEW FIESTA**

[fordvehicles.com](http://fordvehicles.com)



Drive one.

2011  
**ALL-NEW FIESTA**

[fordvehicles.com](http://fordvehicles.com)







#### RALLY TO VICTORY

That's the goal of driver Ken Block and his Monster World Rally Team. Block, Rookie of the Year in the 2005 Rally America Championship, will pilot a 2011 Fiesta in 7 North American events in 2010, culminating at Summer X Games in Los Angeles.



Fiesta SES Hatchback • Lime Squeeze Metallic • Available Equipment

## Carves up curves. Smooths straightaways.

Yes, Fiesta puts you assertively in the driver's seat. And you'll seriously enjoy time spent there. Up front, its MacPherson-strut suspension features specially tuned shocks, struts, bushings and dampers – along with a **22-mm stabilizer bar** – to help keep Fiesta sure-footed and firmly planted in the corners. Advanced **electric power-assisted steering** improves steering feel at low speeds and provides precise assist on the highway. In the rear, a **twist-beam suspension** with specially tuned shocks deftly balances responsive handling with the need for a smooth ride. 15-in. wheels are standard. 16-in. aluminum wheels are available. Curves and straightaways are yours to discover.

2011  
**ALL-NEW FIESTA**

[fordvehicles.com](http://fordvehicles.com)



Drive one.



## Connects you like never before.

An available, **class-exclusive 4-inch LCD multifunctional display** helps make controlling Fiesta systems simple and easy. View audio system data, vehicle settings, SYNC® information and more on the easy-to-read display screen that centers the instrument panel. Scroll through vehicle and audio settings by using the buttons on the cell-phone-inspired center console. Available **5-way controls** on the left (for SYNC) and right (for cruise control) spokes of the steering wheel help make operating those systems easy. Outside temperature, odometer and trip odometer are always displayed (on SE models and above) on the small screen between the speedo and tach. The end result? You're connected and in control.



Operate the available SYNC voice-activated in-vehicle connectivity system with the 5-way control on the left spoke of the steering wheel, and the buttons on the center console. Follow the action on the 4-inch LCD display screen. Visit [SyncMyRide.com](http://SyncMyRide.com) for all the latest news.



Display icons always let you know what's happening, whether you're making or receiving phone calls with SYNC, adjusting vehicle settings (clock, available ambient lighting, display language) or viewing messages (trunk open, door ajar, etc.).



Scroll through, select and control your range of audio choices (AM/FM stereo, CDs, available SIRIUS Satellite Radio, or an auxiliary digital media player). Push-button controls on the center console help you make your selections. Information is always displayed in a bright, easy-to-read format on the 4-inch LCD display screen.

2011  
ALL-NEW FIESTA

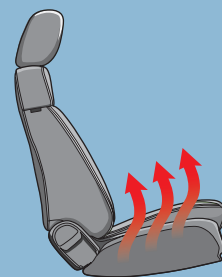
[fordvehicles.com](http://fordvehicles.com)



Drive one.

## Seats you in serious style.

With choices you won't find anywhere else in its class, style abounds inside the new Ford Fiesta. **Leather-trimmed seats**<sup>1</sup> in your choice of Plum Red or Cashmere-colored, with Charcoal Black piping, or Charcoal Black with Cashmere-colored piping. Heated front-seat cushions.<sup>1</sup> **Ambient lighting** that lets you choose from 7 hues.<sup>1</sup> All class exclusives. And all ready to impress. For those moments when style takes a back seat to space, Fiesta's 60/40 split rear seat folds down, opening up additional room for your gear. Pass-through access from the trunk increases that usable space even more in the sedan. In Fiesta, you've got choices. Not compromises.



### HEATED SEATS

In cloth on Fiesta SE in the available Winter Package. In cloth and available leather trim on Fiesta SES/SEL in the available Upgrade Package.



Fiesta SES Hatchback • Leather-Trimmed Seats in Charcoal Black with Cashmere-Colored Piping • Available Equipment

<sup>1</sup>Optional. Availability varies by model. See your dealer for details.

2011  
ALL-NEW FIESTA

[fordvehicles.com](http://fordvehicles.com)

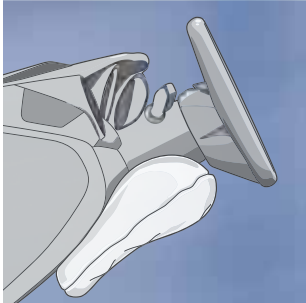


Drive one.



# Keeps you covered. Even your knees.

A class-exclusive driver's knee airbag, one of **7 standard airbags on Fiesta**, is just one element of its **complete safety story**. Dual-stage front airbags, front-seat side airbags and side-curtain airbags help protect the whole passenger compartment. **Ultra-high-strength steel** helps reinforce the frame. And AdvanceTrac® electronic stability control helps you stay on track. In terms of safety, Fiesta's got you covered.



## THE 7TH AIRBAG

A class-exclusive driver's knee airbag, which inflates between the knees and the instrument panel in a crash, gives Fiesta a class-leading 7 airbags. All smartly positioned to help protect driver and passengers.

## 1 ULTRA-HIGH-STRENGTH BORON STEEL

Incredibly strong. Remarkably lightweight. Used in critical areas of the body structure to help protect occupants in the event of a collision.

## 2 FRONT-SEAT SIDE AIRBAGS

Deploy in certain side-impact collisions. Offer an extra measure of chest protection for the driver and front passenger.

## 3 SIDE-CURTAIN AIRBAGS

Deploy from the headliner to cover both rows of the vehicle in certain accidents.



4

## 4 ADVANCETRAC ELECTRONIC STABILITY CONTROL

Standard. Helps you stay on track. Brings an uncompromising level of confidence to every drive.<sup>1</sup> In fact, according to a National Highway Traffic Safety Administration (NHTSA) study,<sup>2</sup> ESC reduced single-vehicle passenger car crashes by 35% compared to similar models without the technology.

5

## 5 PERSONAL SAFETY SYSTEM™

Sensors here trigger deployment of the dual-stage front airbags of the Personal Safety System. Additional sensors in the Front-Passenger Sensing System determine occupant weight and safety belt status to optimize deployment force.

6

## 6 INTEGRATED BLIND SPOT MIRRORS

Smartly integrated convex spotters alert you to vehicles entering your blind spot. See a vehicle there. Stay in your lane until it passes.

7

## 7 SPACE ARCHITECTURE®

Stands for Side Protection and Cabin Enhancement. Achieved by running a high-strength steel cross-car beam between the door frames that helps divert crash forces underneath the seats and away from occupants.

Fiesta SES Hatchback • Lime Squeeze Metallic • Available Equipment

<sup>1</sup>Remember 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. <sup>2</sup>U.S. Department of Transportation study, Sept. 2004 (nhtsa.gov). Updated July 2007.

2011  
ALL-NEW FIESTA

[fordvehicles.com](http://fordvehicles.com)



Drive one.

# Standard features

## Mechanical

1.6L Ti-VCT Duratec® I-4 engine
5-speed manual transmission
Anti-Lock Brake System (ABS)
Compact spare
Easy Fuel® capless fuel filler
Electric power-assisted steering
Front-wheel drive (FWD)
Power front disc/rear drum brakes

## Seating

5-person seating
4-way manual driver's seat
2-way manual front-passenger seat
60/40 split-fold rear seat
Adjustable front head restraints
Adjustable rear-outboard head restraints
Center rear head restraint
Cloth seats

## Interior

2nd-row heat ducts
3-spoke steering wheel
Air conditioning
Auxiliary audio input jack
Cupholders (5 front, 1 rear)
Front carpeted floor mats
Power door locks
Powerpoint (1)
Tilt/telescoping steering column

## Exterior

Acoustic-laminate solar-tinted glass
Body-color door handles
Quad-beam halogen headlamps
Rear-window defroster
Windshield wipers – Intermittent

## Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags, <sup>1</sup> 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
Child-safety rear door locks
Driver's knee airbag <sup>1</sup>
Front-seat side airbags <sup>1</sup>
Side-curtain airbags <sup>1</sup>
SecuriLock® Passive Anti-Theft System
Tire Pressure Monitoring System (excludes spare)

## Horsepower, Torque & Fuel Economy<sup>2</sup>

### 1.6L Duratec I-4 engine

Horsepower	120 @ 6,350 rpm
Torque	112 @ 5,000 rpm
Manual transmission	29 mpg city/38 hwy
PowerShift 6-speed automatic	30 mpg city/38 hwy
SFE Package with	
PowerShift 6-speed automatic	30 mpg city/40 hwy

<sup>1</sup>Always wear your safety belt and secure children in the rear seat.  
<sup>2</sup>Ford preliminary test data. Pending EPA certification.

## Dimensions & Capacities

Exterior	Sedan/Hatchback
Wheelbase	98.0"
Length	173.6"/160.1"
Height	58.0"
Width – Excluding mirrors	67.8"
Width – Including mirrors	77.8"
<b>Interior – Front</b>	
Head room	39.1"
Shoulder room	52.7"
Hip room	50.6"
Leg room	42.2"
<b>Interior – Rear</b>	
Head room	37.1"/37.2"
Shoulder room	49.0"
Hip room	49.2"
Leg room	31.2"
<b>Capacities (cu. ft.)</b>	
Passenger volume	85.1
Luggage capacity	12.8/–
Cargo volume	
Behind front row	–/26.0
Behind rear row	–/15.4

**New Vehicle Limited Warranty.** We want your Ford Fiesta ownership experience to be the best it can be. So 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/50,000-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](http://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 Mercury 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](http://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.

Comparisons based on 2010 competitive models (Class is Compact Cars), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following release of the PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

Microsoft is a registered trademark of Microsoft Corporation.

The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.

Subscriptions governed by SIRIUS Terms and Conditions available at [sirius.com](http://sirius.com). Service available in the 48 contiguous United States and D.C. SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries.

© 2010 Ford Motor Company 11FSTWEBPDF

2011  
ALL-NEW FIESTA

[fordvehicles.com](http://fordvehicles.com)



Drive one.





## S Sedan

### Rapid Spec 100A

Includes all standard features, plus:

#### Interior

AM/FM stereo and 4 speakers

Driver and front-passenger sun visors

Manual windows

#### Exterior

3-bar body-color grille with lower chrome surround

15-in. steel wheels with covers

Power sideview mirrors with integrated

blind spot mirrors



## SE Sedan

### Rapid Spec 200A

Includes select S features, plus:

#### Interior

4-in. LCD display with message center

AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers

Automatic locking doors (driveaway)

Driver and front-passenger sun visors with vanity mirrors

Front-passenger seat back map pockets

Power windows with one-touch-up/-down driver's side window feature

Rear dome light

Unique cloth seats

#### Exterior

3-bar chrome grille

Remote Keyless Entry System



## SEL Sedan

### Rapid Spec 300A

Includes select SE features, plus:

#### Interior

12-volt rear powerpoint

80-watt Premium Sound System with 6 speakers

Ambient lighting

Auto-dimming rearview mirror

Cruise control

Ford SYNC® voice-activated, in-vehicle communications, navigation and entertainment system with USB input

Leather-wrapped steering wheel

Rear carpeted floor mats

SIRIUS Satellite Radio with introductory 6-month subscription

Steering wheel-mounted audio controls

#### Exterior

16-in. premium painted aluminum wheels

LED parking lamps with chrome surrounds

Power, heated sideview mirrors

Sideview mirror marker lamps



## SE Hatchback

### Rapid Spec 200A

Includes select S features, plus:

#### Interior

4-in. LCD display with message center

AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers

Automatic locking doors (driveaway)

Driver and front-passenger sun visors with vanity mirrors

Front-passenger seat back map pockets

Power windows with one-touch-up/-down driver's side window feature

Rear dome light

Unique cloth seats

#### Exterior

Body-color grille

Rear spoiler

Rear window wiper

Remote Keyless Entry System



## SES Hatchback

### Rapid Spec 300A

Includes select SE features, plus:

#### Interior

12-volt rear powerpoint

80-watt Premium Sound System with 6 speakers

Ambient lighting

Auto-dimming rearview mirror

Cruise control

Leather-wrapped steering wheel

Rear carpeted floor mats

SIRIUS Satellite Radio with introductory 6-month subscription

Steering wheel-mounted audio controls

SYNC voice-activated, in-vehicle communications, navigation and entertainment system with USB input

#### Exterior

16-in. premium painted aluminum wheels

LED parking lamps with chrome surrounds

Power, heated sideview mirrors

Sideview mirror marker lamps

# S Sedan

## Optional features

### Available Options and Packages

PowerShift 6-speed automatic transmission

**Convenience Package** includes Remote Keyless Entry System, AM/FM stereo/single-CD player with MP3 capability, and automatic locking doors (driveaway)

### Exterior Colors

Oxford White

Ingot Silver Metallic

Blue Flame Metallic

Monterey Gray Metallic

Tuxedo Black Metallic

### Interior Color

●

●

●

●

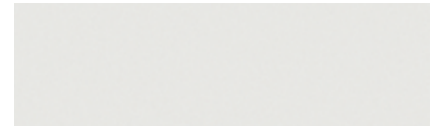
●

**Interior color:** ● Charcoal Black cloth with Light Stone inserts



15-in. Steel Wheels with Covers  
Standard

### EXTERIOR



Oxford White



Ingot Silver Metallic



Blue Flame Metallic



Monterey Gray Metallic



Tuxedo Black Metallic

### INTERIOR



Charcoal Black Cloth with Light Stone Inserts  
Standard

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



Charcoal Black Cloth with Light Stone Inserts • Available Equipment



Oxford White

2011  
**ALL-NEW FIESTA**

[fordvehicles.com](http://fordvehicles.com)



Drive one.



# SE Sedan & Hatchback



Light Stone Cloth with Light Stone Inserts • Available Equipment



Hatchback • Lime Squeeze Metallic | Sedan • Monterey Gray Metallic

2011  
**ALL-NEW FIESTA**

[fordvehicles.com](http://fordvehicles.com)



Drive one.

# SE Sedan & Hatchback Optional features

## Available Rapid Spec

Rapid Spec 201A – **SYNC® & Sound Package** includes Ford SYNC®, 12-volt rear powerpoint, secondary audio controls, unique floor console with USB input, and 80-watt Premium Sound System with 6 speakers

Rapid Spec 202A – **Sport Appearance Package** includes 15-in. painted aluminum wheels, LED parking lamps, cruise control, and decklid spoiler (liftgate spoiler is standard on 5-door)

Rapid Spec 203A includes contents of Rapid Spec 201A and 202A

## Available Options and Packages

Power moonroof (late availability)

PowerShift 6-speed automatic transmission

Rear carpeted floor mats

**SIRIUS Satellite & Ambient Lighting Package** includes SIRIUS Satellite Radio with introductory 6-month subscription and ambient lighting (available only with Rapid Spec 201A or 203A)

## Smoker's Package

**Super Fuel Economy (SFE) Package** includes side-tire deflectors, underbody shields, lower grille blocker, cruise control, 15-in. painted aluminum wheels with P195/60R15 T-rated tires and spare wheel with wheel cap (requires PowerShift 6-speed automatic transmission; available only with Rapid Spec 200A or 201A)

**Winter Package** includes heated front-seat cushions and sideview mirrors

## Exterior Colors

Oxford White	●	●	●
Ingot Silver Metallic	●	●	●
Blue Flame Metallic		●	●
Monterey Gray Metallic	●	●	●
Tuxedo Black Metallic	●	●	●
Bright Magenta Metallic	●	●	
Lime Squeeze Metallic	●	●	●
Red Candy Metallic Tinted Clearcoat <sup>1</sup>	●	●	

## Interior Colors:

- Light Stone cloth with Light Stone inserts
- Charcoal Black cloth with Charcoal Black inserts
- Charcoal Black cloth with Blue inserts



15-in. Steel Wheels with Covers  
Standard



15-in. Painted Aluminum Wheels  
included with Sport Appearance  
or SFE Package

## INTERIOR



Light Stone Cloth with Light Stone Inserts  
Standard

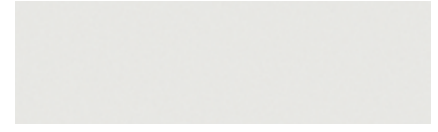


Charcoal Black Cloth with  
Charcoal Black Inserts – Standard



Charcoal Black Cloth with Blue Inserts  
Standard

## EXTERIOR



Oxford White



Ingot Silver Metallic



Blue Flame Metallic



Monterey Gray Metallic



Tuxedo Black Metallic



Bright Magenta Metallic



Lime Squeeze Metallic



Red Candy Metallic Tinted Clearcoat

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

2011  
ALL-NEW FIESTA

[fordvehicles.com](http://fordvehicles.com)



Drive one.



# SEL Sedan & SES Hatchback



Charcoal Black Leather Trim with Cashmere-Colored Piping • Available Equipment



Sedan • Blue Flame Metallic • Available Equipment | Hatchback • Yellow Blaze Metallic Tri-coat • Available Equipment

2011  
**ALL-NEW FIESTA**

[fordvehicles.com](http://fordvehicles.com)



Drive one.



# SEL Sedan & SES Hatchback Optional features

## Available Rapid Spec

Rapid Spec 301A – **Upgrade Package** includes Intelligent Access with push-button start, heated front-seat cushions, chrome beltline and decklid moldings, and anti-theft perimeter alarm

## Available Options and Packages

Leather-trimmed seats with contrast piping and upgraded door inserts (requires Rapid Spec 301A)

Power moonroof (late availability)

PowerShift 6-speed automatic transmission

## Smoker's Package

### Exterior Colors

Exterior Colors	Interior Colors				
Oxford White	●	●	■	■	■
Ingot Silver Metallic	●	●	■	■	■
Blue Flame Metallic	●	●	■	■	■
Monterey Gray Metallic	●	●	■	■	■
Tuxedo Black Metallic	●	●	■	■	■
Bright Magenta Metallic	●	●	■	■	■
Lime Squeeze Metallic	●	●	■	■	■
Red Candy Metallic Tinted Clearcoat <sup>1</sup>	●	●	■	■	■
Yellow Blaze Metallic Tri-coat <sup>1</sup>	●	●	■	■	■

### Interior Colors:

- Charcoal Black cloth with Charcoal Black inserts
- Charcoal Black cloth with Blue inserts
- Charcoal Black leather with Cashmere-colored piping
- Plum Red leather with Charcoal Black piping
- Cashmere-colored leather with Charcoal Black piping



16-in. Premium Painted Aluminum Wheels Standard

## INTERIOR



Charcoal Black Cloth with Charcoal Black Inserts – Standard



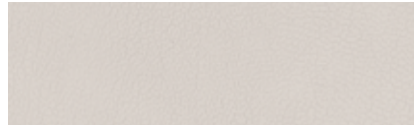
Charcoal Black Cloth with Blue Inserts Standard



Charcoal Black Leather with Cashmere-Colored Piping – Optional

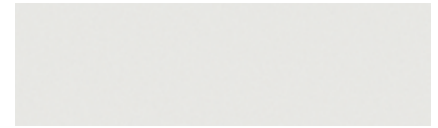


Plum Red Leather with Charcoal Black Piping Optional



Cashmere-Colored Leather with Charcoal Black Piping – Optional

## EXTERIOR



Oxford White



Ingot Silver Metallic



Blue Flame Metallic



Monterey Gray Metallic



Tuxedo Black Metallic



Bright Magenta Metallic



Lime Squeeze Metallic



Red Candy Metallic Tinted Clearcoat



Yellow Blaze Metallic Tri-coat

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

# Unexpected features.



A. Brighten your outlook with a power moonroof, available on SE/SES/SEL models.<sup>1</sup>

B. Ambient lighting, standard on SES/SEL models and available on SE, features 7 color choices that illuminate from within the front cupholders and front and rear footwells to help you create the mood you want.

C. Under a rear cargo cover that raises with the hatch, Fiesta hatchback models offer 15.4 cu. ft. of hidden storage that helps keep your belongings out of sight.

D. Six standard cupholders allow everyone to have a beverage close at hand.

E. Standard integrated blind spot mirrors help alert you to vehicles entering your blind spot. Keeping them clear is essential. Power, heated sideview mirrors, available in the Winter Package on SE and standard on SES/SEL models, quickly eliminate ice and snow buildup.

F. The standard Easy Fuel<sup>®</sup> capless fuel filler helps hands stay clean. No cap required.

<sup>1</sup>Late availability.

2011  
**ALL-NEW FIESTA**

[fordvehicles.com](http://fordvehicles.com)



Drive one.



# Appealing accessories.

## Also available:

### Electronics

- Front or Rear Bumper-Mounted Parking Assist System by EchoMaster<sup>®2</sup>
- GPS Tracking and Recovery by SmartAlert<sup>™2</sup>
- Remote Start Systems
- Portable Navigation Systems by Garmin<sup>®2</sup>
- Vehicle Security System
- Keyless Entry Keypad
- Wiper De-Icer and Debris Cleaner by Wiper Shaker<sup>2</sup>

### Exterior

- Side Window Deflectors
- Racks and Carriers by THULE<sup>®2</sup>
- Splash Guards
- Rear Bumper Protector
- Locking Fuel Plug

### Interior

- Protective Seat Covers by Covercraft<sup>®2</sup>
- Leather Gear Shift Knob (Plum Red, Black or Blue)
- Stainless Steel Door Sill Plates
- Interior Light Kit
- Reversible Cargo Mat
- Soft Cargo Organizers (Large and Standard Sizes)
- Soft Cargo Cooler Bag
- Cargo Area Protector
- Cargo Net by Las-Stik<sup>2</sup>
- All-Weather Floor Mats
- Ash Cup/Coin Holder with or without Lighter Element

### Wheels

- Wheel Locks

<sup>2</sup>Ford Licensed Accessories.

<sup>3</sup>Only available on 5-door hatchback.

<sup>4</sup>Only available on manual transmission-equipped vehicles.

SmartAlert is a registered trademark of Inilex, Inc.

Garmin is a registered trademark of Garmin Ltd.

THULE is a registered trademark of Thule Sweden AB.

3dCarbon is a trademark of Moran Motorsports, Inc.



Fiesta Body Kit by 3dCarbon,<sup>®2,3</sup> LED Parking Lamps and "Fiesta Tattoo" Bodyside Graphics



Illuminated Door Sill Plates



Rear Roof Spoiler<sup>3</sup>



Sport Pedals<sup>4</sup>



Illuminated Gear Indicator Shift Knob by Gaslock<sup>®2,4</sup>



Illuminated Gear Shift Knob<sup>4</sup>



To learn more about Ford Custom Accessories and to shop online, visit [fordaccessories.com](http://fordaccessories.com).

 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. Contact your local Ford Dealer for details and a copy of the limited warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. Ford Licensed Accessories are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details regarding the manufacturer's limited warranty and/or a copy of the FLA product limited warranty offered by the accessory manufacturer.



Ford Custom Graphics by Original Wraps,<sup>™</sup> Inc.<sup>2</sup>

2011  
**ALL-NEW FIESTA**

[fordvehicles.com](http://fordvehicles.com)



Drive one.