

2018

FIESTA



Go Further



FUN AT EVERY TURN

Fiesta gets the party started with a 120-horsepower 1.6L Ti-VCT engine and your choice of a 5-speed manual or a PowerShift 6-speed automatic transmission.¹ The PowerShift delivers an extra-connected feel by helping provide torque to the front wheels 100% of the time during shifts. Plus, Fiesta has an EPA-estimated rating of 37 hwy mpg.² For a best-in-class³ 197 horsepower⁴ and 202 lb.-ft. of torque,⁴ step up to Fiesta ST with its high-output 1.6L EcoBoost[®] engine. As *U.S. News & World Report* said, “Regardless of trim or body style, the Fiesta is one of the best-handling subcompact cars on the market.”⁵

LIVE OUT LOUD IN FIESTA.

Lightning Blue. Hot Pepper Red. Outrageous Green. Starting with its head-turning new colors, Fiesta makes its intentions clear. This ride is all about fun. Just take a corner and you'll be hooked. With nimble and responsive handling, Fiesta thrives on curves as much as it does on straightaways. The 2018 Ford Fiesta is designed to liven up your drive – and your day.

2018 Fiesta | ford.com

Titanium Hatchback. Lightning Blue. Available equipment. ¹Available feature. ²EPA-estimated rating: 27 city/37 hwy/31 combined mpg, 1.6L Ti-VCT with 6-speed automatic. Actual mileage will vary.

³Class is Subcompact Cars based on Ford segmentation. ⁴Horsepower and torque ratings achieved with 93-octane fuel. ⁵View U.S. News Best Cars at cars.usnews.com.





HATCH OR SEDAN — **THE CHOICE IS YOURS.**

Whichever you prefer, go with Fiesta Titanium for a ride that shines all around. Up front, a chrome surround accents the chrome upper grille bars, while chrome bezels set off the fog lamps. On the sides, chrome accents the beltline above 16" premium Sparkle Silver-painted wheels. Around back, a chrome strip across the liftgate or rear fascia adds the finishing touch.

COOL AND CONFIDENT

Fiesta Titanium features lots of conveniences, too. Heated sideview mirrors, an auto-dimming rearview mirror, a rear view camera, and a Reverse Sensing System¹ are all standard. You'll also enjoy its leather-trimmed interior with heated front seats and adjustable lumbar support for the driver. A power moonroof² and an Audio System from Sony[®] with HD Radio[™] Technology help you keep the fun going.





GO BIG ON STYLE & SMARTS.

Fiesta is designed to be a standout, with impressive features inside and out. People will take notice from the moment you enter and start it while leaving the 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.

Heat¹ your front seats, in cloth or leather¹ trim. Rather keep things cool? Electronic automatic temperature control¹ automatically maintains settings chosen by the driver or front passenger. You can switch between 7 colors of ambient lighting.¹ Charge your paired smartphone via USB port. And even use the steering wheel-mounted buttons to control calls and music with voice-activated SYNC[®] or SYNC 3¹. A long list of standard and available features means your Fiesta can be equipped just the way you want it.

SYNC 3

STAY CONNECTED ON THE MOVE.

Imagine controlling calls, music and more with just a touch and your voice. SYNC® 3^{1,2} lets you keep your hands on the wheel while it quickly responds to your spoken requests. Or use the responsive touchscreen in the center of your instrument panel to access its many helpful features. Bring the power of Siri® into Fiesta with Siri Eyes Free and your paired iPhone®. The system also features 2 smart-charging USB ports to help keep your devices powered up and ready to go.



APPLE CARPLAY™ COMPATIBILITY⁴

Use Siri to interact with your iPhone.
Access your favorite songs and
playlists in Apple Music.
Utilize Apple Maps for voice-guided
navigation and estimated travel time.



SYNC APPLINK®

Voice control for your favorite
downloadable mobile apps:
Spotify®, Pandora® and more.



FORDPASS™ SMARTPHONE APP³

Your personal journey assistant.
Find fuel and compare prices.
Find, reserve and pay for parking
in select locations.
Get help from our trained team
of Ford Guides – available 24/7.



ANDROID AUTO™ COMPATIBILITY⁴

Talk to Google™ to interact with
your Android™ smartphone.
Access your favorite music through
your apps.
Utilize Waze™ or Google Maps™
for voice-guided navigation and
estimated travel time.



VOICE-ACTIVATED NAVIGATION²

Turn-by-turn directions.
Vivid 3-D maps.
Pinch-to-zoom touchscreen capability.



SIRIUSXM® TRAFFIC & TRAVEL LINK®^{2,6}

Complimentary for 5 years.
Real-time traffic updates.
Fuel station locations and prices.
Current and forecasted weather.
Movie locations and showtimes.
Sports scores.

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¹Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. ²Available feature. ³Available via download and compatible with select smartphone platforms. Learn more at fordpass.com. Message and data rates may apply. ⁴Requires phone with active data service and compatible software. SYNC does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality. ⁵Commands may vary by phone and AppLink software. ⁶Certain restrictions, 3rd-party terms, or message and data rates may apply. See footnote 1 in "Build Your Fiesta" section of Specifications and your Ford Dealer for details.





TURBOCHARGE YOUR STATE OF MIND.

Fiesta ST puts best-in-class¹ 197 horsepower² and 202 lb.-ft. of torque² at your disposal via its 6-speed manual transmission. The turbocharged, high-output 1.6L EcoBoost[®] engine also has an “overboost” feature that can extend peak torque for up to 16 seconds. All that power is put to good use by a unique sport suspension with European-inspired tuning and 17" summer-compound performance tires.³ Add the Ebony Black-painted aluminum wheels with Red-painted brake calipers⁴ for even more attitude.

As you throw the leather-wrapped shift knob through its paces, you can be firmly gripped by the supportive bolsters of RECARO[®] partial leather-trimmed, heated front seats.⁴ From this exhilarating vantage point, you'll enjoy the amplified engine sounds piped into your cabin by the sound symposer, in addition to the resounding boom of the Audio System from Sony[®] with HD Radio[™] Technology. Behind the perforated leather-wrapped steering wheel in Fiesta ST, the rush is always on.

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ST. Orange Spice Metallic Tri-coat. Leather-trimmed interior in Charcoal Black with Molten Orange cloth accents. Both with available equipment. ¹Class is Subcompact Cars based on Ford segmentation. ²Horsepower and torque ratings achieved with 93-octane fuel. 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.



PUT THE FUN IN FUNCTIONAL.

Enjoy easy access to the rear cargo area in Fiesta Hatchback. With both sides of the 60/40 split rear seat folded down, you'll find 25.4 cu. ft. of cargo space to fill when you open the hatch. With the rear seat up, you still have 14.9 cu. ft.¹ of space at your disposal. Hatchback models also feature an in-floor storage compartment² behind the rear seats that's perfect for keeping small personal items out of sight. Traveling with people and gear? Fold one side of the rear seat down for longer items and leave one side up for a passenger. Sedan models combine 12.8 cu. ft. of trunk space with the same 60/40 split rear seat for versatility on demand. Fiesta is always ready for fun.



MAKE YOUR WAY SAFELY.

Underneath the aerodynamic shape of 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 from occupants. There are 7 standard airbags, including: driver and front-passenger front, driver's knee, front-seat sides, and side curtains. Underpinning it all, AdvanceTrac® electronic stability control¹ helps reduce skidding and fishtailing, which is beneficial in various kinds of inclement weather.



DRIVE SMARTLY

See what's behind Fiesta as you slowly back up. Now standard on every Fiesta, the rear view camera puts a full-color image with helpful guidelines on the LCD screen in your center stack.² You can also use MyKey^{®3} to program reminders that encourage safety belt use, driving at appropriate speeds, keeping the audio volume low, and much more.

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Titanium Sedan. Shadow Black. 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. ²Available SYNC[®] 3 screen shown. Driver-assist features are supplemental and do not replace the driver's attention, judgment, and need to control the vehicle. ³Available feature.



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 and 4-way manual front-passenger seat
Front-passenger seat back map pocket
60/40 split fold rear seat

Interior

12V front powerpoint
Air conditioning
Cupholders – 5 front, 1 rear
Driver and front-passenger visors with vanity mirrors
Front-door storage bins
Manual-tilt/-telescoping steering column
Power door locks with autolock
Rear climate vents

Exterior

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

Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags ¹ , 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
Driver’s knee, front-seat side, and side-curtain airbags ¹
AdvanceTrac® electronic stability control
Belt-Minder® front safety belt reminder
Child-safety rear door locks
Perimeter alarm
Rear view camera
Remote Keyless Entry System with integrated keyhead transmitter remotes (2)
SecuriLock® Passive Anti-Theft System
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)

POWERTRAINS/EPA-ESTIMATED RATINGS²

1.6L Ti-VCT I-4

120 hp @ 6,350 rpm 112 lb.-ft. of torque @ 5,000 rpm
5-speed manual
27 city/35 hwy/30 combined mpg
Standard: S/SE
PowerShift 6-speed automatic
27 city/37 hwy/31 combined mpg
Standard: Titanium Optional: S/SE

1.6L EcoBoost® I-4

197 hp @ 6,000 rpm ³ 202 lb.-ft. of torque @ 4,200 rpm ³
6-speed manual
26 city/33 hwy/29 combined mpg
Standard: ST

DIMENSIONS

Exterior	Sedan/Hatchback/ST
Wheelbase	98.0"
Length	173.5"/159.7"/160.1"
Height	58.1"/58.1"/57.2"
Width – Including mirrors	77.8"
Width – Mirrors folded	71.6"
Interior – Front	
Head room	39.1"
Leg room (max.)	43.6"
Hip room	50.6"
Shoulder room	52.7"
Interior – Rear	
Head room	37.1"/37.2"/37.2"
Leg room	31.2"
Hip room	49.2"
Shoulder room	49.0"
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



WHEELS



S : STANDARD O : OPTIONAL I : INCLUDED

1	15" Steel with Silver-Painted Covers	S	S
2	15" Sparkle Silver-Painted Aluminum	S	SE
3	16" Premium Sparkle Silver-Painted Aluminum	S	Titanium
4	16" 8-Spoke Sparkle Silver-Painted Aluminum	I	SE Appearance Package
5	16" 8-Spoke Black-Painted Machined Aluminum	O	SE/SE Appearance Package
6	17" Rado Gray-Painted Aluminum	S	ST
7	17" Premium Ebony Black-Painted Aluminum with Red-Painted Brake Calipers	O	ST

S : STANDARD **O** : OPTIONAL **P** : PACKAGE CONTENT

BUILD YOUR FIESTA				OPTIONAL EQUIPMENT		PACKAGES	
S	SE	TITANIUM	ST				
0	0	0		Bodystyle			
0	0	0		Sedan			
0	0	0	S	Hatchback			
				Mechanical			
			S	3-mode AdvanceTrac® electronic stability control (Standard, Sport, Off)			
S	S	S		Brakes – Power front disc and rear drum			
			S	Brakes – Power front and rear disc			
S	S	S		Compact spare steel wheel and tire			
			S	Full-size spare wheel and tire (15" x 6")			
			S	Unique ST sport suspension			
				Driver-Assist Technology			
	S	S	S	Automatic on/off headlamps with wiper activation			
			S	Reverse Sensing System			
S	S			SYNC® Voice Recognition Communications and Entertainment System with 4.2" color LCD screen in center stack, 911 Assist®, AppLink® and 1 smart-charging USB port			
P	S	S		SYNC 3 with 6.5" color LCD capacitive touchscreen in center stack, 911 Assist, AppLink, Apple CarPlay™ compatibility, Android Auto™ compatibility and 2 smart-charging USB ports			
				Seating			
	P	S	S	Driver's seat manual lumbar			
	P	S	P	Heated front seats			
S				Trim – Cloth			
	S			Trim – Unique cloth			
		S		Trim – Leather-trimmed			
			S	Trim – Cloth sport seats with ST logo			
			P	Trim – RECARO® front buckets, partial leather-trimmed with cloth accents			
				Interior			
	S	S	S	12V rear powerpoint			
S	S			AM/FM stereo/single-CD player with MP3 capability, 6 speakers and 80 watts			
		S	S	Audio System from Sony® with 8 speakers and HD Radio™ Technology			
	P	S	S	SiriusXM® Radio with 6-month All Access trial subscription¹			
	0	0	0	Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription¹,²			

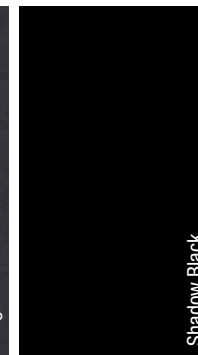
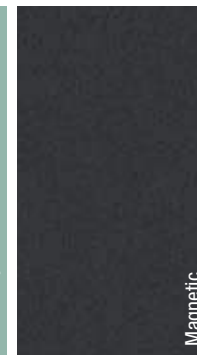
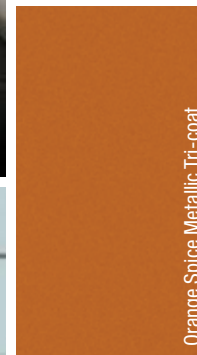
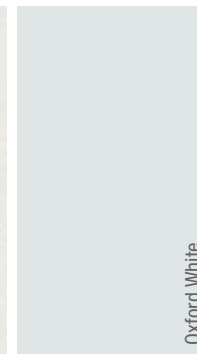
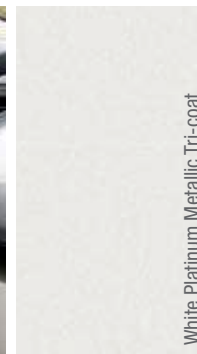
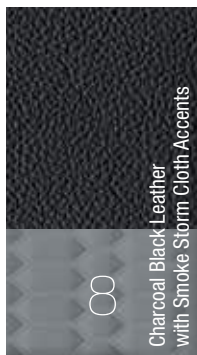
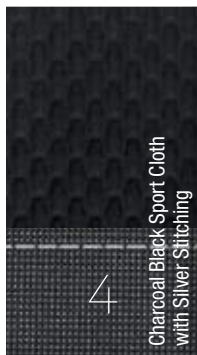
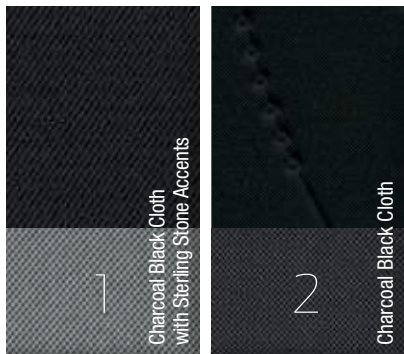
S	SE	TITANIUM	ST	
	S	S	S	Ambient lighting
			S	Aluminum sport pedal covers
0	0	0	0	Ash cup/coin holder with lighter element
		S	S	Cargo area in-floor storage compartment (hatchback)
		S		Chrome shifter bezel (automatic)
	S	S	S	Cruise control
S				Door handles – Black
	S	S	S	Door handles – Chrome
			S	Door-sill scuff plates – Unique front with ST logo
	P	S	S	Electronic automatic temperature control
S	S	S		Flooring – Carpeted front floor mats
			S	Flooring – Carpeted front and rear floor mats
	S	S	S	Full center console with armrest
		S	S	Intelligent Access with push-button start
		S	S	Mirror – Auto-dimming rearview
S	S			Mirror – Day/night rearview
	S	S	S	MyKey® technology to help parents encourage responsible driving
	0	0	0	Power moonroof
	S	S	S	Rear dome light
	P	S		Shift knob – Leather-wrapped (automatic)
			S	Shift knob – Leather-wrapped with metallic insert (manual)
			S	Sound symposer
S	S			Steering wheel – Black-painted
		S		Steering wheel – Leather-wrapped
		S		Steering wheel – Unique perforated leather-wrapped with ST badge
		S	S	Trip computer
S				Windows – Manual
	S	S	S	Windows – Power with driver's one-touch-up/-down feature
				Exterior
		S		Chrome beltline and rear moldings
			S	Dual chrome exhaust tips
			S	Fog lamps – Halogen with Carbon Black surrounds
	P	S		Fog lamps – Halogen with chrome bezels and Black surrounds
S	S			Grille – Chrome upper with chrome bars and surround, Carbon Black lower
		S		Grille – Chrome upper with chrome bars and surround, Piano Black lower
			S	Grille – High-gloss Black-painted upper
0	0			Keyless entry keypad

S	SE	TITANIUM	ST	
S	S			Mirrors – Body-color, power sideview with integrated blind spot mirrors
	P	S	S	Mirrors – Body-color, power sideview with integrated blind spot mirrors and turn signal indicators
	P	S	P	Mirrors – Heated sideview
			S	Modified front fascia with black center airfoil
			S	Rear diffuser
			S	Side rocker moldings
S	S	S		Spoiler – Liftgate (hatchback)
	P			Spoiler – Rear decklid (sedan)
			S	Spoiler – Unique high-mounted liftgate
			S	Tires – 205/40R17 summer-compound performance tires ³
				Packages & Equipment Group
			0	SE Appearance Package (<i>Equipment Group 201A</i>): SYNC 3, SiriusXM Radio with 6-month All Access trial subscription, ¹ unique Sport cloth seats with contrast stitching, driver's seat manual lumbar, leather-wrapped shift knob (automatic only), 16" 8-spoke Sparkle Silver-painted aluminum wheels, fog lamps with chrome bezels, rear decklid spoiler (sedan), and compact spare aluminum wheel
			0	Cold Weather Package: electronic automatic temperature control, heated front seats, and heated sideview mirrors with integrated turn signal indicators
			0	ST Protection Package: all-weather front and rear floor mats with ST logo, cargo area protector with ST logo, and full vehicle cover with ST logo
			0	ST RECARO Package: RECARO partial leather-trimmed front bucket seats with cloth accents, heated front seats, and heated sideview mirrors



After your trial period ends, Simulink data and data sets each require a subscription separately, or as a package, by Simulink Data Hub. See Simulink customer agreement for complete terms at www.simulink.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI. *Restrictions may apply. See your dealer for details. †Ford 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.





	S	SE	TITANIUM	ST
Exterior				
White Platinum Metallic Tri-coat ¹	2 3 4 5	6 7	4 8	
Oxford White	1	2 3 4 5		
Ingot Silver ²	1	2 3 4 5	6 7	
Hot Pepper Red Metallic Tinted Clearcoat ¹		2 3 4 5	6 7	
Orange Spice Metallic Tri-coat ¹				4 8 9

4,5: SE Appearance Package

8,9: ST RECARO® Package

	S	SE	TITANIUM	ST
Exterior				
Lightning Blue ²		2 3 4 5	6 7	
Outrageous Green Metallic Tinted Clearcoat ¹		2 3 4 5	6 7	
Bohai Bay Mint ²		2 3 4 5	6 7	
Magnetic ²		2 3 4 5	6 7	4 8 9
Shadow Black	1	2 3 4 5	6 7	4 8 9



FORD ACCESSORIES

SE Hatchback in Oxford White accessorized with side window deflectors by Lund¹, lower bodyside graphics, rear roof spoiler and 16" 8-spoke Black-painted machined aluminum wheels²

accessories.ford.com

Exterior

- Bodyside graphics
- Custom graphics and trim kits¹
- Fog lamp bezels
- Full vehicle covers¹
- Hood protector¹
- Locking fuel plug
- Racks and carriers^{1,3}
- Rear bumper protector
- Rear spoilers
- Rear spoiler winglets (A)
- Side window deflectors¹
- Splash guards
- ST full vehicle cover

Interior

- All-weather floor mats (B)
- Armrest¹
- Ash cup/coin holders
- Cargo area protector (C)
- Cargo organizers and protectors
- Carpeted floor mats
- Door-sill plates
- First aid and roadside assistance kits¹
- Gear indicator shift knob^{1,4}
- Gear shift knobs⁴
- Interior light kit
- ST all-weather floor mats
- ST carbon-fiber gear shift knob⁴
- ST cargo area protector
- ST door-sill plates
- Tablet cradle¹

Electronics

- Audio upgrade by KICKER^{®5}
- Bullfrog[®] portable Bluetooth[®] speakers¹
- Keyless entry keypad
- Rear seat entertainment¹
- Remote start systems (D)
- Reverse Bumper-Mounted Warning Sensor System¹
- Vehicle Security System

Wheels

- 16" 8-spoke Black-painted machined aluminum²
- 16" polished aluminum²
- 16" 8-spoke Sparkle Silver-painted aluminum²
- ST 17" Black-painted aluminum²
- Wheel lock kit

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 Protect[™] Extended Service Plans. Whether you purchase or lease your Ford vehicle, insist on genuine Ford Protect extended service plans. Ford Protect has a variety of plans to give you peace-of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Ford and honored at all Ford dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Ford Protect extended service plans.

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. They're 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.

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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.