

FIESTA

S | SE | ST-LINE | ST



2019

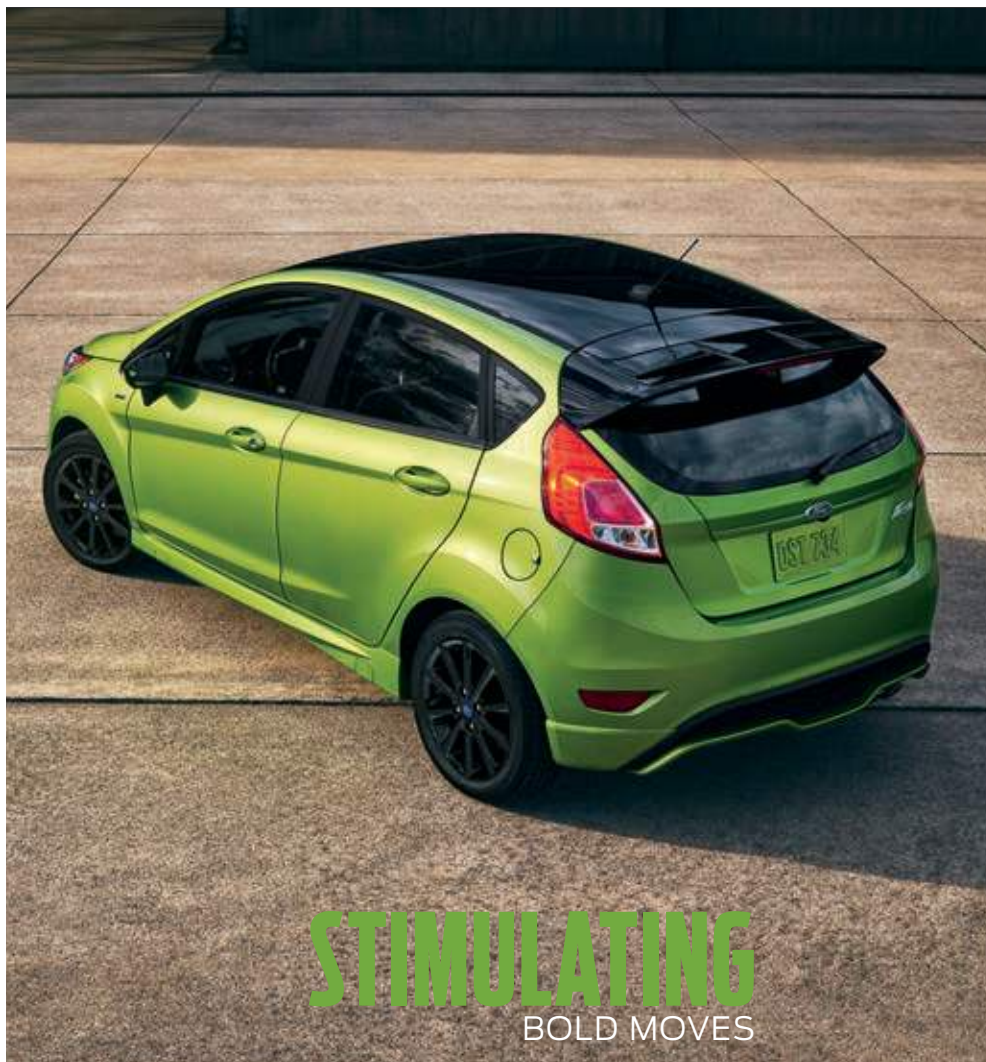




LET THE GOOD TIMES ROLL

Who says fun can't be functional? With a 120-hp 1.6L Ti-VCT engine and your choice of a 5-speed manual or a PowerShift 6-speed automatic transmission with SelectShift® capability,¹ the 2019 Ford Fiesta is designed to liven up your drive – and your day. Fiesta S Sedan gives you 12.8 cu. ft. of trunk space to go with its 60/40 split-fold-down rear-seat versatility. SE models are available in Sedan or Hatchback, as well as head-turning colors like Lightning Blue, Outrageous Green and Hot Pepper Red. For a satisfying blend of style and technology, upgrade to the SE Appearance Package, which adds SYNC® 3 with a 6.5" color LCD capacitive touchscreen, SiriusXM,[®] unique Sport cloth seats with contrast stitching, 16" 8-spoke Sparkle Silver-painted aluminum wheels, fog lamps with chrome bezels, a rear decklid spoiler on Sedans, a 12V rear powerpoint and ambient lighting.

With nimble and responsive handling, Fiesta S and SE inspire fun at every turn. As *U.S. News & World Report* said, "Ford Fiesta combines value and performance, making it a great choice."²



STIMULATING

BOLD MOVES

Why blend in when you can stand out? With a bold exterior design and eye-catching interior accents, the new 2019 Fiesta ST-Line is inspired by performance and styled by sport. ST-Line delivers serious visual swagger, with practicality as well. In addition to a standard 5-speed manual transmission, ST-Line offers a PowerShift 6-speed automatic transmission with SelectShift® capability! No matter which you choose, you'll get plenty of notice.



With its Shadow Black-painted roof, high-mounted rear spoiler, and sideview mirror caps, the new ST-Line really stands out in Hot Pepper Red, Oxford White or Outrageous Green. Or, choose Shadow Black exterior paint for an even more sinister monochromatic appearance. 16" 10-spoke Ebony Black-painted aluminum wheels and dual chrome exhaust tips complete the look.

Inside, Black-painted instrument panel trim and center stack are joined by aluminum sport pedal covers and front sport seats in cloth with Red accent stitching and ST-Line logo. A leather-wrapped steering wheel and shift knob also have Red accents. While front door-sill scuff plates proudly display the ST-Line logo.

Ambient lighting and Ice Blue® instrument cluster lighting provide an inspiring glow.



TAKE IT **TO THE STREETS**



For a best-in-class¹ 197 horsepower² and 202 lb.-ft. of torque,² step up to Fiesta ST with its turbocharged, high-output 1.6L EcoBoost[®] engine and 6-speed manual transmission. The engine also has an “overboost” feature that can extend peak torque for up to 16 seconds.

A unique sport suspension with European-inspired tuning, and 17" summer-compound performance tires,³ puts all that power to good use. Add the premium 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, the supportive bolsters of RECARO[®] partial leather-trimmed, heated front seats⁴ grip you firmly. From this exhilarating vantage point, you'll enjoy the sonic boom of the Audio System from Sony.[®] Behind the leather-wrapped steering wheel of Fiesta ST, the rush is always on.



2019 Fiesta | ford.com

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.





FUN FUNCTIONAL

CAN BE

**Intelligent Access
with push-button start**
Available: ST

**Electronic automatic
temperature control**
Standard: ST
Available: SE, ST-Line

Heated front seats
Available: SE, ST-Line, ST

**Voice-activated Navigation
System with SiriusXM® Traffic
and Travel Link®**
Available: SE, ST-Line, ST

Power moonroof
Available: SE, ST-Line, ST

Heated sideview mirrors
Available: SE, ST-Line, ST

Ambient lighting
Standard: ST-Line, ST
Available: SE



BIG ON
VERSATILITY

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 seat up, you still have 14.9 cu. ft.¹ of space at your disposal. 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.

STAY CONNECTED

ON THE MOVE



IT ALL STARTS HERE

This vibrant 6.5" touchscreen is the command center of SYNC® 3 voice-activated technology,^{1,2} which integrates your paired mobile phone with Ford Fiesta as soon as you start your vehicle. Make calls. Send and receive text messages. And so much more. Just swipe left or right, or use simple voice commands, to help ensure that your life doesn't miss a beat. SYNC 3 also features 2 smart-charging USB ports to help keep your devices powered up.

LINK YOUR APPS

SYNC 3 AppLink^{®3} links your favorite compatible mobile apps with your voice, giving you convenient control. iPhone[®] users can view the Waze[™] app's community-based navigation and traffic features on the SYNC 3 touchscreen. Amazon Alexa users can access thousands of skills and services they enjoy on their Amazon Echo with the Ford+Alexa⁴ app.

CONNECT YOUR iPhone

Apple CarPlay[™] compatibility⁵ displays the iPhone interface on your vehicle's touchscreen. Send and receive text messages by voice. Get directions. Access playlists from Apple Music.[®] Just ask Siri[®] for help. She already knows your voice.

CONNECT YOUR ANDROID PHONE

Android Auto[™] compatibility⁵ displays the Android[™] interface on your vehicle's touchscreen. Get voice-guided navigation from Google Maps[™] and Waze. Access your favorite music from your apps. Make calls. Send and receive messages. Just talk to Google Assistant[™] and go.

MAP YOUR ROUTE

Voice-activated navigation² delivers turn-by-turn directions and vivid 3-D maps on the SYNC 3 touchscreen. Pinch-to-zoom capability allows for a closer look SiriusXM[®] Traffic and Travel Link^{®2,6} helps you avoid traffic—before you're in the middle of it. It also provides fuel prices and station locations. Current and forecasted weather. Movie locations and showtimes. Plus, the scores of your favorite sports teams, and more.

CONNECT TO FORDPASS CONVENIENCE

With the FordPass[™] smartphone app,⁷ you can find fuel and compare prices. Find, reserve and pre-pay for parking in select locations. Plus, get help 24/7 from our trained team of Ford Guides.

MAKE SAFELY

YOUR WAY



STRENGTH SURROUNDS YOU

High-strength and ultra-high-strength boron steel work with SPACE (Side Protection And Cabin Enhancement) Architecture to form a rigid safety cage that helps divert crash forces from occupants. Seven standard airbags include: driver and front-passenger front; driver's knee; front-seat side, and side curtains.

Standard: All Models

SEE WHAT'S BEHIND FIESTA

The Rear View Camera does just that, putting a full-color image with helpful guidelines on the LCD screen in your center stack.

Standard: All Models

PROGRAM HELPFUL REMINDERS

Use MyKey^{®1} to program reminders that encourage safety belt use, driving at appropriate speeds, keeping the audio volume low, and much more.

Standard: SE, ST-Line, ST

KEEP THINGS STABLE

Smart standard features like AdvanceTrac[®] electronic stability control provide enhanced stability in a variety of conditions. By selectively applying brakes and modifying engine power, the system helps keep all 4 wheels firmly planted.²

Standard: All Models



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SE with SE Appearance Package. Lightning Blue. Available equipment. ¹Available feature. ²Remember 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.



STANDARD FEATURES

MECHANICAL

Anti-Lock Brake System (ABS)

Electric power-assisted steering (EPAS)

MacPherson strut independent front suspension; twist-beam non-independent rear suspension

Torque Vectoring Control

SEATING

4-way manual driver's seat and 2-way manual front-passenger seat

60/40 split-fold-down rear seat

INTERIOR

12V front powerpoint

Air conditioning

Driver and front-passenger sun visors with vanity mirrors

Manual-tilt/-telescoping steering column

Power door locks with autolock

EXTERIOR

Black headlamp bezels with chrome highlights

Easy Fuel[®] capless fuel filler

Intermittent windshield wipers

Quad-beam halogen headlamps

Rear-window wiper with washer (hatchback)

Solar-tinted glass

SAFETY & SECURITY

Personal Safety System[™] for driver and front passenger includes dual-stage front airbags¹; 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 airbags¹

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

1.6L Ti-VCT I-4

120 hp @ 6,350 rpm

112 lb.-ft. of torque @ 5,000 rpm

EPA-estimated ratings²

5-speed manual

27 city/35 hwy/30 combined mpg

Standard: S, SE, ST-Line

PowerShift 6-speed automatic

27 city/37 hwy/31 combined mpg

Optional: S, SE, ST-Line

1.6L EcoBoost[®] I-4

197 hp @ 6,000 rpm³

202 lb.-ft. of torque @ 4,200 rpm³

EPA-estimated ratings²

6-speed manual

26 city/33 hwy/29 combined mpg

Standard: ST

DIMENSIONS	Sedan/Hatchback/ST-Line & 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"
Head room	39.1"
Leg room	43.6"
Hip room	50.6"
Shoulder room	52.7"
Passenger volume (cu. ft.)	85.1
Luggage capacity (cu. ft.)	12.8
Cargo volume behind front seats (hatchback/ST) (cu. ft.)	25.4
Cargo volume behind rear seats (hatchback/ST) (cu. ft.)	14.9/10.1
Fuel tank (gal.)	12.4



17" Rado Gray-Painted Aluminum
Standard: ST



17" Premium Ebony Black-Painted Aluminum
with Red-Painted Brake Calipers
Available: ST



16" 10-Spoke
Ebony Black-Painted Aluminum
Standard: ST-Line



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



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



15" Sparkle Silver-Painted Aluminum
Standard: SE



15" Steel with Silver-Painted Covers
Standard: S



S
Sedan

Includes STANDARD FEATURES, PLUS:

AM/FM stereo/single-CD player with MP3 capability, 6 speakers and 80 watts

Body-color, power sideview mirrors with integrated blind spot mirrors

Carpeted front floor mats

Chrome upper grille with chrome bars and surround, Carbon Black lower

Cloth-trimmed seats

Compact spare wheel and tire

Day/night rearview mirror

Liftgate spoiler (hatchback)

Manual windows

Power front disc and rear drum brakes

SYNC® Voice Recognition Communications and Entertainment System with 4.2" LCD screen, 911 Assist®, AppLink® and 1 smart-charging USB port

AVAILABLE OPTIONS

Ash cup/coin holder with lighter element

Engine block heater

Keyless entry keypad



SE
Sedan | Hatchback

Includes SELECT S FEATURES, PLUS:

Automatic On/Off Headlamps with Wiper Activation

Cruise control

Full center console with armrest

MyKey® technology to help encourage responsible driving

Power windows with driver one-touch-up/-down feature

Rear dome light

Unique cloth-trimmed seats

AVAILABLE OPTIONS

SE Appearance Package (Equipment Group 201A): SYNC 3 with 6.5" LCD capacitive touchscreen, 911 Assist, AppLink, Apple CarPlay™ compatibility, Android Auto™ compatibility and 2 smart-charging USB ports, SiriusXM® with 6-month All Access trial subscription,¹ unique sport cloth seats with contrast stitching, 12V rear powerpoint, ambient lighting, 16" 8-spoke Sparkle Silver-painted aluminum wheels, fog lamps with chrome bezels, and rear decklid spoiler (sedan)

Cold Weather Package: electronic automatic temperature control, heated front seats, front and rear floor liners, and heated sideview mirrors with integrated turn signal indicators

Ash cup/coin holder with lighter element

Engine block heater

Keyless entry keypad

Power moonroof

Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription¹ (requires SE Appearance Package)



ST-Line
Hatchback

Includes SELECT SE FEATURES, PLUS:

12V rear powerpoint

Ambient lighting

Aluminum sport pedal covers

Carpeted front and rear floor mats with front Red accent stitching

Driver's seat manual lumbar

Dual chrome exhaust tips

Halogen fog lamps with Carbon Black surrounds

High-gloss Black-painted upper grille

Leather-wrapped shift knob with metallic insert (manual)

Leather-wrapped steering wheel with Red accent stitching

Modified front fascia with black center airfoil

Rear diffuser

Shadow Black-painted high-mounted liftgate spoiler, roof and sideview mirror caps

Side rocker moldings

SiriusXM with 6-month All Access trial subscription²

Sound symposer

SYNC 3

Unique front door-sill scuff plates with ST-Line logo

Unique high-mounted liftgate spoiler

AVAILABLE OPTIONS

Cold Weather Package

Ash cup/coin holder with lighter element

Engine block heater

Power moonroof

Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link with 5-year subscription¹



ST
Hatchback

Includes SELECT ST-LINE FEATURES, PLUS:

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

Audio System from Sony® with 8 speakers and HD Radio™ Technology

Body-color high-mounted liftgate spoiler and roof

Body-color, power sideview mirrors with integrated blind spot mirrors and turn signal indicators

Cargo area in-floor storage compartment

Electronic automatic temperature control

Full-size spare wheel and tire (15" x 6")

Intelligent Access with push-button start

Power front and rear disc brakes

Unique front door-sill scuff plates with ST logo

Unique perforated leather-wrapped steering wheel with ST badge

Unique ST sport suspension

AVAILABLE OPTIONS

ST RECARO® Package: RECARO partial leather-trimmed front bucket seats with cloth accents, heated front seats, and heated sideview mirrors

ST Protection Package: all-weather floor mats, cargo area protector, and full-vehicle cover; all with ST logo

17" all-season tires, and performance brakes with low-dust street pads

Ash cup/coin holder with lighter element

Engine block heater

Power moonroof

Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link with 5-year subscription¹

INTERIOR

S



Charcoal Black Cloth/
Sterling Stone Accents

1, 8, 9

SE



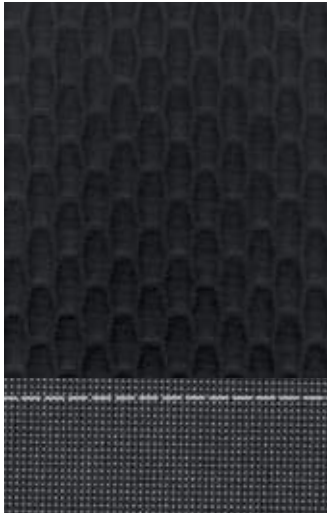
Charcoal Black Cloth

1-6, 8-10



Medium Light Stone Cloth

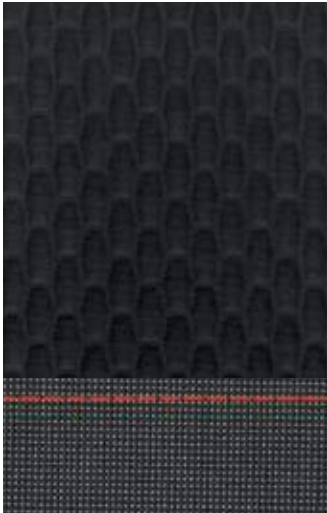
1-6, 8-10



Charcoal Black Sport Cloth/
Silver Stitching

1-6, 8-10

ST-LINE



Charcoal Black Sport Cloth/
Red Stitching

1, 3, 5, 10

ST



Charcoal Black Sport Cloth/
Silver Stitching

1, 2, 7, 10



Charcoal Black Leather/
Smoke Storm Cloth Accents

1, 2, 7, 10



Charcoal Black Leather/
Molten Orange Cloth Accents

1, 2, 7



EXTERIOR

Shadow Black

1

Magnetic¹

2

Hot Pepper Red Metallic
Tinted Clearcoat²

3

Bohai Bay Mint¹

4

Outrageous Green Metallic
Tinted Clearcoat²

5

Lightning Blue¹

6

Orange Spice
Metallic Tri-coat²

7

Ingot Silver¹

8

Oxford White

9

White Platinum
Metallic Tri-coat²

10



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.

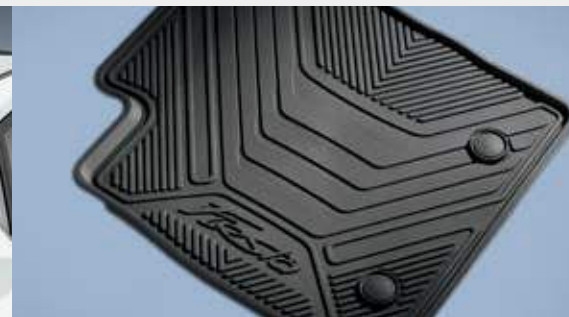
ford.com/fiesta



SE Hatchback in Oxford White accessorized with side window deflectors,¹ lower bodyside graphics, rear roof spoiler, and 16" 8-spoke Black-painted machined aluminum wheels²



Rear spoiler winglets



All-weather floor mats



Cargo area protector



Remote start systems

Shop the complete collection at accessories.ford.com

¹Ford Licensed Accessory. ²Additional components may be required. See dealer for details.