

## Table of Contents

### What's Important

Key Messages	2
Key Features Overview	2
New for 2014	3

### Major Product Summary

Equipment Groups	8
Features	4–7
Packages	8

### Performance/Handling

Brakes, Front Disc/Rear Drum	15
Engine Technologies	11
Engines	
1.0L EcoBoost I-3	9, 10
1.6L Ti-VCT I-4	9, 10
Fuel Economy, EPA-estimated Ratings	14
Package	
Super Fuel Economy (SFE) Package	16
Powertrain Availability	9
Steering	
Active Nibble Control	15
Electric Power-assisted (EPAS)	15
Pull-drift Compensation	15
Suspension, European-inspired	
Independent MacPherson Strut Front	14
Twist-beam Rear	15
Torque Vectoring Control	15
Towing, Flat/Neutral	14
Transmissions	
5-speed Manual	12
PowerShift 6-speed Automatic <b>with SelectShift Capability</b>	12, 13

### Safety/Security

AdvanceTrac Electronic Stability Control (ESC)	17
Airbags	18
Anti-Lock Braking System (ABS)	17
Crash Test Ratings	
IIHS	21
NHTSA	20
Emergency Trunk Release	19
LATCH System	19
MyKey	19
Perimeter Anti-Theft Alarm	19
Personal Safety System	18
Rear Door Child Safety Locks	19
SecuriLock Passive Anti-Theft System	19
SOS Post-Crash Alert System	19
Structural Safety	18
Tire Pressure Monitoring System (TPMS)	17
Traction Control	17

### Comfort/Convenience

Audio/Entertainment	
Audio System from Sony® Single-CD/MP3	31
HD Radio™/iTunes® Tagging	32
Single-CD/MP3	31
SiriusXM Satellite Radio	31
Autolock/Autounlock	30
Automatic Headlamps with Wiper Activation	22
Cargo Area	29
Center Console	29
Climate Control System	
Single-zone	29
Single-zone Electronic Automatic Temperature Control	29
Easy Fuel Capless Fuel Filler	28
Hill Start Assist	22
Integrated Instrument Panel Center Stack	29
Intelligent Access with Push-button Start	28
Multifunction Display with LCD Screen	29
Package	
Comfort Package	33
Rear View Camera	22
Remote Keyless Entry System with Integrated Keyhead Transmitter	28
Reverse Sensing System	22
Seating	30
SYNC	23–27
SYNC with MyFord Touch	23–27

### Quality/Reliability/Durability

Easy Maintenance	34
EcoBoost Durability Testing	35
Environmental Features	34
Intelligent Oil-Life Monitor	34
Low NVH (Noise, Vibration and Harshness)	34
Warranties	35

### Design/Styling

Exterior	36
Interior	36
Model Differentiation	37, 38
Package	
SE Appearance Package	38

### Wheels

	39
--	----

### Color and Trim

	40
--	----

### Key Product Specifications

	41
--	----

2014

# Fiesta

## What's Important

### Key Messages

- 2014 Fiesta offers a model lineup that includes S, SE and Titanium, all available as a sedan or hatchback
- All-new available 1.0L EcoBoost I-3 engine (coming fall 2013)
- New exterior design features and packages — combined with sharp reflexes and a global track record — are sure to impress B-segment (small car) customers
- Delivers convenience and connectivity not typically found in a car this size
- The first minicar<sup>(1)</sup> to earn the IIHS Top Safety Pick award since the IIHS added a roof strength requirement rating

### Key Features Overview

**New exterior design**  
(p. 36)

**All-new 1.0L EcoBoost  
I-3 engine**  
(pp. 9, 10)

**1.6L Ti-VCT I-4 engine**  
**EPA-rated up to 40**  
**highway mpg<sup>(2)</sup>**  
(pp. 9, 10)

**SYNC and SYNC with  
MyFord Touch**  
(pp. 23–27)

**2 transmissions**  
(pp. 12–14)

**7 standard  
airbags**  
(p. 18)

**MyKey**  
(p. 19)



Preproduction image shown.

(1) Ford classifies Fiesta as a compact car.

(2) 2013 EPA-estimated rating 29 city/40 hwy./33 combined mpg, automatic SFE Package; 29 city/39 hwy./33 combined mpg, automatic.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.



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### New for 2014

#### Model Lineup

- No changes to the model lineup for 2014

#### Performance/Handling

- All-new available 1.0L EcoBoost I-3 engine (coming fall 2013)
- **SelectShift capability added to PowerShift 6-speed automatic transmission**
- Torque Vectoring Control

#### Safety/Security

- MyKey standard on SE and Titanium

#### Comfort/Convenience

- Automatic headlamps with wiper activation, standard on SE and Titanium
- Illuminated glove compartment
- Rear compartment lighting (hatchback)
- Single-zone electronic automatic temperature control, standard on Titanium and available on SE
- Package added
  - Comfort Package
    - Heated exterior mirrors
    - Heated front seats
    - Single-zone electronic automatic temperature control
    - Available on SE only
- Packages deleted
  - Convenience Package
  - Moon & Mood Manual Package
- Rear view camera, standard on Titanium
- Reverse Sensing System, standard on Titanium
- Revised audio systems
  - Single-CD/MP3 with 6 speakers and 80 watts, standard on S and SE
  - Audio System from Sony® with HD Radio,™ standard on Titanium
- SYNC, available on S
- SYNC with MyFord Touch with 6.5" color LCD touch-screen, standard on Titanium and available on SE
- Voice-activated Navigation System with SiriusXM Traffic and SiriusXM Travel Link Services, available on SE and Titanium

#### Quality/Reliability/Durability

- No new features for 2014

#### Design/Styling

- Ice Blue backlighting of the instrument cluster
- Package modified
  - SE Appearance Package
    - 16" **Sparkle Silver-painted** aluminum wheels
    - Cloth seats with reverse silver or red accent stitching
    - Driver manual lumbar
    - Fog lamps with chrome bezel
    - Full-size aluminum spare wheel
    - Leather-wrapped shift knob with metallic insert
    - Rear decklid spoiler (sedan)
    - SiriusXM Satellite Radio
    - SYNC with MyFord Touch
- Packages deleted
  - Black Sport Appearance Package
  - Interior Style Package — Arctic White
  - Interior Style Package — Race Red
- Revised exterior design
  - New front fascia
  - New grille
  - New headlamps
  - New hood
  - New rear spoiler (hatchback)
  - New taillamps
  - New wheel designs
- Revised seating colors
  - Charcoal Black
  - Medium Light Stone
- New exterior colors
  - Green Envy Metallic Tri-coat (HD)
  - Performance Blue Metallic (L1)
  - Storm Gray Metallic (UJ)
- Deleted exterior colors
  - Lime Squeeze Metallic
  - Violet Gray Metallic
  - Yellow Blaze Metallic Tri-coat

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

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2014

# Fiesta

## Major Product Summary

The following pages indicate Fiesta standard and available equipment. Each model adds to or upgrades the equipment of the preceding model, except where additions/exemptions are noted. Fiesta sedan and hatchback are available in three models:

- S
- SE
- Titanium

PERFORMANCE/HANDLING	S	SE	Titanium
<b>Axle ratios</b>			
3.895:1 (automatic transmission)	A	A	A
4.07:1 (manual transmission)	S	S	S
Brakes — front disc/rear drum	S	S	S
Drivetrain — front-wheel drive	S	S	S
<b>Engines</b>			
1.0L EcoBoost I-3	—	A	—
1.6L Ti-VCT I-4	S	S	S
Fuel tank — 12.4 gallons	S	S	S
<b>Spare tire</b>			
Full-size aluminum	—	A	—
Steel mini	S	S	S
Steering — electric power-assisted (EPAS) with pull-drift compensation and active nibble control	S	S	S
Suspension — European-inspired independent MacPherson strut front and twist beam rear	S	S	S
<b>Tires</b>			
P185/60R15 BSW	S	S	—
P195/50R16 all-season	—	—	S
P195/60R15 T-rated all-season	—	A	—
Torque Vectoring Control	S	S	S
<b>Transmissions</b>			
5-speed manual	S	S	S
PowerShift 6-speed automatic with SelectShift capability	A	A	A
<b>SAFETY/SECURITY</b>			
AdvanceTrac electronic stability control with Anti-Lock Braking System (ABS) and traction control	S	S	S
Airbags — driver knee, dual-stage front, front-seat side and side-curtain	S	S	S
Alarm — Perimeter Anti-Theft	—	S	S
Belt-Minder — driver/front-passenger	S	S	S
Child safety locks — rear door	S	S	S
Emergency trunk release — glow-in-the-dark (sedan)	S	S	S
Illuminated entry	S	S	S
LATCH (Lower Anchors and Tethers for CHildren) System (2) — rear	S	S	S
MyKey	—	S	S
Personal Safety System	S	S	S
Safety belts — height-adjustable with pretensioners (front)	S	S	S
SecuriLock Passive Anti-Theft System	S	S	S
SOS Post-Crash Alert System	S	S	S
Tire Pressure Monitoring System (TPMS) (excludes spare)	S	S	S

S = Standard    A = Available as a stand-alone option, part of a package or part of an Equipment Group    — = NA

**NOTE:** The above information is an excerpt to be used with the 1/14/13 Fiesta Dealer Ordering Guide. For more information and the latest Dealer Ordering Guide, go to [fmcdealer.com](http://fmcdealer.com).

# Fiesta

## Major Product Summary

# 2014

Fiesta

COMFORT/CONVENIENCE	S	SE	Titanium
<b>12-volt powerpoint</b>			
Front (1)	S	S	S
Rear (1)	—	S	S
<b>Audio/Entertainment</b>			
Audio System from Sony® single-CD/MP3 with 8 speakers and 140 watts	—	—	S
HD Radio™	—	—	S
Single-CD/MP3 with 6 speakers, 80 watts and audio input jack	S	S	—
SiriusXM Satellite Radio	—	A	S
<b>Climate control</b>			
Single-zone electronic automatic temperature control	—	A	S
Single-zone manual	S	S	—
<b>Console</b>			
Center with armrest, storage, 1 USB port	—	S	S
Molded-in-color floor console	S	—	—
Cruise control — steering wheel-mounted	—	S	S
Cupholders (5) — front (4), rear (1)	S	S	S
Defroster — rear window	S	S	S
Door locks — Autolock/Autounlock	S	S	S
Easy Fuel capless fuel filler	S	S	S
Floor mats — front carpeted	S	S	S
Footrest — driver left	S	S	S
Glove compartment — illuminated	S	S	S
<b>Headlamps</b>			
Autolamp with wiper activation	—	S	S
Halogen reflector	—	—	S
Quad-beam halogen	S	S	—
Heat ducts — rear	S	S	S
Hill start assist	S	S	S
Instrumentation — 4" multifunction display with trip computer	S	S	—
Intelligent 3-blink turn signal	S	S	S
Intelligent Access with push-button start	—	—	S
<b>Lighting</b>			
Center dome lamp with map lights	S	S	S
Rear compartment (hatchback)	S	S	S
Rear dome lamp	—	S	S
<b>Mirror — interior</b>			
Day/Night	S	S	—
Electrochromic auto-dimming rearview	—	—	S
<b>Mirrors — exterior</b>			
Dual power with integrated blind spot mirrors	S	S	S
Heated	—	A	S
Turn signal indicators	—	S	S
Moonroof — power	—	A	A
Navigation System — voice-activated with SiriusXM Traffic and SiriusXM Travel Link Services	—	A	A

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2014

# Fiesta

## Major Product Summary

COMFORT/CONVENIENCE cont'd	S	SE	Titanium
Rear view camera	—	—	S
Remote Keyless Entry System with integrated keyhead transmitter	—	S	S
Reverse Sensing System	—	—	S
<b>Seating</b>			
Cloth	S	—	—
Cloth with reverse silver or red stitching	—	A	—
Driver 4-way manual with manual height adjust	S	S	S
Driver manual lumbar	—	A	S
Front 4-way adjustable head restraints	S	S	S
Front-passenger 2-way manual	S	S	S
Heated front seats	—	A	S
Leather-trimmed	—	—	S
Rear 4-way adjustable and removable head restraints	S	S	S
Rear 60/40 split-fold-down seat backs	S	S	S
Unique sport cloth seat trim	—	A	—
Upgraded cloth	—	S	—
Steering column — manual tilt/telescoping	S	S	S
Steering wheel — cruise and redundant audio controls	—	S	S
<b>Storage</b>			
Front door bins and map pockets (front-passenger seat back)	S	S	S
Overhead console	—	S	S
Sun visors — driver/front-passenger with covered vanity mirrors	S	S	S
SYNC	A	S	S
SYNC with MyFord Touch	—	A	S
Trunklid release	S	S	S
<b>Windows</b>			
Manual	S	—	—
Power driver one-touch-up/-down	—	S	S
Wiper — rear (hatchback)	S	S	S
<b>QUALITY/RELIABILITY/DURABILITY</b>			
Battery saver	S	S	S
High-efficiency alternator	S	S	S
Intelligent Oil-Life Monitor	S	S	S
Windshield — acoustic-laminated	S	S	S
<b>DESIGN/STYLING</b>			
Ambient lighting	—	S	S
Antenna — mast	S	S	S
Backlighting, interior — Ice Blue	S	S	S
<b>Bumper — rear</b>			
Carbon Black insert	S	S	S
Chrome strip <b>(Sedan)/Liftgate molding (Hatchback)</b>	—	—	S
Bumpers — body-color	S	S	S
Door handles, exterior — body-color	S	S	S
<b>Door handles — interior</b>			
Black	S	—	—
Chrome	—	S	S

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# Fiesta

## Major Product Summary

# 2014

Fiesta

DESIGN/STYLING cont'd	S	SE	Titanium
<b>Door panel inserts — interior</b>			
Cloth	S	—	—
Upgraded cloth	—	S	—
Upgraded vinyl covered	—	—	S
Door release bezels, interior — environment-keyed molded-in-color	S	S	S
<b>Exterior colors — premium</b>			
Blue Candy Metallic Tinted Clearcoat (Z9)	—	A	A
Ruby Red Metallic Tinted Clearcoat (RR)	—	A	A
Fog lamps, lower — Ebony with chrome bezel	—	A	S
Glass — solar-tinted	S	S	S
<b>Grille</b>			
Carbon Black upper and lower with chrome surround and chrome bar finisher	S	S	—
Carbon Black upper and Piano Black lower with integrated smile chrome surround	—	—	S
<b>Headlamps</b>			
Black bezel	S	S	—
Chrome bezel	—	—	S
Mirrors, exterior — body-color caps	S	S	S
<b>Moldings — exterior</b>			
Black beltline and decklid eyebrow	S	S	—
Chrome beltline and decklid eyebrow	—	—	S
<b>Shift knob</b>			
Leather-wrapped with metallic insert	—	A	S
Metallic painted	S	—	—
<b>Shifter bezel</b>			
Black (automatic only)	S	S	—
Chrome (automatic only)	—	—	S
Splash shield — Carbon Black (sedan)	S	S	S
<b>Spoiler — body-color</b>			
Rear decklid (sedan)	—	A	—
Rear liftgate (hatchback)	S	S	S
<b>Steering wheel</b>			
Black painted spokes	S	—	—
Leather-wrapped	—	S	S
Metallic painted spokes	—	S	S
Trim, exterior — chrome front fascia (sedan)	—	—	S
<b>Trim — interior</b>			
Black painted A/C register bezels, center finish panel and center stack bezel	S	—	—
Metallic painted A/C register bezels and instrument panel canisters	—	S	S
Molded-in-color floor console, door release and instrument panel canisters	S	—	—
<b>Wheels</b>			
15" steel with silver painted covers	S	A	—
15" Sparkle Silver-painted aluminum	—	S	—
16" <b>Sparkle Silver-painted</b> aluminum	—	—	S
16" <b>Premium-painted Sparkle Nickel</b> aluminum	—	A	—

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# Fiesta

## Major Product Summary

EQUIPMENT GROUPS	S	SE	Titanium
<b>Equipment Group 100A</b> All standard equipment	S	—	—
<b>Equipment Group 200A</b> All standard equipment	—	S	—
<b>Equipment Group 201A</b> , all 200A equipment, plus: <b>SE Appearance Package</b> <ul style="list-style-type: none"> <li>• 16" <b>Sparkle Silver-painted</b> aluminum wheels</li> <li>• Cloth seats with reverse silver or red accent stitching</li> <li>• Driver manual lumbar</li> <li>• Fog lamps with chrome bezel</li> <li>• Full-size aluminum spare wheel</li> <li>• Leather-wrapped shift knob with metallic insert</li> <li>• Rear decklid spoiler (sedan)</li> <li>• SiriusXM Satellite Radio</li> <li>• SYNC with MyFord Touch</li> </ul>	—	A	—
<b>Equipment Group 300A</b> All standard equipment	—	—	S
PACKAGES			
<b>Comfort Package (18C)</b> <ul style="list-style-type: none"> <li>• Heated exterior side mirrors</li> <li>• Heated front seats</li> <li>• Single-zone electronic automatic temperature control</li> </ul>	—	A	—
<b>Super Fuel Economy Package (854 sedan; 855 hatchback)</b> (requires PowerShift 6-speed automatic transmission) <ul style="list-style-type: none"> <li>• 15" steel wheels with silver painted covers</li> <li>• Decklid spoiler (sedan)</li> <li>• P195/60R15 T-rated all-season tires</li> <li>• Steel mini spare</li> </ul>	—	A	—

S = Standard    A = Available as a stand-alone option, part of a package or part of an Equipment Group    — = NA

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# Fiesta

## Performance/Handling

# 2014

Fiesta

### Key Messages

- All-new 1.0L EcoBoost I-3 engine makes its debut on 2014 Fiesta with 123 horsepower and 148 lb.-ft. of torque<sup>(2)</sup> (coming fall 2013)
- 1.6L Ti-VCT I-4 engine mated to the PowerShift 6-speed automatic transmission with SelectShift capability is EPA-rated up to 40 highway mpg<sup>(1)</sup> on Fiesta SE with the Super Fuel Economy (SFE) Package
- A 5-speed manual transmission is standard on all models
- Sporty ride and handling characteristics offer a fun-to-drive experience

### Powertrain Availability

Engine	1.0L EcoBoost I-3	1.6L I-4
Horsepower (@ rpm)	123 @ 1400-4500 <sup>(2)</sup>	120 @ 6350
Torque (lb.-ft. @ rpm)	148 @ 1400-4000 <sup>(2)</sup>	112 @ 5000
Technology	Ti-VCT Direct-injection Turbo (single)	Ti-VCT
Transmission	5-speed manual	5-speed manual (standard) PowerShift 6-speed automatic with SelectShift capability (available)
Drivetrain	FWD	FWD
Trailer Towing (lbs.)	Not recommended	Not recommended
Model		
S	—	S
SE	A	S
Titanium	—	S



(1) 2013 EPA-estimated rating 29 city/40 hwy./33 combined mpg, automatic SFE Package; 29 city/39 hwy./33 combined mpg, automatic.

(2) Figures achieved using 93-octane premium unleaded gasoline.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

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# Fiesta

## Performance/Handling

### Engines

#### 1.0L EcoBoost I-3 (Coming fall 2013)

- 123 horsepower @ 1400-4500 rpm<sup>(1)</sup>
- 148 lb.-ft. of torque @ 1400-4000 rpm<sup>(1)</sup>
- Aggressive deceleration fuel shutoff (ADFSO) helps maximize fuel efficiency
- Twin independent variable camshaft timing (Ti-VCT)
- Fail-safe engine cooling system
- Single turbocharger is “rightsized” to deliver power and fuel efficiency
- Gasoline direct-injection
  - Fuel injector isolators help control high frequency noise content
- Cast-iron engine block warms the engine more quickly than an aluminum engine block, helping to reduce fuel consumption
- Dual overhead camshaft (DOHC), lightweight aluminum cylinder head with 4 valves per cylinder
- Enhanced powertrain mounting decreases engine movement as a result of the offset crankshaft
  - Integrated engine mount bracket and front cover improve stiffness and reduce weight
  - Engine mount system refined to provide a balance between idle and acceleration vibration
  - Clutch damper tuning and flywheel inertia enhanced to minimize vibration and rattle
- Twin stage variable oil pump enhances oil pump output to lubrication demand, reducing friction and improving real-world fuel economy compared to a conventional oil pump
- Split cooling system manages coolant flow during cold start, only allowing flow through the hot side of the cylinder head and integrated manifold until the coolant has reached 72 degrees F. The system helps **decrease** engine warm-up time and reduce friction during warm-up, improving fuel economy and cabin heater performance
- Timing belt immersed in engine oil reduces noise and controls whine characteristics
- Meets Federal TBD standard and qualifies for the California ULEV II (Ultra Low Emissions Vehicle) standard in California Emissions States
- Mated to a 5-speed manual transmission

#### 1.6L Ti-VCT I-4

- 120 horsepower @ 6350 rpm
- 112 lb.-ft. of torque @ 5000 rpm
- Aggressive deceleration fuel shutoff (ADFSO) helps maximize fuel efficiency
- Twin independent variable camshaft timing (Ti-VCT)
- Fail-safe engine cooling system
- Electronic throttle control (ETC) uses an accelerator pedal sensor to read and interpret the driver's intentions
- Engine block is high-pressure die-cast aluminum for strength and light weight
- Aluminum cylinder head and engine block help reduce vehicle weight to help improve fuel efficiency
- Lightweight composite intake manifold helps reduce vehicle weight and improve fuel efficiency
- Powertrain control module (PCM) makes real-time adjustments to the fuel delivery/air mixture and spark timing to deliver a fun-to-drive and fuel-responsible engine and transmission combination
- Front-end accessory drive (FEAD) belt technology eliminates the need for a belt tensioner for driving the alternator, water pump and A/C compressor accessory drive pulleys, helping reduce overall vehicle weight and improving fuel efficiency
- Meets Federal Tier 2 Bin 4 standard and qualifies for the California ULEV II (Ultra Low Emissions Vehicle) standard in California Emissions States
- Mated to a 5-speed manual transmission or the PowerShift 6-speed automatic transmission with SelectShift capability

#### ENGINEERING INSIGHT

##### 1.0L EcoBoost I-3 Crankshaft

Balance shafts are a conventional technology to counteract out-of-balance forces of an in-line engine. However, they increase engine weight and friction, which can result in reduced fuel economy and CO<sub>2</sub> performance.

Instead of using balance shafts, Ford engineers intentionally “unbalanced” the flywheel and crank pulley as well as enhanced powertrain mounting on the 1.0L EcoBoost I-3 engine to offset the primary engine movement. The result is less noise and vibration heard and felt in the vehicle.

<sup>(1)</sup> Figures achieved using 93-octane premium unleaded gasoline.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

### Engine Technologies

#### Twin independent Variable Camshaft Timing (Ti-VCT)

- Allows the camshafts to operate both the intake and exhaust valves at different times in the combustion cycle, based on speed and load
- Adjusts camshaft timing to provide optimum performance and fuel economy
- Excellent efficiency under low load conditions, such as idling or highway cruising
- Excellent power when accelerating

#### Fail-safe Cooling System

- Designed to help protect the engine from potential damage due to loss of coolant
- If the engine overheats, the engine will switch from normal all-cylinder operation to alternating cylinder operation. The non-powered cylinders act as air pumps to help cool the powered cylinders
- The vehicle will continue to operate, but with limited engine power. This allows the driver to travel a short distance to obtain service or reach a service facility
- Driving distance is limited by a number of factors including vehicle load, outside temperature and road conditions

#### ENGINEERING INSIGHT

##### EcoBoost Turbocharger

##### What It Is

- A turbocharger uses otherwise wasted energy from the engine's exhaust to rotate a turbine wheel

##### How It Works

- The turbine wheel is coupled to a compressor that pressurizes air coming into the engine — this is called “boost” and allows the engine to breathe in air as if it were larger in displacement since more air is “forced” into the intake
- The more air an engine breathes, the more power it generates

##### Key Benefits

- Compact design and low NVH (noise, vibration and harshness) characteristics
- Drivers will feel an immediate response when they step on the accelerator
- Broad, flat torque curve
- “Rightsized” to deliver power and fuel efficiency

#### ENGINEERING INSIGHT

##### EcoBoost Gasoline Direct-Injection

- Direct-injection is a key technology behind the performance capability and fuel efficiency of the 1.0L EcoBoost I-3 engine
- Fuel is injected directly into the combustion chamber of each cylinder by solenoid-controlled high-pressure injectors, compared to traditional fuel injection where fuel is mixed with intake air prior to entering the chamber
  - Fuel is pumped from the tank to the engine compartment at a normal pressure of around 200 psi
  - A camshaft-driven high-pressure fuel pump increases fuel pressure to around 2150 psi, depending on the demands of the engine
- Direct-injection fuel injectors are located inside the combustion chamber
- Each injector delivers a precise fuel spray into each cylinder, allowing a higher compression ratio to help improve engine performance and reduce fuel consumption
- An electronic control system varies the timing and intensity of the fuel delivery according to the engine's operating conditions
- Precise control of the fuel provides the customer:
  - Increased protection against engine knock/detonation to help allow for improved performance and excellent transient response
  - Great balance of performance and fuel economy

2014

# Fiesta

## Performance/Handling

### Transmissions

#### 5-speed Manual

##### Key Features

- Wide gear range helps deliver a balance of performance and fuel efficiency
- Hydraulic, driver-operated clutch includes an integral lightweight plastic slave cylinder to help maximize fuel efficiency
- High-pressure die-cast aluminum housing is strong, yet lightweight
- Two overdrive gears reduce engine rpm at highway speeds to help improve fuel economy



#### PowerShift 6-speed Automatic with SelectShift Capability

##### Key Features

- Operates as two parallel manual transmissions with a dual-clutch design managing the shifts between two gearsets
- Offers performance and fuel efficiency similar to a manual transmission and the shift quality and ease of operation provided by an automatic transmission
- Provides direct connection between engine and transmission
- Engine torque is delivered to the drive wheels 100% of the time
- Wide gear ratio span delivers a balance of performance and fuel efficiency
- Hill start assist provides improved driveability on steep inclines
- Neutral Idle Mode helps maximize fuel efficiency
- Compact and lightweight design
- Low maintenance means the customer spends less money to maintain
  - Transmission is sealed for life, requiring no transmission fluid checking or changes
  - No transmission oil cooler lines, reducing potential for leaks
  - Dual-clutch design is engineered to last for 10 years or 150,000 miles<sup>(1)</sup>

##### Electromechanical System Features

- Two internal transmission gearsets divide the ratios in half, with odd gears on one gearset and even gears on the other
- Motor-controlled gear actuation determines the appropriate gearset to be engaged by the clutch system
- Motor-controlled clutch actuation engages the transmission and the halfshafts

#### MAKE THE POINT: PowerShift 6-speed Automatic Transmission

The PowerShift automatic transmission has some specific operational characteristics that are different from a conventional automatic transmission. During the initial break-in period, the transmission may exhibit “quick shifts” or harsher than normal shifting. The transmission may also lightly “shudder” under light acceleration or during a coast down to a stoplight. Assure the customer these characteristics are not abnormal during the clutch break-in period and will certainly diminish once enough mileage accumulates. Be sure to emphasize that this is a new technology and one of many features that help contribute to the outstanding fuel economy that the Fiesta provides.

(1) Under normal driving conditions.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

### Transmissions cont'd

#### PowerShift 6-speed Automatic with SelectShift Capability cont'd

##### Dual Clutch Operation

- A “dry” design, similar to a manual transmission, does not require transmission fluid to function like a traditional automatic transmission with a torque converter
  - Eliminates the complexity and weight of a torque converter
  - Eliminates the need for a transmission oil cooler and internal oil pump
  - No parasitic losses from the engine having to drive the torque converter
- Torsional damping, through clutch slip, reduces vehicle lugging at low speeds for excellent NVH characteristics and maximized fuel economy
- One clutch is always engaged with a gearset until the transmission needs to shift
- When the transmission requires a shift, the second clutch engages the opposite gearset, transferring the engine torque to that gearset
- While the vehicle is in motion, a clutch is always engaged to one of the two primary gearsets, allowing 100% of the engine torque to be continually transferred to the drive wheels
- When a shift is needed, the clutch will come on to transfer the engine torque to the other gearset, with the clutches essentially handing off the engine torque
- Clutch actuator and mechanism apply the appropriate clutch instead of a manual clutch pedal and spring design to deliver precise clutch control and smooth shifts
- Integrated brake pressure is utilized in slow-speed driving conditions to provide the typical “vehicle creep” an automatic transmission customer might expect in a parking lot or at a stoplight

##### SelectShift Capability

- Engaged by moving the shifter to the Sport (S) position
- Allows driver to change gears, up or down, without using a clutch, by using a switch on the shifter handle
- Driver manually upshifts the transmission by pushing the **+** portion of the switch
- Driver manually downshifts the transmission by pushing the **–** portion of the switch
  - Engine-speed matching helps provide fast and smooth downshifts
- To prevent the engine from running at too low an rpm, SelectShift may automatically make some downshifts
- Although the PowerShift transmission may automatically perform some downshifts, it will allow the driver to downshift at any time as long as the engine will not be damaged from over-revving
  - After the transmission is placed in manual control with SelectShift, the vehicle will remain in this mode until the gearshift lever is moved from Sport (S) back to Drive (D)
  - Engine damage may occur if excessive engine revving is held without shifting

##### Fuel-efficiency Features

- “Dry” dual-clutch design is more efficient than a torque converter, helping to reduce power loss
- Dry clutch eliminates the need for a transmission fluid pump to control the shift control
- Neutral Idle Mode helps maximize fuel efficiency by “disconnecting” the transmission from the engine when the engine is at idle
- Wide gear ratio span (5.58:1) provides torque in lower gears and reduced engine rpm at highway speeds
- PowerShift transmission features combine to deliver a 7- to 9-percent fuel efficiency improvement compared to a traditional 4-speed automatic transmission

#### MAKE THE POINT: PowerShift Transmission SelectShift Capability

When conducting a test-drive with a Fiesta equipped with SelectShift capability, be sure to show the customer how the SelectShift capability operates, providing the performance of a manual transmission without the fuss of operating a clutch. Point out how the PowerShift automatic transmission works in harmony with the 1.6L Ti-VCT I-4 engine. Also take the time to show the customer how the display in the instrument cluster indicates the gear selection. And don't forget to demonstrate the SelectShift switch on the transmission shifter handle. SelectShift is a performance feature the Fiesta enthusiast customer is sure to appreciate.



2014

# Fiesta

## Performance/Handling

### Transmissions cont'd

#### Flat/Neutral Towing

- Fiesta equipped with either the manual or automatic transmission offers indefinite neutral (flat-tow) towing capability up to a maximum recommended speed of 70 mph
- Automatic Transmission Neutral Tow Operation
  - Ignition must be placed in ON position and then the vehicle transmission placed in the Neutral position
  - This process ensures the transmission synchros and shift drums are in proper placement for neutral towing at the 70 mph maximum recommendation
  - Ignition can be placed in OFF position AFTER transmission is placed in Neutral
  - A dead battery, or placing the vehicle in Neutral without properly cycling the ignition to the ON position first, limits the neutral tow capability to 35 mph and 50 miles
- See the Fiesta owner guide for complete details



### Fuel Economy

2013 EPA-estimated Ratings <sup>(1)</sup>		
Engine/Transmission	City mpg	Highway mpg
1.6L Ti-VCT I-4/5-speed manual	29	39
1.6L Ti-VCT I-4/PowerShift 6-speed automatic	29	39
1.6L Ti-VCT I-4/PowerShift 6-speed automatic with SFE Package	29	40

### Chassis

#### Suspension and Chassis Overview

- Fiesta started with an excellent foundation in the European chassis, so the goal was to change as little as possible for the U.S. chassis
- Since North American customers expect all-season performance, Ford engineers developed specifically tuned all-season tires for the U.S. Fiesta that deliver crisp steering and handling response, but retain good ride quality
- Building on this foundation, engineers then fine-tuned the springs, dampers and electric power-assisted steering (EPAS) settings to achieve the best combination of steering, handling and ride characteristics
- The end result is European-like steering and handling response and excellent ride quality, with the addition of all-season performance

#### European-inspired Independent MacPherson Strut Front Suspension

- Lightweight, compact design perfect for front-wheel-drive configurations where the engine and transmission are located in the front compartment
- Suspension arms and stabilizer bar are connected to a front crossmember that is hard-mounted to the unibody structure
- Helps isolate the body from the suspension so less road vibration reaches the passenger cabin
- Additional braces from the back of the crossmember to the body help enhance performance and feel
- Hard points are shared with European Fiesta to provide the best combination of ride, handling and steering
- Stabilizer bar helps reduce body roll while cornering

(1) 2014 fuel economy estimates will be made available prior to production release. Stay tuned to eSourceBook for updates.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

### Chassis cont'd

#### European-inspired Twist-beam Rear Suspension

- Designed and tested to be aligned for 150,000 miles
- The design of the twist-beam rear suspension does not require a stabilizer bar
- Compact package allows for maximum floor space
- Allows efficient packaging along with stable handling and outstanding ride comfort

#### Front Disc/Rear Drum Brakes

- Include standard Anti-Lock Braking System (ABS)
- Front 10.2" ventilated discs
- Rear 7.9" drums

#### Torque Vectoring Control

- Helps increase the "fun-to-drive" factor
- Uses the vehicle braking system to deliver the effect of a limited-slip front differential without the complexity and additional weight
- Continually balances the distribution of engine torque to the front wheels based on driving conditions and available traction
- In cornering situations, the system automatically applies the brake on the inside front wheel, effectively delivering more torque to the front outside wheel
  - The outside front wheel has more available traction than the inside front wheel
  - Balancing the torque delivery helps the vehicle track on the path intended by the driver, especially on wet or slippery surfaces
  - Helps reduce torque steer during acceleration

#### Electric Power-assisted Steering (EPAS) with Pull-drift Compensation and Active Nibble Control

##### EPAS

- A sophisticated electric speed-sensitive steering assist system that offers light, responsive steering feel around town and while parking
- At higher speeds, EPAS delivers less steering assist for more confident control
- Helps improve fuel economy and eliminate hydraulic noises common with hydraulic systems

##### Pull-drift Compensation

- Uses EPAS to help continuously correct for road irregularities and improve overall steering feel
- Continuously "learns" and adapts to steering conditions and compensates for changes that can cause the vehicle to pull left or right
- Reduces steering effort required when driving on crowned roads or in heavy side winds

##### Active Nibble Control

- Uses EPAS system sensors to continuously monitor steering wheel inputs
- When sensors detect steering wheel rotational vibration — or nibble — EPAS counteracts the nibble and seamlessly cancels it out
- Helps reduce the amount of minor steering corrections caused by the steering nibbles and helps provide a more comfortable driving experience

**NOTE:** See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

2014

# Fiesta

## *Performance/Handling*

### Package

#### **Super Fuel Economy (SFE) Package**

- 15" steel wheels with Silver painted covers
- Decklid spoiler (sedan)
- P195/60R15 T-rated all-season tires
- Steel mini spare
- Requires PowerShift 6-speed automatic transmission



Preproduction image shown.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.



### Key Messages

- A new feature for 2014 is MyKey, which allows owners to program a “key limit” to certain vehicle functions
- The first minicar<sup>(1)</sup> to earn the IIHS Top Safety Pick award since the IIHS added a roof strength requirement rating
- Includes an Intelligent Protection System with active and passive safety features
- Named a “Top Safety Pick” by IIHS for 2012 and 2013
- A total of 7 airbags, including dual-stage front, driver knee, front-seat side and side-curtain, help protect passengers in certain side impacts
- AdvanceTrac electronic stability control is standard on all models

## Accident Avoidance

### AdvanceTrac Electronic Stability Control (ESC)

- Helps the driver maintain vehicle control in adverse driving situations or when making evasive maneuvers on slippery pavement
- Monitors vehicle's cornering behavior with steering angle, lateral acceleration and yaw sensors, and automatically makes braking and throttle adjustments to help maintain control whenever it detects wheelslip, understeer, oversteer or roll motion using Anti-Lock Braking System (ABS) and traction control components
- Activates whenever the vehicle is started, but may be turned off for certain situations such as when “rocking” a vehicle stuck in mud or snow

**NOTE:** 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.

### Traction Control

- Included with AdvanceTrac and uses engine control to reduce engine power (torque) to the drive wheels and help maximize available traction on slippery or loose driving surfaces at any speed

### Anti-Lock Braking System (ABS)

- Included with AdvanceTrac and helps drivers to maintain steering control in an emergency or any other hard-braking situations
- Electronically “pumps” the brakes several times per second when the computer-controlled sensors detect wheel lockup during hard braking

**NOTE:** See the Safety section in the Source Book Appendices or on **eSourceBook** for more information.

### Tire Pressure Monitoring System (TPMS)

- Sensor-based system alerts the driver to significant underinflation in any of the tires, excluding the spare
- Pressure sensors detect actual tire pressure and activate a warning light in the instrument cluster when a tire is significantly underinflated

**NOTE:** See the Safety section in the Source Book Appendices or on **eSourceBook** for more information.



Preproduction image shown.

(1) Ford classifies Fiesta as a compact car.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

### Occupant Protection

#### Structural Safety

- More than 50% of the Fiesta body structure is made from ultra-high-strength steel
- Extensive use of high-strength lightweight boron steel helps protect critical occupant safety zones
- Front and rear crumple zones progressively deform to help absorb impact energy and reduce the amount of crash forces reaching the passenger compartment
- Side door intrusion beams help prevent intrusion into the passenger compartment in a side-impact collision

#### Seven Standard Airbags

- Dual-stage front
- Driver knee
- Front-seat side
- Side-curtain

#### Personal Safety System

The Ford Personal Safety System tailors front airbag<sup>(1)</sup> usage to the severity of the crash, driver and passenger safety belt use, driver's seat position and passenger classification. System components include:

- Dual-stage driver and front-passenger airbags
- Electronic front crash severity sensor
- Driver seat position sensor
- Front outboard safety belt usage sensor
- Restraint control module
- Front outboard safety belt energy management retractors
- Front outboard safety belt pretensioners
- "Smart" Front-Passenger Sensing System

**NOTE:** See the Safety section in the Source Book Appendices or on **eSourceBook** for more information.

#### Front-seat Side Airbags

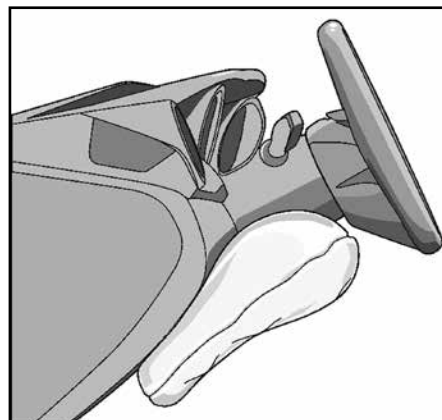
- Help protect front-seat occupants in certain side collisions
- Airbags deploy from the front seats to protect occupants' chests
- Placed in the front seat backs, so they are always in the optimum deployment position no matter where the seat is positioned
- Designed to help protect the chest in certain side collisions

#### Side-curtain Airbags

- System offers head protection in side impacts for all outboard seating positions
- Located in the roof side rail behind the headliner and are triggered independently of the driver and front-passenger airbags
- Will not interfere with a properly installed child safety seat or booster seat
- Combined with the front-seat side airbags, the side-curtain airbags help provide protection for both head and chest in certain side-impact collisions
- Air curtains feature "roll fold" technology
  - Deploys the airbags from the headliners alongside the interior panels and windows
  - Airbag is designed to slide between the glass and the occupant as it fills

#### Driver Knee Airbag

- Located under the instrument panel
- Works along with the driver's front airbag to help reduce injury to the legs
- When the driver's airbag deploys in a collision, the knee airbag deploys from under the instrument panel
- As with front and side airbags, it is important to be properly seated and restrained to help reduce the risk of death or serious injury



<sup>(1)</sup> Always wear your safety belt and secure children in the rear seat.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

## Child Safety

### LATCH (Lower Anchors and Tethers for Children) System

- Consists of a top tether anchor point and two rigid bars located where the seat cushion meets the seatback
- Rear outboard seats offer LATCH provisions
- LATCH-compatible child safety seats attach to the lower anchor points by means of flexible tethers or rigid latch bars
- LATCH can eliminate the need to use the safety belts when installing a child safety seat, providing a secure attachment and helping to reduce the likelihood of incorrect installation
- Uniform installation method helps eliminate the confusion associated with a variety of safety belt systems

**NOTE:** See the vehicle owner guide for more information.

### Rear Door Child Safety Locks

- Prevent rear-seat occupants from opening the doors from the inside
- ***The childproof locks are located on the rear edge of each rear door and must be set separately for each door***

### Emergency Trunk Release

- ***Allows a person accidentally locked in the trunk to escape by using the glow-in-the-dark handle***

## Personal Safety/Security

### SOS Post-Crash Alert System

- Activates the hazard flashers and sounds the horn after a crash in which the airbags deploy<sup>(1)</sup>
- Sounding the horn and flashing the hazards make the vehicle easier to locate if the accident happens off the roadway
- System operates until deactivated or battery power is depleted

### MyKey

- Automotive industry-first
- Allows owners to program a “key limit” to certain vehicle functions to help promote safe driving habits
- One standard key is the Administrator Key while the other operates as MyKey with the programmed restrictions
- Programming MyKey is done via the message center

**NOTE:** See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

### SecuriLock Passive Anti-Theft System

- Uses a specially coded ignition key with billions of possible codes to start the vehicle
- Designed to help prevent the engine from being started unless a coded key programmed to the vehicle is used

### Perimeter Anti-Theft Alarm

- Monitors unauthorized entry of the doors, trunk/liftgate and hood
- If unauthorized entry is detected, system will sound the horn and flash the park/turn lamps

<sup>(1)</sup> SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag.  
**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

### Crash Test Ratings — NHTSA

#### NHTSA Ratings

##### What You Need to Know

- The National Highway Traffic Safety Administration (NHTSA) New Car Assessment Program (NCAP) provides consumers with crash test ratings<sup>(1)</sup> to help them make a more educated decision on new vehicle purchases
- Frontal and side crash test ratings are located in the Government Safety Ratings portion of the 2014 vehicle window sticker
- It is anticipated 2014 Fiesta will receive the same ratings

#### 2013 Fiesta NHTSA Results

Crash Test	Ratings
Frontal – Driver	★★★★★
Frontal – Passenger	★★★★
Side Barrier – Driver	★★★★
Side Barrier – Passenger	★★★★★▲
Side Pole – Driver	★★★★
Rollover	★★★★
Overall Rating	★★★★

▲ Safety Concern: Visit [www.safercar.gov](http://www.safercar.gov) or call 888-327-4236 for more information.

#### What Do the Stars Mean?

##### Frontal Crash and Side-impact Tests

- ★★★★★ 5 stars = Injury risk for the vehicle is much less than average
- ★★★★ 4 stars = Injury risk for the vehicle is less than average to average

##### Rollover Test

- ★★★★ 4 stars = Rollover risk for the vehicle is less than average to average

#### A CLOSER LOOK:

##### How NHTSA Determines a Vehicle's Rating

In all scenarios, the tests are designed to reproduce the most common real-life accidents. Instruments measure the force of the impact and how it transfers to the vehicle's occupants, and then compares similar vehicles' test results.

##### Frontal Crash Test

The frontal crash test simulates a head-on collision between two similar vehicles each moving at 35 mph. The test includes dummies to represent an average-size male in the driver's seat and a small female in the front-passenger seat.

##### Side-impact Tests

The side crash rating represents an intersection-type collision by having a 3015-lb. barrier that replicates the characteristics of the front end of a vehicle, moving at 38.5 mph into a standing vehicle. The test includes dummies to represent an average-size male in the driver's seat and a small female in the driver-side second-row or rear seat.

A pole test, designed to simulate the broadside impact of a vehicle into a tree or telephone pole at 20 mph, is also conducted. The test includes a dummy to represent a small female in the driver's seat.

##### Rollover Ratings

Mathematical formulas that consider the vehicle's geometric properties and the number of crash avoidance technologies are used to determine the likelihood of a rollover in certain conditions.

##### Crash Avoidance Technologies

When applicable, these technologies are listed and the information is posted online at [www.safercar.gov](http://www.safercar.gov).

##### Overall Vehicle Score

Frontal crash, side-impact and rollover ratings are combined and summarized into a single Overall Vehicle Score of one to five stars. These ratings are available online at [www.safercar.gov](http://www.safercar.gov).

(1) Star ratings are part of the U.S. Department of Transportation's [www.safercar.gov](http://www.safercar.gov) program.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

## Crash Test Ratings — IIHS

### IIHS Tests

The 2013 Fiesta was named a “Top Safety Pick” and received the highest possible rating in each of the following tests performed by the Insurance Institute for Highway Safety (IIHS). It is expected 2014 Fiesta will receive the same ratings.

#### Front Moderate Overlap Test

- Vehicle impacts a fixed barrier at 40 mph. Only 40% of the vehicle’s front surface makes contact with the barrier

#### Front Small Overlap Test

- Vehicle impacts a fixed barrier at 40 mph. Only 25% of the vehicle’s front surface makes contact with the rigid barrier

#### Side Impact Test

- A 3300-lb. barrier moving at 31 mph strikes the side of a stationary vehicle on the driver side at a 90° angle

### Roof Strength Test

- A metal plate is pushed against the corner of the vehicle roof at constant speed
- The maximum force sustained by the roof before 5" of crush is measured, and then compared to the vehicle weight to determine a strength-to-weight ratio
- Fiesta was the first minicar<sup>(1)</sup> to earn the “Top Safety Pick” award since IIHS added the roof strength requirement rating

### Rear Impact Test

- Vehicle’s front seat is mounted on a platform which is accelerated forward
- This simulates the stationary vehicle being hit from behind and tests for whiplash injury

2013 IIHS Top Safety Pick	
IIHS Test	Test Evaluation Result
Front Moderate Overlap	<b>G</b> Good
Front Small Overlap	Not tested
Side Impact	<b>G</b> Good
Roof Strength	<b>G</b> Good
Rear Impact	<b>G</b> Good
Stability Control	Available <sup>(2)</sup>



Preproduction image shown.

(1) Ford classifies Fiesta as a compact car.

(2) Fiesta features standard AdvanceTrac.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.



2014

# Fiesta

## Comfort/Convenience

### Key Messages

- Fiesta is the compact vehicle with full-size accommodations for five passengers
- Cockpit design offers plenty of storage, controls and switches in the right places
- High-tech connectivity includes SYNC and — new for 2014 — SYNC with MyFord Touch
- Rear view camera and Reverse Sensing System are now standard on Titanium
- Exceptional audio with revised audio system including the Audio System from Sony®
- New automatic headlamps with wiper activation allow the driver to see — and the vehicle to be seen

### Driver Assistance Technologies<sup>(1)</sup>

#### Hill Start Assist

- Helps keep the vehicle from rolling backward, making it easier to pull away when on a slope or hill with a grade of 5 degrees or more; system also functions on a downhill slope
- Activating the system is simple
  - Press the brake pedal to bring the vehicle to a complete standstill
  - Keep the brake pedal pressed
  - If the sensors detect that the vehicle is on a slope, hill start assist is automatically activated
- System utilizes an accelerometer to measure the slope and longitudinal incline, and automatically operates when a slope of 5 degrees or more is calculated
- When hill start assist is activated, the brake pressure is held in the braking system; the vehicle remains stationary on the slope for up to three seconds after the driver releases the brake pedal
- The brakes are automatically released once the engine has developed sufficient power to prevent the vehicle from rolling down the slope
- Hill start assist will not operate when the parking brake is engaged
- Feature also works if the vehicle is in Reverse and facing downhill on an incline

#### Rear View Camera

- Provides added driver convenience when backing up and is especially useful when parallel parking
- System automatically engages when the vehicle is placed in Reverse

**NOTE:** See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

#### Reverse Sensing System

- Helps make parking easier
- Alerts driver to certain objects behind the vehicle with an audible tone

**NOTE:** See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

#### Automatic Headlamps with Wiper Activation

- Automatically activates the headlamps and taillamps if the wipers are being used — helping the driver see and the vehicle be seen in inclement weather
- When the headlamp switch is in Auto position, and the front wipers are activated in any mode except Mist or Wash, the vehicle headlamps will automatically turn on within 3 seconds
- Once the front wipers are deactivated, the headlamps will automatically turn off within 30 seconds



<sup>(1)</sup> Driver Assist features are supplemental and do not replace the driver's judgment.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

## Signature Technologies

### SYNC

- Fully integrated, voice-activated<sup>(1)</sup> in-vehicle communications and entertainment system for Bluetooth<sup>®(2)</sup>-enabled mobile phones
- Offers voice-activated hands-free calling and voice-activated control of most MP3-style media players
- Voice command microphone flush-mounted in headliner to help provide clear voice recognition of 100 spoken commands
- Features include:
  - 911 Assist<sup>(3)</sup>
    - Assists occupants in placing a 911 call in certain vehicle crashes by using a properly paired mobile phone inside the vehicle
  - AppLink<sup>(4)</sup>
    - Provides control of certain smartphone applications using SYNC voice commands
    - Connects to apps like Pandora<sup>®(5)</sup> internet radio and more with your iPhone<sup>®(6)</sup>, BlackBerry<sup>®(7)</sup> or Android<sup>™(8)</sup> platform mobile phones
    - More detailed user instructions, application connectivity differences and FAQs can be found by going to [support.ford.com](http://support.ford.com)
  - Vehicle Health Report (VHR)
    - Helps owners monitor the operating condition of their vehicle
    - Produces an easy-to-understand report accessible on [support.ford.com](http://support.ford.com)
- Audio input jack and USB port (1) located on the floor console below the shifter
- More detailed user instructions, application connectivity differences and FAQs can be found by going to [support.ford.com](http://support.ford.com)

**NOTE:** See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

### SYNC with MyFord Touch — Key Features

Provides all the features of SYNC, plus:

- Voice command microphone flush-mounted in headliner to help provide clear voice recognition of 10,000 spoken commands<sup>(1)</sup>
- **A MyFord Touch 6.5" color LCD touch-screen in the center stack**
  - Includes color-coded corners to display audio/media, SYNC Services/navigation functions (if equipped), mobile phone and climate control functions
- **Media hub that includes:**
  - Audio/video jacks
  - SD card reader
  - 2 USB ports
- **Wi-Fi<sup>®</sup> capability<sup>(9)</sup>**
  - SYNC with MyFord Touch includes Wi-Fi capability
  - Can turn a smartphone into a wireless router so occupants can browse the Internet right inside the car<sup>(1)</sup>
- 3-year complimentary SYNC Services subscription included



Preproduction image shown.

(1) Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/other devices, even with voice commands, when it's safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

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

(3) The 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 shutoff is activated.

(4) SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and AppLink software.

(5) PANDORA, the PANDORA logo and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc. Use with permission.

(6) iPhone is a registered trademark of Apple Inc. All rights reserved.

(7) The BlackBerry and RIM families of related marks, images and symbols are the exclusive properties and trademarks of Research In Motion Limited.

(8) Android is a trademark of Google Inc. Use of this trademark is subject to Google Permissions.

(9) Wi-Fi is a registered trademark of the Wi-Fi Alliance<sup>®</sup>. Requires in-vehicle USB mobile broadband connection, PAN-supported mobile device or proximity to an outside wireless hotspot.

**NOTE:** Not all SYNC features will be compatible with all mobile phones. Features like ringtone support and audible text messages may not work with certain mobile phones.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

# Fiesta

## Comfort/Convenience

### Signature Technologies cont'd

#### SYNC Services

- SYNC Services builds on the capabilities of SYNC and upgrades this technology to include features like:
  - Traffic, Directions and Information Services that will provide simple voice-command access to traffic reports, turn-by-turn driving directions,<sup>(1)</sup> business listings, sports scores, weather forecasts, horoscopes and news. Also includes SYNC Destinations app and Send to SYNC functionality that allows the customer to download directions from MapQuest<sup>®(2)</sup> to their phone and then have the directions accessed by SYNC once in their vehicle
  - Operator Assist is available during business or directions searches, and offers users another hands-free convenience to remain connected
    - During a business or directions search from the automated system, the Operator Assist feature will put the user in touch with a live operator
    - The feature engages in two ways:
      - After three failed attempts to locate what the user is requesting
      - By saying “Operator” at any time during the search
    - Once connected, an operator will assist in locating the requested information
    - After the location is found, the operator returns the call back to the automated system
    - The user will then be presented with options to connect to the business, receive a text message with the listing information or receive directions
  - SYNC with MyFord Touch and SYNC Services users will receive 3 years or 60 sessions of Operator Assist
    - Customers can monitor their remaining Operator Assist sessions and purchase more sessions by logging on to **support.ford.com**
    - For more information, log on to **support.ford.com**
- SYNC Services is standard with SYNC with MyFord Touch and includes a 3-year complimentary prepaid subscription
  - For a \$60 annual upgrade fee, customers can upgrade their SYNC subscription to include all the features of SYNC Services, such as Traffic, Directions and Information, Send to SYNC and 1 year or 20 sessions of Operator Assist
  - You or your customer can log on to **support.ford.com** and follow the prompts

**NOTE:** See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

#### SYNC Push-to-talk Button

- Located on the steering wheel
- Pushing the push-to-talk button activates the voice recognition mode of SYNC

#### SYNC Microphone

- SYNC microphone flush-mounted in headliner, close to the driver, is designed to better recognize voice commands
- Allows customers to have SYNC without the need for the electrochromic mirror

**NOTE:** See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

#### MAKE THE POINT: [support.ford.com](http://support.ford.com)

Before your customer leaves the dealership, help them set up their owner account at **support.ford.com**. This will help ensure their satisfaction with SYNC, their new vehicle, you and your dealership. **Support.ford.com** is the one-stop site for owner information and support, updates and customizations, compatibility information for mobile phones and media players, and easy-to-use videos to help your customer become familiar with all that SYNC can do.

(1) SYNC Services varies by trim level and model year and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply.  
 (2) MapQuest is a registered trademark of AOL, Inc.

**NOTE:** Not all SYNC features will be compatible with all mobile phones. Features like ringtone support and audible text messages may not work with certain mobile phones.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.



### Signature Technologies cont'd

#### MyFord Touch 6.5" Center Stack LCD Screen Four Color-coded Corners

- Located in the 4 corners of all screens
- Provide instant access to phone, navigation, audio and climate control status and functionality
- Organize the four primary functional areas of MyFord Touch into each corner
- Top-left corner is yellow and provides access to mobile phone functions
- Top-right corner is green and provides access to SYNC functions or the available Navigation System functions
- Bottom-left corner is red and provides access to audio, entertainment and media functions
- Bottom-right corner is blue and provides access to climate-control functions
- Buttons are located on each screen for instant access to status and functionality

#### MyFord Touch Improvements

SYNC with MyFord Touch improvements were made for the 2013 model year. These improvements include the same software updates and touch-screen interface enhancements found on other Ford vehicles to help create a more intuitive user interface.<sup>(1)</sup>

Software updates include:

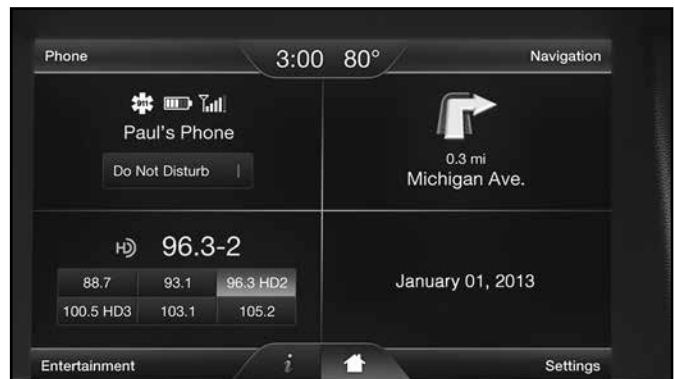
- Quicker voice recognition upon startup and faster command prompt when the voice button is pushed
- Voice commands used in conjunction with navigation are simplified through elimination of the need to provide street direction, e.g., "Main Street" instead of "North Main Street"
- Music requests are simpler by removing the need to include the additional song, album or artist information often found at the end of a name in (parentheses) or [brackets]
- Customers can find their favorite sports team in action via new SiriusXM<sup>(2)</sup> Game Finder simply by saying a command such as "Tune to Detroit Lions game"
- Noise and echo cancellation during phone calls has been improved to enhance call quality
- Automatic Bluetooth<sup>®(3)</sup> connection upon vehicle entry has been improved
- Improved voice recognition for music search, allowing drivers to pinpoint artists with hard-to-pronounce names or nicknames
- Tablet device compatibility. Music and other media content from most popular tablet computers like the Apple iPad<sup>®(4)</sup> can now be accessed through a simple USB connection

- Audible.com audiobook support. Listen to audible.com content using voice commands or the easy-to-use touch-screen controls for home and information control switch
- Icons on the steering wheel control switch correspond to the home and information screens on the 6.5" center stack screen

Along with software updates, touch-screen interface enhancements include the following simplified screen graphics:

#### Home Screen

- One home screen with simplified "four corners" status bars helps improve readability and utility
- Large, prominent clock
- Larger font and high-priority items are larger
- Touch areas look more like actual buttons for intuitive use



(1) Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features compatible with all phones.

(2) Subscriptions to all SiriusXM services are sold by SiriusXM after 6-month trial expires. Subscriptions are governed by SiriusXM Customer Agreement; see [www.siriusxm.com](http://www.siriusxm.com). Sirius U.S. Satellite Service available in the 48 contiguous United States, D.C. and Puerto Rico. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.

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

(4) iPad is a registered trademark of Apple Inc. All rights reserved.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

2014

# Fiesta

## Comfort/Convenience

### Signature Technologies cont'd

#### MyFord Touch Improvements cont'd

##### Phone Screen

- Larger font and "Back" button for easier visibility
- Information formatted to fit within one screen
- Phone options activate only when a call is connected for even better connectivity

##### Entertainment Screen

- Media controls located to right side of screen allow customers to change audio input between CD/Radio/USB
- Radio band information clearly separated for easier selection
- Screen displays are cleaner, clearer and easier to navigate

##### Climate Screen

- Touch areas redesigned to resemble buttons for more intuitive control
- Driver and passenger climate controls are separated and logically placed on the screen

##### Navigation Screen (if equipped)

- Cleaner design helps customers access important information quickly
- Single screen combines "Turn" icon with "Next Street" and "Next Turn" information
- Map mode illuminated toggle provides three choices: North Up, Heading Up or 3D for a more customized view
- Simplified and improved navigation buttons allow for easier use

#### MAKE THE POINT: Auto Activation

Activating a SYNC Owner Account enables customers to take advantage of features such as Vehicle Health Report (VHR) and SYNC Services. With Auto Activation, you can create a SYNC Owner Account on Smart VINCENT for your customers at delivery and assist with pairing their phone. Customers can then visit [support.ford.com](http://support.ford.com) to change the temporary password and personalize their account by setting up favorites for sports, weather, news, horoscopes and stock quotes.



**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

### Signature Technologies cont'd

For a quick breakdown of features within SYNC and SYNC with MyFord Touch, please see the reference guide below.

Feature	SYNC	SYNC with MyFord Touch
4" multifunction display	■	—
6.5" color LCD touch-screen in center stack	—	■
Steering wheel controls: <ul style="list-style-type: none"> <li>Left-side controls for <ul style="list-style-type: none"> <li>Phone mode or answering a call</li> <li>Arrows to scroll various menus and selections</li> <li>OK button to confirm selections</li> <li>M button in the center to scroll through audio modes</li> </ul> </li> <li>Right-side control pad operates the cruise control functionality</li> </ul>	■	■
Media hub – 1 audio input jack, 1 USB port	■	—
Media hub – 2 USB ports, SD card reader, audio/video jacks	—	■
911 Assist	■	■
AppLink	■	—
Wi-Fi® capability	—	■
Recognized voice commands	100	10,000
Voice control of: <ul style="list-style-type: none"> <li>Communications</li> <li>Entertainment</li> <li>HVAC</li> </ul>	<ul style="list-style-type: none"> <li>■</li> <li>■</li> <li>—</li> </ul>	<ul style="list-style-type: none"> <li>■</li> <li>■</li> <li>■</li> </ul>
Vehicle Health Report (VHR)	■	■
SYNC Services <ul style="list-style-type: none"> <li>Traffic, Directions and Information <ul style="list-style-type: none"> <li>Turn-by-turn directions</li> <li>Business search</li> <li>MapQuest®</li> <li>News, sports reports, weather</li> </ul> </li> <li>Operator Assist</li> </ul>	Available <sup>(1)</sup>	Standard <sup>(2)</sup>

(1) Requires customer purchase of an annual SYNC Services subscription at \$60/year.

(2) Includes 3-year complimentary subscription to SYNC Services.

# Fiesta

## Comfort/Convenience

### Driver-focused Technologies

#### Intelligent Access with Push-button Start

- Allows customers to enter the vehicle with one touch and then start the vehicle without ever getting the key fob out of their pocket
  - System senses when the Intelligent Access Key fob is in range of the door and allows access to the vehicle when either front door handle is grabbed
    - Hatch/trunk can be opened — without using the key — by depressing the switch located above the license plate when the Intelligent Access Key fob is in range
  - Once the Intelligent Access Key fob is sensed, the vehicle can be started
- Smart unlock feature is intended to prevent the Intelligent Access Key fob from being locked inside the vehicle
- Key fob includes a removable mechanical key, allowing access to the vehicle if the key fob battery is dead

#### Starting the Vehicle

- Once the Intelligent Access Key is sensed, the vehicle can be started by depressing the brake pedal and pressing the Engine START/STOP button on the instrument panel
- If there is signal interference or a low battery condition, place the Intelligent Access Key into the backup key slot located **on the steering column and the** vehicle can be started

**NOTE:** See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

### Exterior

#### Easy Fuel Capless Fuel Filler

- Fuel fill-ups are easier and quicker since there is no need for a fuel filler cap

**NOTE:** See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

#### Remote Keyless Entry System with Integrated Keyhead Transmitter

- Replaces the standard key and separate Remote Keyless Entry fob combination with a single integrated keyhead transmitter
- System operates all door locks and trunk, and includes a panic button

#### MAKE THE POINT: Integrated Keyhead Transmitter

The integrated keyhead transmitter is designed so customers won't accidentally open the trunk or activate the panic alarm while inserting or removing the key from the ignition or their pocket. To avoid any confusion or unnecessary repair visits, review these features with your customers:

- Lock/Unlock functions work the same as traditional Ford key fobs
- To activate the panic alarm, press and hold the button for 1.5 seconds or longer
- To open the trunk on the sedan, push the trunk button twice
- To use the "car finder" feature, push the Lock button twice in 3 seconds; horn will chirp and the vehicle turn signals will flash once

For more details on the recommended handling of the integrated keyhead transmitter, refer to the vehicle owner guide.

## Interior

### Climate Control

- Single-zone system features multiple instrument panel vents positioned to efficiently circulate air throughout the passenger cabin, helping to eliminate hot or cold spots
- Includes auxiliary fan speed and temperature controls for rear passenger area

### Single-zone Electronic Automatic Temperature Control

- A “set-and-forget” system
- Automatically maintains the preset temperature settings
- Allows front-seat passenger to adjust individual temperature settings for personal preferences in a range between 60 and 85 degrees Fahrenheit

### Message Center

- Monitors various vehicle systems, such as fluid levels, improving driver-to-vehicle awareness
- Displays instantaneous fuel economy and outside temperature readings

### Steering Wheel Controls

- Left-side control pad includes controls for:
  - Phone mode or answering a call
  - Arrows to scroll various menus and selections
  - OK button to confirm selections
  - M button in the center to scroll through audio modes
- Right-side control pad operates the cruise control functionality

### Integrated Instrument Panel Center Stack

- Includes a 4" multifunctional display with LCD screen
- Houses the controls for audio and climate
- Lower stowage area for cell phones, garage door openers and other smaller items

### 4" Multifunction Display with LCD Screen

- Places key entertainment and phone information at eye level so driver spends less time looking away from the road
- Audio system display includes song title and artist or SiriusXM channel information
- Phone display includes caller ID and text message alert
- Visual display of directions when SYNC route guidance is in use (SYNC with Traffic, Directions and Information)

### Center Console

- 2 cupholders with smaller center cupholder/storage area
- Includes media hub with USB connector for SYNC-equipped models, 12-volt auxiliary power outlet and an audio auxiliary input jack
- Rear cupholder/storage area includes a coin holder
- Rear 12-volt auxiliary power outlet for rear-seat access

### Interior Storage and Space

- Fiesta offers ample room for 5 adult passengers
- Driver and front-passenger door trim panels include a map pocket and cupholder
- Illuminated glove compartment offers up to 9 liters of storage space
  - Storage band at top of glove compartment to hold documents in place like the owner guide
  - Storing items with the band allows for increased storage capacity at bottom of glove compartment
  - Includes a pen holder on the inside of the door

### Cargo Area

- Sedan models offer 12.8 cu. ft. of luggage space, enough room for two suitcases and two carry-on bags
- Sedan trunk opening makes it easy to load and unload items
- Hatchback model offers an impressive 15.4 cu. ft. of cargo space
- Counterbalanced gas struts assist in lifting the trunklid and don't fold into the trunk, taking up precious usable space
- Compact design of the twist blade rear suspension reduces cargo space intrusion

2014

# Fiesta

## Comfort/Convenience

### Interior cont'd

#### Autolock/Autounlock

- Power door locks with autolock and autounlock are standard on all models
- The power door lock switch is located on the instrument panel center stack, below the LCD screen, and has a yellow indicator light when the doors have been locked
- Autolock will lock the vehicle doors when the ignition is in the ON position, all of the doors are closed and the vehicle reaches a speed of 4 mph (7 km/h)
- Autounlock will unlock all of the vehicle doors once the driver door is opened

#### MAKE THE POINT: Rear Door Locks

Customers may notice the 2014 Fiesta does not have door lock knobs on the interior. When conducting a test-drive, be sure to demonstrate how the rear doors are unlocked from the inside. A single pull of the interior door handle unlocks the door and a second pull on the interior handle opens the door. If autounlock is activated and the driver door is opened, the doors will automatically unlock, making only a single pull of the door handle needed to open the door. The rear doors will not open if the rear-door child safety locks are activated.

### Seating

#### Key Features

- Front bucket seats
- Cloth seats standard on S
- Unique cloth seats standard on SE
- Driver 4-way manual with manual height adjust standard on all models
- Driver seat-mounted armrest
- Front-passenger 2-way manual
- Front 4-way adjustable head restraints
- Front-passenger seat back map pocket
- Heated front seats available on SE
- Leather-trimmed and heated seats standard on Titanium



#### Front 4-way Adjustable Head Restraints

- Can be moved up or down to accommodate varying occupant heights
- Can be tilted forward or back to its original position for increased comfort

#### Heated Front Seats

- Ensure a comfortable experience for the driver and front passenger
- Buttons located on center stack in front of shifter

#### 60/40 Split-fold-down Rear Seat Backs

- Provide maximum passenger and cargo-carrying flexibility
- One seat back can be folded down to accommodate longer items while still providing a rear seating position for a passenger or both seat backs can be folded down for extra cargo space

#### Driver Seat Height Adjustment

- Allows the driver seat to be adjusted up or down with a handle located on the left side of the seat
  - Pull up on the handle to raise the seat up
  - Push down on the handle to lower the seat
- Customers may confuse the height adjustment handle for the seat back recline; be sure to point out the location of both seat controls



**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.



# Fiesta

## Comfort/Convenience

# 2014

Fiesta

### Audio/Entertainment

#### Single-CD/MP3

- 80 watts of power
- 6 speakers: 2 tweeters, 2 woofers, 2 full-range
- MP3 capability
- Audio input jack
- **Repeat**, when enabled in CD mode, continuously plays the selected track until deactivated
- **Shuffle** plays CD/MP3 tracks in random order



#### Audio System from Sony<sup>®(1)</sup> Single-CD/MP3

*Includes or replaces features of single-CD/MP3, plus:*

- 140 watts of peak power
- 8 speakers, including a subwoofer
- **HD Radio**<sup>™</sup> capability
- **Occupancy Setting** allows one of two vehicle acoustic settings to be chosen: All or Driver
- Occupancy mode optimizes sound quality for the chosen seating position

#### SiriusXM Satellite Radio

- Preactivated at the factory
- Includes 6 months of SiriusXM service subject to geographic location and availability<sup>(2)</sup>
- SiriusXM Satellite Radio can be accessed using existing radio head controls:
  - Press the **SIRIUS** button to enter satellite radio mode
  - Press the **Seek/Scan** buttons to change channels
- Key benefits include:
  - Offers the best music, talk, news, sports and information channels
  - 100% commercial-free music
  - Song/Artist Alert features an alert when a particular song or artist is playing on another channel
  - Seamless coverage anywhere in the 48 contiguous United States and Washington, D.C.
- More information is available online at [siriusxm.com](http://siriusxm.com) or toll-free at (866) 635-2349

#### For More Audio Information

- Audio availability: See the latest Dealer Ordering Guide
- Operating information: See the vehicle owner guide

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

January 2013

[esourcebook.dealerconnection.com](http://esourcebook.dealerconnection.com)

RE&T: 2014 Source Book

(1) Sony is a registered trademark of Sony Corporation.

(2) **Subscriptions to all SiriusXM services are sold by SiriusXM after 6-month trial expires. Subscriptions are governed by SiriusXM Customer Agreement; see [www.siriusxm.com](http://www.siriusxm.com).** Sirius U.S. Satellite Service available in the 48 contiguous United States, D.C. and Puerto Rico. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.

2014

# Fiesta

## Comfort/Convenience

### Audio/Entertainment cont'd

#### HD Radio™<sup>(1)</sup>

##### What It Is

- HD Radio Technology is local AM and FM stations, now broadcasting in digital
- HD Radio offers new, extra local FM channels, crystal-clear sound, more music, news and sports — all subscription-free
- Nearly 2,000 AM and FM stations across the nation currently broadcast with HD Radio Technology
- Visit [www.hdradio.com](http://www.hdradio.com) to learn more

##### What It Is Not

- HD Radio is not satellite or “high-definition” radio
- HD Radio signals are local programming and have signal strength limitations

##### How It Works

- HD Radio Technology products work the same way as conventional radio, with a signal broadcast by a station and received by consumers in a specific area
- However, instead of sending one analog signal, HD Radio stations send a bundled signal made up of both analog and digital signals
- The digital signal is compressed, and when received by an HD Radio receiver, the signal is decoded into as many as three separate channels, each with unique programming, including additional or alternative format music, news, traffic and sports
- Because the signal is digital, sound quality is significantly superior to traditional radio, virtually eliminating buzzing, static and popping

#### Key Benefits

- Customers will enjoy an enhanced audio experience
- Some HD Radio attributes include:
  - iTunes®<sup>(2)</sup> tagging capability
  - Crystal-clear static-free reception
  - FM broadcast with CD-like quality
  - AM broadcast quality approaching current FM broadcast quality
  - HD2/HD3 channels featuring innovative content/alternative station programming
  - Data displayed on-screen such as song, artist, breaking news, weather alerts, sports scores and much more
- No subscription or additional cost required

#### iTunes Tagging

- iTunes tagging capability is included with HD Radio functionality on the Audio System from Sony®
- Pushing the TAG button on the MyFord Touch 6.5" LCD screen while listening to HD Radio allows customers to store song information in the radio memory
- Up to 100 songs can be tagged and stored
- When customers connect their iPod®<sup>(2)</sup> to the vehicle, the tagged music information automatically transfers to the iPod
- iPod stores the tagged music in a playlist until the customers sync their iPod to iTunes
- Tagged playlist allows customers to preview and, if desired, purchase the music from iTunes

#### For More Audio Information

- Audio availability: See the latest Dealer Ordering Guide
- Operating information: See the vehicle owner guide

(1) HD Radio is a proprietary trademark of iBiquity Digital Corp.  
 (2) iTunes and iPod are registered trademarks of Apple Inc.  
 All rights reserved.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.



## Navigation

### Voice-activated Navigation System with SiriusXM Traffic and SiriusXM Travel Link Services<sup>(1)</sup>

- **Voice activation** recognizes certain voice commands to operate the system hands-free
- **MyFord Touch 6.5" color LCD touch-screen** in the center stack operates navigation and audio functions
- Includes **rear view camera display**
- Traffic and weather information, fuel pricing, sports updates and movie listings provided by SiriusXM Travel Link
- **Bird's-eye map** provides a "3D" view of route, landmarks and Points of Interest (POI)
- **Destination selection** search methods include:
  - Street address
  - Points of Interest (POI) including retail
  - Freeway entrance/exit search
  - Previous destination
- **Route Guidance** with turn-by-turn voice directions, including:
  - Street name announcements
  - Freeway exit, turn and ramp transition lane guidance
  - Speed limit display on freeways
- Supports North American English, Canadian French and Mexican Spanish
- **Help menu** for basic operation and driving restrictions
- Automatic rerouting recalculates a new route if a turn is missed
- **Emergency button** provides nearest emergency facility to choose as a destination (hospital or police)
- **Valet Lockout Mode** disables operation of the navigation and audio systems
- **Address book** saves the most frequently used destinations for quick and easy routing

### SiriusXM Traffic and SiriusXM Travel Link Services<sup>(1)</sup>

- 6-month complimentary subscription subject to geographic location and availability included with Navigation System
- **Traffic info**
  - Provides incident, speed and flow information for 80 major cities in the continental U.S.
  - Updates every 2.5 minutes
  - View graphical overlay of incidents
  - Route recalculation based on traffic data
- **Weather info**
  - Provides current weather and 5-day forecast reports that are updated every 5 minutes
  - Current conditions update every 30 minutes
  - Region of interest can be defined by customer
- **Fuel pricing** for over 120,000 gas stations
  - Search for pricing en route or based on current location
  - Displays pricing for regular, midgrade and premium, when available
- **Sports updates**
  - Score summaries and schedules for major sports
  - Updates every 5 minutes
  - Customer can personalize for favorite teams
- **Movie listings** for over 4,500 theaters, including times, movie summary and directions to the theater
- More information is available online at [siriusxm.com](http://siriusxm.com) or toll-free at (866) 635-2349

## Package

### Comfort Package

- Heated exterior mirrors
- Heated front seats
- Single-zone electronic automatic temperature control

<sup>(1)</sup> *SiriusXM Satellite Radio, Traffic and Travel Link subscriptions sold separately or as a package after trial expires. SiriusXM Traffic and Travel Link service available in select markets. Subscriptions are governed by SiriusXM Customer Agreement; see [www.siriusxm.com](http://www.siriusxm.com). Sirius U.S. Satellite Service available in the 48 contiguous United States, D.C. and Puerto Rico. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.*

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

2014

# Fiesta

## Quality/Reliability/Durability

### Key Messages

- Fiesta features an aerodynamic, solid chassis structure and interior sound deadening to provide unexpected interior quietness and excellent NVH characteristics
- The 1.0L EcoBoost I-3 engine is targeted to achieve exceptional quietness
- Spark plugs and chain-driven overhead camshaft help contribute to easy maintenance with a 90,000-mile spark plug maintenance interval, under normal driving conditions
- Powertrain warranty protection and 24-Hour Roadside Assistance for 5 years/60,000 miles

### Quality

#### Low NVH (Noise, Vibration and Harshness)

- Extra-stiff dash panel in the area of the cowl top helps reduce stress and associated noise
- Climate control system performs efficiently and operates quietly
- Acoustic laminated windshield, outside rearview mirror placement and high-level door seals all work to help reduce wind noise
- Acoustic headliner, full-coverage sound-absorption material in the door trim panels, A-, B- and C-pillar foam block, and full-coverage floor-panel mastics all work together to help reduce cabin noise
- Stiff body structure and suspension attachment points help reduce road noise

#### 1.0L EcoBoost I-3 Engine NVH Refinements

- Engine structure enhanced to improve noise, stiffness and weight
- Integrated engine mount bracket and front cover improve stiffness and reduce weight
- Fuel injector isolators help control high frequency noise content
- Timing belt immersed in engine oil reduces noise and controls whine characteristics

#### Environmental Features

- Fiesta meets all 50 state emission requirements and Federal Tier 2 Bin 4 standards
- Fiesta qualifies for ULEV II (Ultra Low Emissions Vehicle) standard in California Emissions States
- Fiesta is approximately 85% recyclable by weight
- The Fiesta headliner and package tray (nonwoven) utilize at least 50% postconsumer yarn
  - Light Stone color is made up of 75% postconsumer yarn
- Fiesta cloth seat inserts are made from 25% postconsumer materials (recycled bottles)

### Reliability

#### Intelligent Oil-Life Monitor

- An advanced system that calculates the oil change service interval based on actual vehicle use and operating conditions – up to 10,000 miles
- Conditions that could accelerate an oil change interval include towing, short-distance driving, driving in extreme temperatures and use of E85 in Flex Fuel-equipped vehicles
- As an oil change service interval nears, the vehicle instrument cluster LCD screen will display:
  - ENGINE OIL CHANGE DUE when 5% or less of the oil life remains
  - OIL CHANGE REQUIRED when 0% of the oil life remains
- If the vehicle reaches 1 year or 10,000 miles since the last oil change service, the message center will display CHANGE ENGINE OIL SOON
- Failure to comply with vehicle service guidelines could result in voiding the New Vehicle Limited Warranty

#### Easy Maintenance<sup>(1)</sup>

- Long-life 1.6L Ti-VCT I-4 engine components, such as the belt-driven dual camshafts, offer outstanding durability with no required valve adjustments for 150,000 miles, under normal driving conditions
- Body-color 5-mph bumpers are rated at twice the federal requirement and help resist sheet metal damage from minor front and rear impacts
- Spark plugs are rated for 90,000 miles

(1) Under normal driving conditions.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

# Fiesta

## *Quality/Reliability/Durability*

# 2014

Fiesta

## Durability

### Testing

Fiesta endured the equivalent of thousands of customer miles in tough durability tests that included:

- 800 cycles through salt and mud baths to help deliver excellent corrosion performance and protection
- 24,000 miles over chuckholes (potholes) and cobblestones and 1,500 cycles over railroad crossings to help ensure suspension integrity and performance
- 13,000 miles with ABS brake stops (panic stops) on gravel to help ensure excellent emergency maneuvering capability

### EcoBoost Durability Testing

- Extensive durability testing helps ensure the 1.0L EcoBoost I-3 engine can excel in all conditions. Start-up tests, with a wide variety of fuels, were made in conditions ranging from minus 40 to 110 degrees Fahrenheit
- Peak power testing for hundreds of hours to help ensure durability and reliability goals

## Warranties

### New Vehicle Limited Warranties

- 3-year/36,000-mile Bumper-to-Bumper; no deductible
- 5-year/60,000-mile Powertrain Limited Warranty
- 5-year/unlimited-mileage Corrosion Perforation
- 5-year/60,000-mile Safety Restraint Warranty
- Refer to the vehicle Warranty Guide for details about what is covered and limitations of the New Vehicle Limited Warranty

### Powertrain Limited Warranty

- Powertrain Limited Warranty for Ford vehicles is 5 years or 60,000 miles, whichever comes first
- That's an additional 2 years/24,000 miles of coverage beyond the Bumper-to-Bumper coverage for components such as the engine, transmission and front-wheel-drive parts

**NOTE:** See [www.motorcraftservice.com](http://www.motorcraftservice.com) for a link to a printable PDF of the Warranty Guide.

### 24-hour Roadside Assistance

- Toll-free number (1-800-241-3673) operational 24 hours a day, every day
- Some of the services that customers can request include flat tire change, towing to the nearest Ford dealership, fuel delivery, jump starts and lock-out assistance

**NOTE:** See [www.motorcraftservice.com](http://www.motorcraftservice.com) for a link to a printable PDF of the Warranty Guide.



2014

# Fiesta

## Design/Styling

### Key Messages

- 2014 Fiesta features a revised exterior design, including new features up front and at the rear, all complemented by new wheel designs
- Available as a sedan and hatchback
- An aggressive stance with bold character is described as “kinetic” because it looks like it’s moving, even when it’s standing still
- Contemporary cockpit interior includes mobile phone-influenced center stack design
- Ambient lighting allows customer to set the mood

## Exterior

### Up Front

- Hexagonal grille with chrome surround and five chrome bars give Fiesta a distinctive look
- Ford oval is recessed into the sheet metal
- Slim laser-cut headlamps are elongated creating a modern look
- Sculpted power dome hood has character lines that flow with the hood
- Round fog lamps are positioned at the outer corners and feature a chrome ring

### Along the Side

- Aggressive low roofline
- High beltline provides sleek and modern proportions
- Bold wheel arches
- Aggressive wheel designs
- Razor-slash side panel

### At the Rear

- New taillamp design
- New liftgate (hatchback) and decklid (sedan)
- New rear spoiler design for both hatchback and sedan
- Taillamp design distinctive between models

### Vibrant Exterior Colors

- New Green Envy Metallic Tri-coat<sup>(1)</sup>
- New Performance Blue Metallic
- New Storm Gray Metallic
- Blue Candy Metallic Tinted Clearcoat<sup>(1)</sup>
- Ingot Silver Metallic
- Oxford White
- Race Red
- Ruby Red Metallic Tinted Clearcoat<sup>(1)</sup>
- Tuxedo Black Metallic



Preproduction image shown.

## Interior

### Cockpit-influenced Interior

- Contemporary design with quality materials used throughout
- Center stack inspired by mobile phone design armed with a 4" multifunction display
- Flow-through center console
- Full instrumentation, including tachometer, with Ice Blue backlighting
- New center stack design on SYNC with MyFord Touch-equipped vehicles

### Ambient Lighting

- Light-emitting diode (LED) lights illuminate:
  - Front and rear footwells
  - Cupholders
  - Light strip above glove compartment
- Lighting choices: red, green, blue, yellow, aqua, purple and white
- Color selection and light brightness/intensity can be adjusted with the MyFord Touch 6.5" center stack touch-screen

<sup>(1)</sup> Extra-cost option.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

## Model Differentiation

### S

#### Exterior

- Beltline and decklid eyebrow moldings — black
- Bumper insert — Carbon Black
- Bumpers — body-color
- Door handles — body-color
- Grille — Carbon Black upper and lower with chrome surround and chrome bar finisher
- Headlamp bezel — black
- Mirror caps — body-color
- Spoiler — rear liftgate (hatchback)
- Wheels — 15" steel with silver painted covers

#### Interior

- Black painted:
  - Air conditioning register bezels
  - Center finish panel
  - Center stack bezel
  - Shifter bezel (automatic)
  - Steering wheel spokes
- Door handles — black
- Door inserts — cloth
- Molded-in-color:
  - Black shifter bezel (automatic transmission only)
  - Door release
  - Floor consolette
  - Instrument panel canisters
- Seating surfaces — cloth
  - Charcoal Black
- Shift knob — metallic painted



Preproduction image shown.

### SE

*All S features, plus:*

#### Exterior

- Spoiler — liftgate (hatchback)
- Wheels — 15" Sparkle Silver painted aluminum

#### Interior

- Ambient lighting
- Door handles — chrome
- Door panel inserts — upgraded cloth
- Metallic painted:
  - Air conditioning register bezels
  - Instrument panel canisters
  - Steering wheel spokes
- Seating surfaces — upgraded cloth
  - Charcoal Black with embossed seat design
  - Medium Light Stone with embossed seat design
- Shifter bezel — chrome (automatic)
- Steering wheel — leather-wrapped



2014

# Fiesta

## Design/Styling

### Model Differentiation cont'd

#### Titanium

*All SE features, plus:*

##### Exterior

- Beltline and decklid eyebrow moldings — chrome
- Fog lamp bezel — Ebony with chrome ring
- Grille — Carbon Black upper and Piano Black lower with integrated smile chrome surround
- Headlamp bezel — chrome
- Wheels — 16" premium-**painted** Sparkle **Nickel** aluminum

##### Interior

- Door panel inserts — upgraded vinyl covered
- Seating surfaces — leather-trimmed
  - Charcoal Black
  - Medium Light Stone
- Shift knob — leather-wrapped with chrome insert



### Package

#### SE Appearance Package

- 16" **Sparkle Silver-painted** aluminum wheels
- Cloth seats with reverse silver or red accent stitching
- Driver manual lumbar
- Fog lamps with chrome surround
- Full-size aluminum spare wheel
- Leather-wrapped shift knob with metallic insert
- Rear decklid spoiler (sedan)
- SiriusXM Satellite Radio
- SYNC with MyFord Touch

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.







# Fiesta

## Wheels

# 2014

Fiesta

Wheel		S	SE	Titanium
15" Steel with Silver Painted Cover		Standard	Included in SFE Package	—
15" Sparkle Silver-painted Aluminum		—	Standard	—
16" Premium- <b>painted</b> Sparkle <b>Nickel</b> Aluminum		—	—	Standard
16" <b>Sparkle Silver-painted</b> Aluminum		—	Included in SE Appearance Package	—

— = Not available

**NOTE:** See the latest Dealer Ordering Guide for wheel availability.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

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2014

# Fiesta

## Color and Trim

### Color and Trim Availability

Paint Name	Model	S	SE		SE Appearance Package		Titanium	
	Material	Cloth	Cloth		Cloth		Leather-trimmed	
	Environment	Charcoal Black	Medium Light Stone w/Embossed Design	Charcoal Black w/Embossed Design	Charcoal Black w/Reverse Silver Seat Stitching	Charcoal Black w/Reverse Red Seat Stitching	Medium Light Stone	Charcoal Black
	Order Code	ZD	1S	1D	2Z	2E	DS	DD
New Green Envy Metallic Tri-coat <sup>(1)</sup>	HD		■	■	■	■	■	■
New Performance Blue Metallic	L1				■	■	■	■
New Storm Gray Metallic	UJ		■	■	■	■	■	■
Blue Candy Metallic Tinted Clearcoat <sup>(1)</sup>	Z9		■	■	■	■	■	■
Ingot Silver Metallic	UX	■	■	■	■	■	■	■
Oxford White	YZ	■	■	■	■	■	■	■
Race Red	PQ		■	■	■	■	■	■
Ruby Red Metallic Tinted Clearcoat <sup>(1)</sup>	RR		■	■	■	■	■	■
Tuxedo Black Metallic	UH	■	■	■	■	■	■	■

(1) Extra-cost option.

### Interior Trim

Model	Style/Material	Interior Description
S	Cloth	Front bucket seats with patterned bolsters and 60/40 split-fold-down rear seat backs
SE	Cloth	Front bucket seats with embossed bolsters and 60/40 split-fold-down rear seat backs
SE Appearance Package	Cloth with Reverse Silver or Red Seat Stitching	Front bucket seats with sport embossed bolsters and 60/40 split-fold-down rear seat backs
Titanium	Leather-trimmed	Front bucket seats with embossed bolsters and 60/40 split-fold-down rear seat backs

### Instrument Cluster

Please refer to the owner guide for instrument cluster information.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.



# Fiesta

## Key Product Specifications<sup>(1)</sup>

# 2014

Fiesta

Model	Sedan	Hatchback
Wheelbase	98.0	98.0
Length	173.6	159.7
Height	58.0	58.1
Width (with/without mirrors)	77.8/67.8	77.8/67.8
Track (Front/Rear)	57.7/57.7	57.7/57.7
Base Curb Weight (approx. lbs.)		
Manual	2578	2537
Automatic	2628	2575

Seating		
Seating Capacity	5	5
Head Room (Front/Rear)	39.1/37.1	39.1/37.2
Shoulder Room (Front/Rear)	52.7/49.0	52.7/49.0
Hip Room (Front/Rear)	50.6/49.2	50.6/49.2
Leg Room (Front/Rear)	42.2/31.2	42.2/31.2

Passenger/Luggage/Fuel Capacity		
Passenger Volume (cu. ft.)	85.1	85.1
Luggage Capacity (cu. ft.)	12.8	14.9
Total Interior Volume (cu. ft.)	97.9	100.5
Fuel Tank Capacity (gal.)	12.4	12.4

Engine		
Engine Layout	Front engine, front drive	Front engine, front drive
Engine Type	1.6L Ti-VCT I-4	1.0L EcoBoost I-3
Displacement (liters/cubic inches)	1.6/97.4	1.0/61.0
Horsepower @ rpm	120 @ 6350	123 @ 1400–4500 <sup>(2)</sup>
Torque @ rpm	112 @ 5000	148 @ 1400–4000 <sup>(2)</sup>
Compression Ratio	11.0:1	10.0:1
Bore and Stroke	3.10 x 3.20	2.83 x 3.22
Fuel System	Sequential multi-port fuel injection	Direct-injection
Fuel Requirement (octane)	87 (minimum)	87 (min.)/ <b>91+ (recommended)</b>
Exhaust System	Single with catalytic converter	Single with catalytic converter

2013 EPA-estimated Ratings <sup>(3)</sup>	
Fuel Economy (city/hwy. mpg)	<b>29/39 (1.6L Manual)</b> <b>29/39 (1.6L Automatic)</b> <b>29/40 (1.6L w/SFE Package)</b> <b>TBD/TBD (1.0L Manual)</b>

Transmission	
Type	5-speed manual 6-speed SelectShift automatic
Final Drive Ratio	4.07:1 — manual transmission 3.89:1 (1st, 2nd, 5th and 6th gears) — automatic transmission 4.35:1 (3rd, 4th and Reverse gears) — automatic transmission

Gear Ratios							
Gears	1st	2nd	3rd	4th	5th	6th	Rev.
5-speed Manual	3.85:1	2.04:1	1.28:1	0.95:1	0.76:1	—	3.61:1
PowerShift 6-speed Automatic with SelectShift Capability	3.92:1	2.43:1	1.44:1	1.02:1	0.87:1	0.70:1	3.51:1

Front Suspension	
Type	Independent MacPherson strut
Springs	Coil
Shock Absorbers	Gas-pressurized hydraulic
Stabilizer Bar (dia.)	22 mm

Rear Suspension	
Type	Non-independent twist-beam
Springs	Coil
Shock Absorbers	Gas-pressurized hydraulic

Steering	
Type	Rack-and-pinion
Assist	– Electric power-assisted (EPAS) – Pull-drift compensation – Active Nibble Control
Overall Ratio	14.25:1
Turning Diameter, Curb-to-Curb (ft.)	34.4

Brakes	
Standard	Front disc/rear drum with Anti-Lock Braking System (ABS), Brake Assist and Electronic Brakeforce Distribution (EBD)

Trailer Towing	
Not Recommended	

Flat/Neutral Towing <sup>(4)</sup>	
Emergency Towing	It is recommended that Fiesta be towed with a front-wheel lift or with flatbed equipment.
Recreational Towing	Fiesta, equipped with either the manual or automatic transmission, offers indefinite neutral (flat-tow) towing capability up to a maximum recommended speed of 70 mph. Front-wheel dollies or a flatbed trailer may also be used for recreational towing.

### Automatic Transmission Neutral Tow Operation

- Ignition must be placed in ON position and then the vehicle transmission placed in the Neutral position
- This process ensures the transmission synchros and shift drums are in proper placement for neutral towing at the 70 mph maximum recommendation
- Ignition can be placed in OFF position AFTER transmission is placed in Neutral
- A dead battery, or placing the vehicle in Neutral without properly cycling the ignition to the ON position first, limits the neutral tow capability to 35 mph and 50 miles

**NOTE:** Remind customers the vehicle must be placed in Neutral prior to neutral towing and that the owner guide is the best reference for complete neutral towing details.

- (1) Dimensions are in inches unless otherwise specified.  
 (2) Figures achieved using 93-octane premium unleaded gasoline.  
 (3) 2014 fuel economy estimates will be made available prior to production release. Stay tuned to eSourceBook for updates.  
 (4) See the RV & Trailer Towing Guide, available on eSourceBook as a printable PDF or the vehicle owner guide for more towing information.

**NOTE:** For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

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# 2014 | Fiesta

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