Delivers smiles like no other car in its class.

With unsurpassed highway fuel economy¹ and bright colors like Lime Squeeze and Yellow Blaze, it's easy to see why. Of course, the 2012 Ford Fiesta also helps you make and take calls without touching your phone,² and switch songs while your MP3 player is tucked away.² Plus, receive turn-by-turn navigation instructions² on a 4” LCD display and enjoy the peace of mind from 7 standard airbags, including one that protects the driver’s knees. Are you starting to grin? Available in hatchback or sedan, Fiesta is such a joy to drive and be with that many owners actually “name” theirs.

¹Class is Compact Cars vs. 2011/2012 competitors. EPA-estimated 29 city/38 hwy/33 combined mpg. ²Available feature.
Starts with the power of your touch.

Get in – to something completely different. Any time of the day or night. With Fiesta's smart key, just touch the door handle and you’re in (while the key is still tucked away and without you having to search for it). Then, press the brake pedal and turn it on by pushing the start button. You’re off. It’s that easy in the 2012 Ford Fiesta.

Unlock your door without your key
Start Fiesta with the touch of a button

Available feature.
Fiesta delivers unsurpassed highway fuel efficiency of up to 40 mpg! along with 120 horsepower. Much of the credit goes to its 1.6L Ti-VCT Duratec™ I-4 engine. Twin independent variable camshaft timing (Ti-VCT) helps improve peak power, optimizes cold-start operation, delivers gains in low-speed torque, and contributes to fuel efficiency. For that extra-connected feel, a PowerShift 6-speed automatic transmission² can provide torque to the wheels 100% of the time during shifts. Electric power-assisted steering contributes to efficiency as well.
In Fiesta, every drive is like a day at the races. Cruising the straightaway. Tearing into the corners. And drawing admiring glances along the way. To help Fiesta stay sure-footed and firmly planted in the corners, its MacPherson-strut front suspension features specially tuned dampers, spring rates and bushings – along with a 22-mm stabilizer bar. Advanced electric power-assisted steering improves steering feel at low speeds and provides precise assist on the highway. In the rear, a twist-beam suspension with specially tuned shocks and spring rates deftly balances responsive handling with the need for a smooth ride. Choose from 15" or 16" wheels. Then get out and go.


Available feature.
Leather, lighting and so much more.

With choices you won’t find anywhere else in its class, style abounds inside Fiesta. Leather-trimmed seats\(^1\) in your choice of Charcoal Black with Cashmere-colored piping, or Plum Red or Cashmere-colored with Charcoal Black piping. If that’s not enough, the new Race Red or Oxford White Interior Style Packages\(^1\) carry their color schemes to the instrument panel and door-trim inserts. There’s also heated front-seat cushions\(^1\) and ambient lighting that lets you choose from 7 hues! All ready to impress. And since style doesn’t have to take a back seat to space, Fiesta’s 60/40 split rear seat folds down, opening up additional room for your gear. Pass-through access from the trunk increases that usable space even more in the sedan.


\(^1\)Available feature.
Hands control the wheel. Voice controls the rest.

Stay connected to calls and more with SYNC.

No more searching for your phone. No device on your ear. Connect to your world with voice-activated Ford SYNC. Once paired, SYNC recognizes your phone and automatically transfers your contacts to support voice calling. Just touch a button on the steering wheel and say things like “Call Melissa,” or “Call home.” SYNC also offers 911 Assist™ and with an activated SYNC Services account you get business searches, turn-by-turn driving directions, custom traffic alerts and more. Personalize your experience at SyncMyRide.com.

Switch songs and playlists. Enjoy SiriusXM.

SYNC allows voice-activated control of your media player as well. Just plug it into the USB port and your entire music collection can be accessed by voice. Ask for your favorite artist or playlist and SYNC responds in an instant. New AppLink lets smartphone users control Pandora® internet radio and Stitcher SmartRadio™ by voice too. All this, in addition to a 6-month trial subscription to over 130 channels of unique content from SiriusXM Satellite Radio.

1Available feature. Requires compatible mobile device. Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Traffic alerts and turn-by-turn directions available in select markets. Text message and data rates may apply. 2Subscriptions to all SiriusXM services are sold by SiriusXM after 6-month trial expires. Subscriptions are governed by SiriusXM Customer Agreement; see www.siriusxm.com.
Masters challenging moments.
Our standard AdvanceTrac® electronic stability control with traction control\(^2\) automatically helps avoid skidding and fishtailing. It’s particularly beneficial in all kinds of inclement weather.

Personalizes your protection.
Our advanced Personal Safety System™ uses sensors to optimize deployment of the dual-stage front airbags in certain frontal collisions. Front-seat side airbags and side-curtain airbags help protect both head and chest in certain side-impact collisions. And a driver’s knee airbag helps cushion that area as well.

Surrounds you with strength.
SPACE (Side Protection And Cabin Enhancement) Architecture utilizes a hydroformed cross-car beam between the door frames, strengthening the passenger compartment.

Clears up blind spots.
Each standard sideview mirror features an integrated convex blind spot mirror that helps alert you to vehicles and objects nearby so you can avoid them.

Reminds you to buckle up.
Our Belt-Minder® system sounds a persistent alert to encourage those in front to buckle up for safety on every ride.

Sends an SOS for you.
Our SOS Post-Crash Alert System™ can automatically flash the hazard lights and sound the horn after an airbag has deployed or a safety belt pretensioner has activated in certain collisions.\(^3\) No subscription required.

Directly contacts 911.
Ford SYNC\(^4\) with 911 Assist™ uses your phone to call 911 in the event of airbag deployment or fuel pump shutdown.\(^5\) If needed, it can even give the operator an urgent message for you.

The only 2011 “Top Safety Pick” in its class.\(^1\)
Travel with confidence knowing Fiesta attained the highest possible rating from the Insurance Institute for Highway Safety (IIHS), the only car in its class to achieve this honor. In fact, no other brand offers you more 2011 “Top Safety Pick” vehicles than Ford. Our engineers are constantly developing and advancing safety technologies to help give you peace of mind out there on the road.

\(^1\)Class is Compact Cars vs. 2011/2012 competitors. 2012 model year not yet tested. \(^2\)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. \(^3\)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 or safety belt pretensioner. \(^4\)Available feature. \(^5\)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.

In addition to versatile standards that make your life easier, a long list of optional features helps you create a Fiesta that addresses your needs. Always on the go? Add power, heated sideview mirrors\(^1\) to quickly melt snow, and Intelligent Access with push-button start\(^1\) for completely keyless entry. Need to activate your Vitamin D? Then add a power moonroof\(^1\) to let the sun stream in. Whatever you choose, you’re creating the Fiesta you want, just the way you want it.

- Power, heated sideview mirror with turn signal indicator\(^1\)
- Class-exclusive 12-volt rear powerpoint\(^1\)
- Push-button start\(^1\)
- Heated front-seat cushions\(^1\)
- Power moonroof\(^1\)

\(^1\)Available feature.
SE Hatchback in Oxford White customized with body kit by 3dCarbon® black-painted Euro-style grille insert, LED parking lamps with black auxiliary lamp bezels, black “Fiesta Tattoo” graphics kit, smoked hood and side window deflectors, roof-mounted crossbars by THULE®, rear roof spoiler, 16” premium Luster Nickel-painted aluminum wheels® and chrome-plated wheel lock kit
Armrest by Polytec Foha®
Sport pedals®
Rear bumper and cargo area protectors
Gear indicator shift knob by Gaslock®

Aperture
Ford Custom Graphics by Original Wraps™ Inc.
Electronics
Keyless entry keypad
Remote start systems
Vehicle security systems
Park assist systems®

Exterior
Splash guards
Racks and carriers®
Full vehicle covers®
Locking fuel plug

Interior
Interior light kit
Illuminated door sill plates
Cargo organizers and protectors
Gear shift knobs®
Ash cup/coin holder

1Ford Licensed Accessory. 2Vehicle application and restrictions apply. 3Additional components are required. See dealer for details. 4For manual transmission only.
Mechanical
- 1.6L Ti-VCT Duratec® I-4 engine
- 5-speed manual transmission
- Anti-Lock Brake System (ABS)
- Compact spare
- Electric power-assisted steering
- Front-wheel drive (FWD)
- Power front disc/rear drum brakes

Seating
- 4-way manual driver’s seat
- 2-way manual front-passenger seat
- 60/40 split-fold rear seat backs
- Adjustable front head restraints
- Adjustable rear head restraints
- Cloth seats

Interior
- 3-spoke steering wheel
- 4” multifunctional LCD screen
- 12-volt front powerpoint
- Air conditioning
- Auxiliary audio input jack
- Cupholders (5 front, 1 rear)
- Front carpeted floor mats
- Power door locks
- Rear heat ducts
- Tilt/telescoping steering column

Exterior
- Acoustic-laminate solar-tinted glass
- Body-color door handles
- Easy Fuel® capless fuel filler
- Quad-beam halogen headlamps
- Rear-window defroster
- Windshield wipers – Intermittent

Safety & Security
- Personal Safety System™ for driver and front passenger includes dual-stage front airbags, safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver’s seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
- AdvanceTrac® electronic stability control
- Belt-Minder® front safety belt reminder
- Child-safety rear door locks
- Driver’s knee airbag
- Front-seat side airbags
- SecuriLock® Passive Anti-Theft System
- Side-curtain airbags
- SOS Post-Crash Alert System™
- Tire Pressure Monitoring System (excludes spare)

Horsepower, Torque & EPA-Estimated Fuel Economy

<table>
<thead>
<tr>
<th>Engine</th>
<th>Horsepower</th>
<th>Torque (lb.-ft.)</th>
<th>Fuel Economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.6L Duratec I-4 Engine</td>
<td>120 @ 6,350 rpm</td>
<td>112 @ 5,000 rpm</td>
<td>29 city/38 hwy/33 combined mpg</td>
</tr>
<tr>
<td>5-speed manual</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PowerShift 6-speed automatic</td>
<td>29 city/39 hwy/33 combined mpg</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SFE Package with PowerShift 6-speed automatic</td>
<td>29 city/40 hwy/33 combined mpg</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

S Sedan
Equipment Group 100A
Includes all standard features, plus:

Interior
- AM/FM stereo and 4 speakers
- Day/night rearview mirror
- Driver and front-passenger sun visors
- Manual windows

Exterior
- 3-bar body-color grille with lower chrome surround
- 15” steel wheels with covers and P185/60R15 tires
- Power sideview mirrors with integrated blind spot mirrors

SE Sedan
Equipment Group 200A
Includes select S features, plus:

Interior
- AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers
- Automatic locking doors (driveaway)
- Driver and front-passenger sun visors with vanity mirrors
- Front-passenger seat back map pockets
- Integrated armrest on driver’s seat
- Message center with trip computer
- Power windows with one-touch-up/-down driver’s side window feature
- Rear dome light
- Unique cloth seats

Exterior
- 3-bar chrome grille
- Remote Keyless Entry System

1Always wear your safety belt and secure children in the rear seat.

Comparisons based on 2011/2012 competitive models (class is Compact Cars), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following release of the PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.
SE Hatchback
Equipment Group 200A
Includes select S features, plus:

Interior
AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers
Automatic locking doors (driveaway)
Driver and front-passenger sun visors with vanity mirrors
Front-passenger seat back map pockets
Integrated armrest on driver’s seat
Message center with trip computer
Power windows with one-touch-up/-down driver's side window feature
Rear dome light
Unique cloth seats

Exterior
Body-color grille
Rear spoiler
Rear window wiper
Remote Keyless Entry System

SEL Sedan
Equipment Group 300A
Includes select SE features, plus:

Interior
12-volt rear powerpoint
Ambient lighting
Auto-dimming rearview mirror
Cruise control
Ford SYNC® voice-activated, in-vehicle connectivity system with USB input
Leather-wrapped steering wheel
Premium Sound System with 6 speakers and 80 watts
Rear carpeted floor mats
SiriusXM Satellite Radio with 6-month trial subscription
Steering wheel-mounted audio controls

Exterior
16" premium painted aluminum wheels with P195/50R16 tires
LED parking lamps with chrome surrounds
Power, heated sideview mirrors with integrated blind spot mirrors and turn signal indicators

SES Hatchback
Equipment Group 300A
Includes select SE features, plus:

Interior
12-volt rear powerpoint
Ambient lighting
Auto-dimming rearview mirror
Cruise control
Leather-wrapped steering wheel
Premium Sound System with 6 speakers and 80 watts
Rear carpeted floor mats
SiriusXM Satellite Radio with 6-month trial subscription
Steering wheel-mounted audio controls
SYNC voice-activated, in-vehicle connectivity system with USB input

Exterior
16" premium painted aluminum wheels with P195/50R16 tires
LED parking lamps with chrome surrounds
Power, heated sideview mirrors with integrated blind spot mirrors and turn signal indicators

Dimensions may vary by trim level. Microsoft is a registered trademark of Microsoft Corporation. Sirius U.S. Satellite Service available in the 48 contiguous U.S.A. and D.C. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. 3dCarbon is a trademark of Moran Motorsports, Inc. THULE is a registered trademark of Thule Sweden AB.
Sedan

Available Packages

Cargo Management Package includes cargo net and foldable soft cargo organizer.

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

Illuminated Interior Accessory Package includes illuminated front door-sill plates and gear shift knob with backlit shift pattern.

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

Metallic Interior Accessory Package includes stainless steel front door-sill plates and leather-wrapped gear shift knob in black.

Available Options

“Fiesta Tattoo” bodyside graphics
Keyless entry keypad
PowerShift 6-speed automatic transmission
Remote Start System

Exteriors | Interior
--- | ---
Oxford White | 1
Ingot Silver Metallic | 1
Violet Gray Metallic | 1
Black | 1

Exterior Colors

- Oxford White
- Ingot Silver Metallic
- Violet Gray Metallic
- Black

Interior Color

- Charcoal Black Cloth with Light Stone Inserts

15" Steel with Covers

Standard

Late availability.

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

Equipment Group 201A – SYNC & Sound Package includes Ford SYNC®, 12-volt rear powerpoint, secondary audio controls, unique floor console with USB input, and Premium Sound System with 6 speakers and 80 watts.

Equipment Group 202A – Sport Appearance Package includes 15" painted aluminum wheels, LED parking lamps with black surrounds, cruise control, and decklid spoiler (liftgate spoiler is standard on hatchback).

Equipment Group 203A includes content of 201A and 202A.

Available Packages

Cargo Management Package includes cargo net and foldable soft cargo organizer.

Exterior Protection Package includes rear bumper protector and molded splash guards for front and rear (5-door hatchback only).

Illuminated Interior Accessory Package includes illuminated front door-sill plates and gear shift knob with backlit shift pattern.

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

Metallic Interior Accessory Package includes stainless steel front door-sill plates and leather-wrapped gear shift knob in black.

SiriusXM Satellite & Ambient Lighting Package includes SiriusXM Satellite Radio with 6-month trial subscription and ambient lighting (requires 201A or 203A).

Smoker's Package

Super Fuel Economy (SFE) Package includes side air deflectors, underbody shields, lower grille blocker, cruise control, P195/60R15 T-rated tires, spare wheel with wheel cap, and rear spoiler on sedan (requires PowerShift 6-speed automatic transmission and 200A or 201A).

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

Available Options

“Fiesta Tattoo” bodyside graphics

Keyless entry keypad

Power moonroof

PowerShift 6-speed automatic transmission

Rear carpeted floor mats

Remote Start System

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


Available feature.
SEL Sedan & SES Hatchback

### Available Equipment Group

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

### Available Packages

**Cargo Management Package** includes cargo net and foldable soft cargo organizer

**Exterior Protection Package** includes rear bumper protector and molded splash guards for front and rear (5-door hatchback only)

**Illuminated Interior Accessory Package** includes illuminated front door-sill plates and gearshift knob with backlit shift pattern

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

**Metallic Interior Accessory Package** includes stainless steel front door-sill plates and leather-wrapped gear shift knob in black.


**Premium Sport Appearance Package** includes 16” polished alloy wheels; LED parking lamps with black surrounds; darkened headlamps treatment; and black sideview mirrors, lower grille, beltline moldings, and rear spoiler.

**Race Red Interior Style Package** includes Charcoal Black leather-trimmed seats with Race Red surfaces and perforated inserts. Race Red door-trim inserts, coordinated steering wheel trim, premium carpeted floor mats with red trim, coordinated red interior finish, and leather-wrapped shift knob.

### Smoker’s Package

Available Options

- “Fiesta Tattoo” bodyside graphics
- Keyless entry keypad
- Leather-trimmed seats with contrast piping and upgraded door-trim inserts (requires 301A)
- Power moonroof
- PowerShift 6-speed automatic transmission
- Remote Start System

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

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**Available Equipment Group**

<table>
<thead>
<tr>
<th>Exteriors</th>
<th>Interiors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oxford White</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Ingot Silver Metallic</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Yellow Blaze Metallic Tri-coat¹</td>
<td>1 3 5 7</td>
</tr>
<tr>
<td>Race Red</td>
<td>1 3 5 6 7</td>
</tr>
<tr>
<td>Red Candy Metallic Tinted Clearcoat¹</td>
<td>1 3 5 7</td>
</tr>
<tr>
<td>Lime Squeeze Metallic</td>
<td>1 3 5 7</td>
</tr>
<tr>
<td>Blue Candy Metallic Tinted Clearcoat¹</td>
<td>1 3 5 7</td>
</tr>
<tr>
<td>Violet Gray Metallic²</td>
<td>1 3 5 6 7</td>
</tr>
<tr>
<td>Black</td>
<td>1 2 3 4 5 6 7</td>
</tr>
</tbody>
</table>

16” Premium Painted Aluminum Standard

16” Polished Alloy Included with Premium Sport Appearance Package

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**Exterior Colors**

- Oxford White
- Ingot Silver Metallic
- Yellow Blaze Metallic Tri-coat
- Red Candy Metallic Tinted Clearcoat
- Race Red
- Lime Squeeze Metallic
- Blue Candy Metallic Tinted Clearcoat
- Violet Gray Metallic
- Black

**Interior Colors**

1. Unique Charcoal Black Cloth with Charcoal Black Inserts Standard
2. Unique Charcoal Black Cloth with Blue Inserts Standard
3. Charcoal Black Leather with Cashmere-Colored Piping Optional
4. Plum Red Leather with Charcoal Black Piping Optional
5. Cashmere-Colored Leather with Charcoal Black Piping Optional
6. Charcoal Black Leather with Race Red Seating Surfaces Available with Red Interior Style Package
7. Charcoal Black Leather with Oxford White Seating Surfaces Available with White Interior Style Package

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1Additional charge. 2Late availability.
QUALITY, GREEN, SAFE AND SMART.

We want your Ford Fiesta ownership experience to be the best it can be. Under this warranty, your new vehicle comes with 3-year/36,000-mile bumper-to-bumper coverage, 5-year/60,000-mile Powertrain Warranty coverage, 5-year/50,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion (perforation) coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

Roadside Assistance. Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need towing. Your Ford Dealer can provide complete details on all of these advantages.

Ford Credit. Get the ride you want. Whether you plan to lease or finance, you’ll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com.

Ford Extended Service Plan. For a purchase or lease, the Ford Extended Service Plan (ESP) gives you “Peace-of-Mind” protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln dealerships.


Genuine Ford Accessories will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer’s warranty. FLA are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.