Click here for a video introduction to the 2014 Ford Fiesta.

ST. Molten Orange Metallic Tri-coat. Available equipment.

Molten hot AND ultra-efficient.¹

¹EPA-estimated ratings: 27 city/38 hwy/31 combined mpg, 1.6L Ti-VCT I-4 manual, actual mileage will vary; 29 city/39 hwy/32 combined mpg, 1.6L Ti-VCT I-4 automatic, actual mileage will vary; 30 city/41 hwy/34 combined mpg, 1.6L Ti-VCT I-4 with SFE Package, actual mileage will vary; 26 city/35 hwy/29 combined mpg, 1.6L EcoBoost® I-4, actual mileage will vary.
Bolster your street cred.

Behind the wheel of the all-new 2014 Fiesta ST, the rush is always on. Its 1.6L EcoBoost® I-4 engine delivers 197 horsepower\(^1\) for potent acceleration. An “overboost” feature can extend peak torque for up to 17 seconds at a time. And a 6-speed manual trans with leather-wrapped shift knob lets you stick every shift. Supportive bolsters on the RECARO® partial leather-trimmed front seats\(^2\) grip you firmly, as the sport suspension architecture with European-inspired tuning and 17” summer performance tires help keep ST planted. Enjoy the growl from EcoBoost that’s piped into the cabin through the sound symposer, or the boom of its 8-speaker Audio System from Sony.\(^3\) Time to get this party started – ST style. No supplements, additives or nitrous required.

\(^1\)Figures achieved using 93-octane premium fuel. \(^2\)Available feature. \(^3\)Horsepower and torque. Class is High Performance Subcompact Manual Cars.
Hug corners. Pass pumps.

“Fiesta is securely on the fun-to-drive side of the ledger,” says TheCarConnection.com. And Fiesta SE with SFE Package has a best-in-class EPA-estimated rating of 41 mpg hwy.1 Assertive, nimble and highly responsive, Fiesta helps you explore your world in style. Electric power-assisted steering improves low-speed feel and highway response. AdvanceTrac® electronic stability control (3 modes on Fiesta ST) helps each wheel stay firmly planted. Under the hood, a 1.6L I-4 engine with twin independent variable camshaft timing (Ti-VCT) adds precision, contributing to fuel efficiency or power output as your input demands.

1EPA-estimated rating: 30 city/41 hwy/34 combined mpg, 1.6L Ti-VCT I-4 with SFE Package. Actual mileage will vary. Class is Subcompact Cars vs. 2013 competitors.
Drive by in a 2014 Fiesta and people will take notice. Outside and in, there’s plenty new to “Like.” A chrome-accented grille. Sleekly tailored headlamps. Chiseled hood. “Fiesta is one of the most attractive subcompacts on the market,” says AutoGuide.com. In the back, a new spoiler on the rear hatch and sculpted taillamps signal change as well. Inside, surprising levels of technology make staying connected easy. With this magnitude of attraction, just watch your social network grow. Downtown. Uptown. Wherever Fiesta travels.
Enhance your connections.

It’s easy with voice-activated Ford SYNC® with 911 Assist.® SYNC delivers hands-free calls, Bluetooth®-streaming music and more with simple voice commands. Once paired, it can download your contacts and play music from your phone, MP3, USB or iPod®. Just touch a button on the steering wheel and say things like “Call: Amy” or “Play playlist: Road Jams.”

SYNC AppLink™ lets you control Pandora®, iHeartAuto™, MLB.com At Bat® and select other apps by voice too. Take your connections to the next level in Fiesta. SYNC. Say the word.

Available feature. 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. Not all features are compatible with all phones. SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and AppLink software.
Expand your view.

Via the 6.5" color LCD touch screen of SYNC® with MyFord Touch®. Incoming text? Let the system read it aloud from your paired phone. With HD Radio™ Technology² and iTunes® tagging, simply touch the shopping cart icon when a new favorite tune is playing to mark it for purchase later. SiriusXM Satellite Radio includes a 6-month trial subscription that brings you over 130 channels including commercial-free music, sports, news, talk, comedy and entertainment. Pair it with the voice-activated Navigation System,² which includes SiriusXM Traffic and Travel Link as part of the trial, and you’ll have the ability to look up fuel prices, check local and national weather, and get detailed information on traffic speed, accidents, construction and road closings. Your world. Fiesta. Together at last.

¹Available feature. 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 are compatible with all phones. ²Available feature.

Fill it with your life.

A few friends. Your favorite gadgets. That vintage resale shop find. They’ll all be at home here. New, sport-bolstered front seats can be fitted with cloth or leather trim! Keep your smartphone close in the full center console with padded armrest! On Titanium and ST, HD Radio™ rocks the 8 speakers of an Audio System from Sony®. In the rear, a 60/40 split rear seat folds down, opening up additional room for gear. Pass-through access from the trunk increases versatility in sedan models.
Layer for protection.

Good advice that still applies today. Underneath the aerodynamic shape of Fiesta, its first protective layer is a rigid safety cage. High-strength and ultra-high-strength boron steel work with SPACE (Side Protection And Cabin Enhancement) Architecture to help divert crash forces away from occupants. Next, 7 standard airbags include front-seat side airbags and side curtains. Beyond that, Ford SYNC®1 with 911 Assist® uses your phone to call 911 in the event of airbag deployment, and can even give the operator an urgent message for you. Underpinning it all, AdvanceTrac® electronic stability control helps keep all 4 wheels firmly planted. No wonder Fiesta earned the highest possible rating from the IIHS 3 years in a row (2011-2013).²

¹Available feature. ²The 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 shut-off is activated. ³Remember 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. ⁴Insurance Institute for Highway Safety testing. 2014 model not yet tested.
Enrich the ambience.

With features that energize every drive, you're free to be yourself in Fiesta. Choose your color of the day with ambient lighting! Set speed and volume controls for when others are driving your Fiesta; open up to the sky; charge your phone or digital media player on the go; see what's behind as you slowly back up; even heat your front seats! And with the Easy Fuel® capless fuel filler, you'll never leave your gas cap behind. You don't need one.

Available feature.
Fiesta Specifications

Standard Features

Mechanical
- Anti-Lock Brake System (ABS)
- Easy Fuel® capless fuel filler
- Electric power-assisted steering (EPAS)
- Front-wheel drive (FWD)

Suspension
- Front: Independent MacPherson strut
- Rear: non-independent twist-beam

Seating
- 6-way manual driver’s seat
- 4-way manual front-passenger seat
- 60/40 split-fold rear seat

Interior
- 12-volt front powerpoint
- Air conditioning
- Auxiliary audio input jack
- Bottle/cupholders (3 front, 1 rear)
- Driveway auto door locks
- Front carpeted floor mats
- Front doors with map pocket and cupholder
- Front-passenger seat back map pocket
- Power door locks
- Rear vents
- Tilt/telescoping steering column

Exterior
- Acoustic-laminate solar-tinted glass
- Body-color door handles
- Quad-beam halogen headlamps
- Rear-window defroster
- Rear-window wiper with washer (hatchback)
- Windshield wipers – Front: 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 and Hill Launch Assist
- 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)

Engines/EPA-Estimated Ratings & Dimensions

1.6L Ti-VCT I-4
- 120 hp @ 6,350 rpm
- 112 lb.-ft. of torque @ 5,000 rpm
- 5-speed manual
- 27 city/38 hwy/31 combined mpg
- PowerShift 6-speed automatic
- 29 city/39 hwy/32 combined mpg
- SFE Package with PowerShift 6-speed automatic
- 30 city/41 hwy/34 combined mpg

1.6L EcoBoost® I-4
- 197 hp @ 6,000 rpm
- 202 lb.-ft. of torque @ 4,200 rpm
- 6-speed manual
- 26 city/35 hwy/32 combined mpg

Exterior
- Sedan/Hatchback/ST
- Wheelbase 98.0”
- Length 173.5”/159.7”/160.1”
- Height 58.1”/58.1”/57.2”
- Width – Mirrors folded 71.6”
- Width – Including mirrors 77.8”

Interior
- Head room – Front 39.1”
- Head room – Rear 37.7”/37.1”/37.2”
- Shoulder room – Front 52.7”
- Shoulder room – Rear 49.0”
- Hiproom – Front 50.6”
- Hiproom – Rear 49.2”
- Legroom – Front 42.2”
- Legroom – Rear 31.2”

Capacities (cu. ft.)
- Passenger volume 85.1
- Luggage capacity (sedan) 12.8
- Cargo volume behind front seats (hatchback/ST) 25.4
- Cargo volume behind rear seats (hatchback/ST) 14.9/10.1
- Fuel tank (gal.) 12.4

1Available Fall 2013. 2Additional components may be required. See dealer for details. 3Ford Licensed Accessory. 4Manual transmission only. 5Visit fordcustomgraphics.com to develop your selection. See dealer for additional details. 6Available on sedan only.
**S Sedan/Hatchback**

**Equipment Group 100A**
Includes all standard features, plus:

**Mechanical**
- 1.6L Ti-VCT I-4 engine
- SFE Package

**Seating**
- Unique cloth seats and door inserts

**Interior**
- 12-volt rear powerpoint
- Overhead console

**Exterior**
- 15" Sparkle Silver-painted aluminum wheels

**Available Options & Packages**
- Cargo Management Package
- Comfort Package
- Exterior Protection Package
- Interior Protection Package

**Smoker’s Package**
- Super Fuel Economy (SFE) Package

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**SE Sedan/Hatchback**

**Equipment Group 200A**
Includes select 5 features, plus:

**Seating**
- Unique cloth seats and door inserts

**Interior**
- Overhead console
- Power windows with one-touch-up/down driver’s side window feature

**Exterior**
- 15" Sparkle Silver-painted aluminum wheels

**Available Options & Packages**
- Cargo Management Package
- Comfort Package
- Exterior Protection Package
- Interior Protection Package

**Smoker’s Package**
- Super Fuel Economy (SFE) Package

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**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. Ford Motor Company reserves the right to change or discontinue this product service at any time without prior notification or incurring any future obligation.
**Titanium Sedan/Hatchback**

**Equipment Group 300A**
Includes select SE features, plus:

**Seating**
- Adjustable lumbar support for driver's seat
- Heated front seats
- Leather-trimmed seats
- Upgraded door-trim inserts

**Interior**
- Audio System from Sony® with 8 speakers and HD Radio™ Technology
- Auto-dimming rearview mirror
- Chrome shifter bezel (automatic)
- Electronic automatic temperature control
- Intelligent Access with push-button start (2 key fob transmitters)
- Rear view camera
- SiriusXM Satellite Radio with 6-month trial subscription
- SYNC® with MyFord Touch® with 6.5” LCD touch screen in center stack, and media hub with 2 USB ports, SD card reader and audio/video input jacks

**Exterior**
- 16” premium Sparkle Nickel-painted aluminum wheels with P195/50R16 tires
- Chrome beltline and decklid moldings
- Chrome headlamp bezels
- Fog lamps with chrome surrounds
- Heated sideview mirrors
- Piano Black-painted lower grille with chrome surround
- Reverse Sensing System

**Available Options & 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 (hatchback only).

**Fiesta Lower Door Stripe Graphic Package**

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

**Power moonroof**

**PowerShift 6-speed automatic transmission**
with SelectShift® capability.

**Smoker’s Package**
Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription.

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**Available options & packages:**
- Cargo Management Package
- Exterior Protection Package
- Fiesta Lower Door Stripe Graphic Package
- Interior Protection Package
- Power moonroof
- PowerShift 6-speed automatic transmission with SelectShift® capability
- Smoker’s Package

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**Click here to see what’s “new” about the 2014 Fiesta Titanium.**
ST Hatchback

Equipment Group 400A
Includes select ST features, plus:

Mechanical
1.6L EcoBoost® I-4 engine
3-mode AdvanceTrac® electronic stability control
(Standard, Sport, Off)
6-speed manual transmission
Enhanced Torque Vectoring Control
Full-size spare (15” x 6”)
Power front and rear disc brakes with performance low-metallic compound brake pads
Unique ST sport suspension

Seating
Cloth sport seats with ST logo

Interior
Aluminum sport pedal covers
Audio System from Sony® with 8 speakers and HD Radio™ Technology
Electronic automatic temperature control
Intelligent Access with push-button start
(2 key fob transmitters)
Leather-wrapped shift knob with chrome insert
Rear carpeted floor mats
SiriusXM Satellite Radio with 6-month trial subscription
Sound symposer
SYNC® with MyFord Touch® with 6.5” LCD touch screen in center stack; and media hub with 2 USB ports, SD card reader and audio/video input jacks
Unique front door-sill scuff plates with ST logo
Unique perforated leather-wrapped steering wheel with ST badge

Exterior
17” Sparkle Silver-painted aluminum wheels with summer performance tires
Black headlamp bezels
Fog lamps
Modified front fascia with chin spoiler
Rear diffuser
Side rocker moldings
Twin chrome exhaust tips
Unique high-mounted rear spoiler

Available Options & Packages

17” Rado Gray premium painted aluminum wheels with red-painted brake calipers
Cargo Management Package includes cargo net and foldable soft cargo organizer

Smoker’s Package

ST RECARO Package includes RECARO® partial leather front bucket seats with cloth inserts, heated front seats, and heated sideview mirrors

Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription

Performance Blue Metallic. Available equipment.
Perforated leather-wrapped steering wheel with ST badge.
Front door-sill scuff plates with ST logo.
6-speed manual transmission shift knob.
Exteriors

- Oxford White
- Ingot Silver Metallic
- Storm Gray Metallic
- Green Envy Metallic Tri-coat
- Molten Orange Metallic Tri-coat
- Race Red
- Ruby Red Metallic Tinted Clearcoat
- Blue Candy Metallic Tinted Clearcoat
- Performance Blue Metallic
- Tuxedo Black Metallic

Interiors

- 1 Charcoal Black Cloth
- 2 Medium Light Stone Cloth
- 3 Charcoal Black Cloth
- 4 Charcoal Black Cloth with Silver Stitching
- 5 Charcoal Black Cloth with Red Stitching
- 6 Charcoal Black Cloth
- 7 Medium Light Stone Leather
- 8 Charcoal Black Leather
- 9 Charcoal Black Leather with Smoke Storm Cloth Accents
- 10 Charcoal Black Leather with Molten Orange Cloth Accents

Additional charge.
Colors are representative only. See your dealer for actual paint/trim options.
New Vehicle Limited Warranty. We want your Ford Fiesta ownership experience to be the best it can be. Under this warranty, your new vehicle comes with 3-year/36,000-mile bumper-to-bumper coverage, 5-year/60,000-mile Powertrain Warranty coverage, 5-year/60,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion (perforation) coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty. Roadside Assistance. Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need towing. Your Ford Dealer can provide complete details on all of these advantages. Ford Credit. Get the ride you want. Whether you plan to lease or finance, you’ll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com. Ford 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. Insurance Services. Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no- obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company. 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.

Comparisons based on 2013 competitive models (class is Subcompact 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. HD Radio is a proprietary trademark of iBiquity Digital Corp. iHeartAuto is a trademark owned by Clear Channel Broadcasting, Inc. All third party uses are authorized under license. iPod and iTunes are trademarks of Apple Inc., registered in the U.S. and other countries. KICKER is a registered trademark of Stillwater Designs and Audio, Inc. Major League Baseball trademarks and copyrights are used with permission of MLB Advanced Media, L.P. All rights reserved. Microsoft is a registered trademark of Microsoft Corporation. PANDORA, the PANDORA logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc. Used with permission. RECARO is a registered trademark of RECARO Beteiligungs- GmbH. SiriusXM Satellite Radio, SiriusXM Traffic and Travel Link subscriptions sold separately or as a package after trial period. See SiriusXM Customer Agreement for complete terms at siriusxm.com. Fees and programming subject to change. Sirius satellite service is available only to those at least 18 years of age in the 48 contiguous USA, DC, and Puerto Rico (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. Sony is a registered trademark of the Sony Corporation. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.