

FORD

'93

FESTIVA



1993 FESTIVA

First of all, it's fun. Fun to own and fun to drive. It has pep. It has pizzazz. Second of all, it's a smart buy. Very smart. In short, front-wheel-drive Ford Festiva is one remarkable little car, a pleasingly compelling combination of vitality and value.

Festiva is a lot of transportation for your dollar, both in terms of value for the money and economy of operation. It's the kind of value that stays with you as you drive. Like all Ford Division cars,

Festiva is a product of Ford's continuing commitment to quality and a reflection of the design leadership Ford has brought to the nineties.

Festiva's covered by a bumper-to-bumper limited warranty (described on back cover). It's also, like every other Ford car, equipped with bumpers designed to absorb impacts of 5 mph, exceeding the 2-1/2 mph federal standard. This measure helps protect Festiva's cooling system, lamps, exhaust and other body components in the event of a minor impact.

Much of what makes Festiva such a satisfying purchase, however, goes well beyond practical considerations. Because in Festiva's case, great utility does not preclude real driving enjoyment.

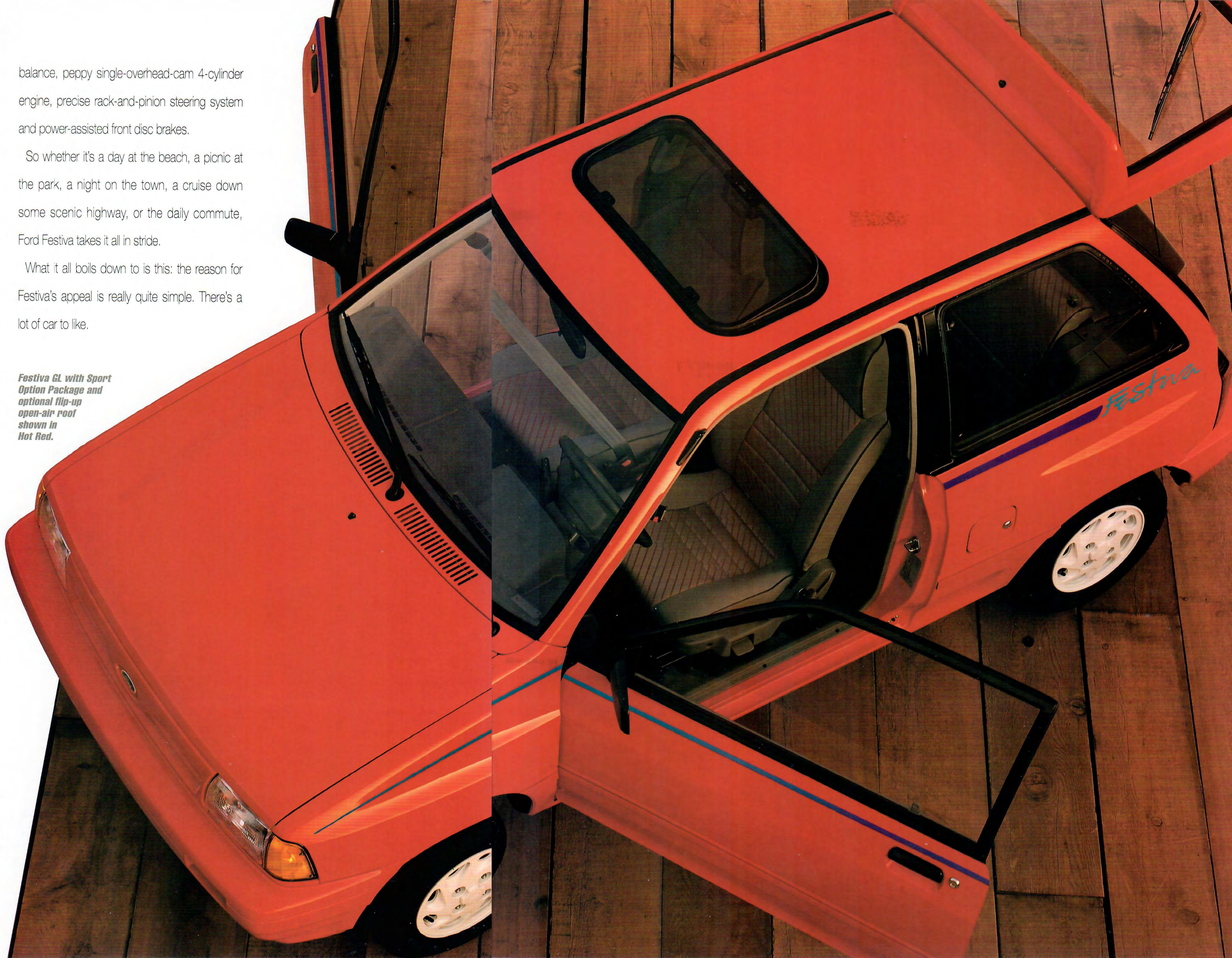
Festiva makes a terrific around-town car with its excellent maneuverability and ease of parking. It's also very much at home out on the open road with its smooth ride, excellent handling and

balance, peppy single-overhead-cam 4-cylinder engine, precise rack-and-pinion steering system and power-assisted front disc brakes.

So whether it's a day at the beach, a picnic at the park, a night on the town, a cruise down some scenic highway, or the daily commute, Ford Festiva takes it all in stride.

What it all boils down to is this: the reason for Festiva's appeal is really quite simple. There's a lot of car to like.

Festiva GL with Sport Option Package and optional flip-up open-air roof shown in Hot Red.





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Ford Festiva is a shining example of excellent ergonomic design. In fact, its 86.1 cubic foot EPA passenger volume index makes it roomier inside than many cars that have larger exterior dimensions. Front occupants enjoy an elevated, "command" seating position, while rear seat passengers experience surprisingly spacious seating. And there's a release for the front passenger seat that allows it to slide all the way forward, making it easier for rear passengers to get in and out.

For cargo, Festiva offers unusual versatility and spaciousness. The entire rear seat assembly can be folded up toward the front seat backs for



Festiva's entire rear seat assembly can be folded up toward the front seat backs for maximum cargo capacity and a flat load floor.

several key engineering decisions, not the least of which was to give Festiva front-wheel-drive.

The advantages of front-wheel drive are well established. Placing the weight of the engine and transaxle over the driving wheels produces good traction in adverse driving conditions such

as snow or mud. And the lack of a drive shaft tunnel allows for more passenger space, especially important for a car in Festiva's class.

The convenience of an automatic transaxle is available for Festiva. It's optional with the GL series.

Festiva GL in White with optional dealer-installed tape stripe.

The rack-and-pinion steering system is firm and precise and transmits a good feel of the road. It combines with the MacPherson strut front suspension to provide a happy combination of responsive handling and a smooth ride. Festiva's wide stance contributes to good overall vehicle balance. And a front stabilizer bar works with the suspension to help reduce sway.

Festiva is equipped to perform well at those important contact points, too. All-season 145/SR12



steel-belted radials feature a road-gripping tread (165/70SR12 standard with GL). Power front brakes are the disc type, and the rear drums are self-adjusting.

Festiva's 1.3 liter SOHC engine has plenty of pep, yet achieves impressive fuel economy.* It also benefits from the advantages of multiple-port electronic fuel injection (EFI). These include improved overall operation, smooth running and

*1993 EPA gas mileage estimates not available at press time. See your Ford Dealer.

easier starting, even in temperature extremes.

Festiva's 5-speed manual transaxle includes an overdrive fifth gear that serves to enhance highway fuel economy. An optional 3-speed automatic transaxle is available with Festiva GL.



Festiva's rear quarter windows open for enhanced ventilation.

maximum cargo capacity and a flat floor.

On the performance side, Festiva's excellent driving characteristics can be attributed to



Festiva L shown in Aqua.

MAJOR STANDARD FEATURES

Exterior

- Opening rear quarter windows
- Aerodynamic halogen headlamps
- Tethered gas cap
- Locking fuel filler door
- Body-color grille
- Grey bumpers with integral side extensions
- Black windshield wipers, windshield molding and door handles
- Narrow bodyside moldings
- Left-hand outside rearview mirror
- 4.0" semi-styled steel wheels

Interior

- Reclining high-back bucket seats with cloth and vinyl upholstery
- Rear seat walk-in release on front passenger seat
- Flip-fold rear seat
- Fuel and water temperature gauges
- Maintenance-free battery
- Two-speed windshield wipers
- Consolette
- Color-keyed vinyl door trim with integral armrests
- Color-keyed floor and luggage compartment carpeting
- Cigarette lighter
- Day/night rearview mirror
- "Soft feel" gearshift knob
- Glove box
- Inside hood release
- Automatic front shoulder belt/manual lap belt restraint system
- Manual 3-point rear shoulder/lap belts
- Side window demisters
- Courtesy lamp

Festiva GL (in addition to or in place of above items)

- Body-color bumpers with side extensions

- Black center pillar and door frames
- Body-color narrow bodyside moldings
- Dual outside rearview mirrors
- Rear window wiper/washer
- 4.5" aluminum wheels
- Reclining high-back bucket seats with premium cloth and vinyl upholstery
- Electronic AM/FM stereo radio with integral digital clock
- Door map pockets
- Rear pillar trim
- Cargo cover

FESTIVA OPTIONS

- Rear window defroster
- Electronic AM/FM stereo radio with integral digital clock (Festiva L)
- Electronic AM/FM stereo radio with cassette and integral digital clock
- Flip-up open-air roof
- Sport Option Package (Festiva GL. Includes a rear decklid spoiler, white aluminum wheels, tape stripe graphics, sport cloth seat and door trim)
- Air conditioning/tinted glass (Festiva GL)
- Automatic transaxle (Festiva GL)

COLORS

Exterior Paint Colors	Interior Trim Colors		
	Medium Grey	Light Sandalwood*	Medium Grey (Sport Option)
Aqua	■	■	
Hot Red	■	■	■
White	■	■	■
Black*	■	■	■
Brilliant Blue Clearcoat Metallic	■	■	
Cayman Green Clearcoat Metallic	■**	■	

*Not available with Festiva L. **Not available with Festiva GL.

MEASUREMENTS

Wheelbase	90.2"
Length	140.5"
Height	55.3"
Width	63.2"
Front tread	55.1"
Rear tread	54.5"
Cargo volume (cu. ft.)	26.5*
Passenger capacity	4

*With rear seat down. 11.7 cubic feet with rear seat up.

SPECIFICATIONS

- 1.3 liter in-line SOHC 4-cylinder with multiple-port electronic fuel injection
- 9.7:1 compression ratio
- 5-speed manual overdrive transaxle; 3-speed automatic available (GL)
- Independent MacPherson strut front suspension with strut-mounted coil springs, track control arm and stabilizer bar
- Torsion beam rear suspension with strut-mounted coil springs
- Manual rack-and-pinion steering, 20:1 ratio
- Power front disc/rear drum brakes

BUMPER-TO-BUMPER COVERAGE

The 36-month/36,000-mile bumper-to-bumper coverage of Ford's new vehicle limited warranty covers the complete vehicle (except tires, battery, service adjustments and other items covered under separate provisions) against defects in factory-supplied materials or workmanship. For complete information, see your Dealer.



Optional Ford Extended Service Plans cover major components on new Ford cars and light trucks for longer than the vehicle's basic warranty. Your dealer has full details.



Ford Credit offers advantageous financing and leasing arrangements

for qualified customers, plus the convenience of making them right where you buy or lease your car — at your Ford Dealer.

SPECIFY GENUINE FORD COLLISION REPAIR PARTS

Genuine Ford sheet metal and plastic replacement collision parts, such as hood, doors, fenders and bumper components, are the right choice — and for all the right reasons. Genuine Ford parts are equal to original parts in fit, finish, structural integrity and corrosion protection. Ford parts are the same as those used on new vehicles which are certified to meet all Federal Motor Vehicle Safety Standards. And all Ford sheet metal parts are covered by the exclusive Ford Lifelong Sheet Metal Guarantee. Don't settle for imitations. Ask your insurer to authorize genuine Ford collision parts.

OPTIONS AVAILABILITY

Options shown or described in this catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

PRODUCT CHANGES

Following publication of the catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Ford Dealer is your best source for up-to-date information.

Ford Division reserves the right to change product specifications at any time without incurring obligations.

