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

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

STIMULATING BOLD MOVES

Why blend in when you can stand out? With a bold exterior design and eye-catching interior accents, the new 2019 Fiesta ST-Line is inspired by performance and styled by sport. ST-Line delivers serious visual swagger, with practicality as well. In addition to a standard 5-speed manual transmission, ST-Line offers a PowerShift 6-speed automatic transmission with SelectShift® capability.¹ No matter which you choose, you’ll get plenty of notice.

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

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

Ambient lighting and Ice Blue® instrument cluster lighting provide an inspiring glow.
For a best-in-class¹ 197 horsepower² and 202 lb.-ft. of torque³ step up to Fiesta ST with its turbocharged, high-output 1.6L EcoBoost® engine and 6-speed manual transmission. The engine also has an “overboost” feature that can extend peak torque for up to 16 seconds.

A unique sport suspension with European-inspired tuning, and 17” summer-compound performance tires⁴ puts all that power to good use. Add the premium Ebony Black-painted aluminum wheels with Red-painted brake calipers⁴ for even more attitude.

As you throw the leather-wrapped shift knob through its paces, the supportive bolsters of RECARO® partial leather-trimmed, heated front seats⁴ grip you firmly. From this exhilarating vantage point, you’ll enjoy the sonic boom of the Audio System from Sony.⁵ Behind the leather-wrapped steering wheel of Fiesta ST, the rush is always on.
Enjoy easy access to the rear cargo area in Fiesta Hatchback. With both sides of the 60/40 split rear seat folded down, you’ll find 25.4 cu. ft. of cargo space to fill when you open the hatch. With the seat up, you still have 14.9 cu. ft. of space at your disposal. Traveling with people and gear? Fold one side of the rear seat down for longer items and leave one side up for a passenger. Sedan models combine 12.8 cu. ft. of trunk space with the same 60/40 split rear seat for versatility on demand.
IT ALL STARTS HERE

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

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

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

CONNECT YOUR ANDROID PHONE
Android Auto™ compatibility displays the Android™ interface on your vehicle’s touchscreen. Get voice-guided navigation from Google Maps™ and Waze. Access your favorite music from your apps. Make calls. Send and receive messages. Just talk to Google Assistant™ and go.

MAP YOUR ROUTE
Voice-activated navigation delivers turn-by-turn directions and vivid 3-D maps on the SYNC 3 touchscreen. Pinch-to-zoom capability allows for a closer look. SiriusXM® Traffic and Travel Link® helps you avoid traffic – before you’re in the middle of it. It also provides fuel prices and station locations. Current and forecasted weather. Movie locations and showtimes. Plus, the scores of your favorite sports teams, and more.

CONNECT TO FORDPASS CONVENIENCE
With the FordPass™ smartphone app, you can find fuel and compare prices. Find, reserve and pre-pay for parking in select locations. Plus, get help 24/7 from our trained team of Ford Guides.
STRENGTH SURrounds You
High-strength and ultra-high-strength boron steel work with SPACE (Side Protection And Cabin Enhancement) Architecture to form a rigid safety cage that helps divert crash forces from occupants. Seven standard airbags include: driver and front-passenger front; driver’s knee; front-seat side, and side curtains.

Standard: All Models

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

Standard: All Models

PROGRAM HELPFUL REMINDERS
Use MyKey® to program reminders that encourage safety belt use, driving at appropriate speeds, keeping the audio volume low, and much more.

Standard: SE, ST-Line, ST

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

Standard: All Models
STANDARD FEATURES

MECHANICAL
Anti-Lock Brake System (ABS)
Electric power-assisted steering (EPAS)
MacPherson strut independent front suspension; twist-beam non-independent rear suspension
Torque Vectoring Control

SEATING
4-way manual driver’s seat and 2-way manual front-passenger seat
60/40 split-fold-down rear seat

INTERIOR
12V front powerpoint
Air conditioning
Driver and front-passenger sun visors with vanity mirrors
Manual-tilt/-telescoping steering column
Power door locks with autolock

EXTERIOR
Black headlamp bezels with chrome highlights
Easy Fuel® capless fuel filler
Intermittent windshield wipers
Quad-beam halogen headlamps
Rear-window wiper with washer (hatchback)
Solar-tinted glass

SAFETY & SECURITY
Personal Safety System™ for driver and front passenger includes dual-stage front 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
Driver’s knee, front-seat side, and side-curtain airbags
AdvanceTrac® electronic stability control
Belt-Minder® front safety belt reminder
Child-safety rear door locks
Perimeter alarm

Rear View Camera
Remote Keyless Entry System with integrated keyhead transmitter remotes (2)
SecuriLock® Passive Anti-Theft System
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)

POWERTRAINS

1.6L Ti-VCT I-4
120 hp @ 6,350 rpm
112 lb.-ft. of torque @ 5,000 rpm
EPA-estimated ratings²
5-speed manual
27 city/35 hwy/30 combined mpg
Standard: S, SE, ST-Line
PowerShift 6-speed automatic
27 city/37 hwy/31 combined mpg
Optional: S, SE, ST-Line

1.6L EcoBoost® I-4
197 hp @ 6,000 rpm³
202 lb.-ft. of torque @ 4,200 rpm³
EPA-estimated ratings²
6-speed manual
26 city/33 hwy/29 combined mpg
Standard: ST

DIMENSIONS

<table>
<thead>
<tr>
<th>Sedan/Hatchback/ST-Line &amp; ST</th>
<th>Wheelbase 98.0&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length</td>
<td>173.5&quot;/159.7&quot;/160.1&quot;</td>
</tr>
<tr>
<td>Height</td>
<td>58.1&quot;/58.1&quot;/57.2&quot;</td>
</tr>
<tr>
<td>Width – Including mirrors</td>
<td>77.8&quot;</td>
</tr>
<tr>
<td>Width – Mirrors folded</td>
<td>71.6&quot;</td>
</tr>
<tr>
<td>Head room</td>
<td>39.1&quot;</td>
</tr>
<tr>
<td>Leg room</td>
<td>43.6&quot;</td>
</tr>
<tr>
<td>Hip room</td>
<td>50.6&quot;</td>
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<td>Shoulder room</td>
<td>52.7&quot;</td>
</tr>
<tr>
<td>Passenger volume (cu. ft.)</td>
<td>85.1</td>
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<td>Cargo volume behind front seats (hatchback/ST) (cu. ft.)</td>
<td>25.4</td>
</tr>
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</tr>
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<td>Fuel tank (gal.)</td>
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STANDARD FEATURES

MECHANICAL
Anti-Lock Brake System (ABS)
Electric power-assisted steering (EPAS)
MacPherson strut independent front suspension; twist-beam non-independent rear suspension
Torque Vectoring Control

SEATING
4-way manual driver’s seat and 2-way manual front-passenger seat
60/40 split-fold-down rear seat

INTERIOR
12V front powerpoint
Air conditioning
Driver and front-passenger sun visors with vanity mirrors
Manual-tilt/-telescoping steering column
Power door locks with autolock

EXTERIOR
Black headlamp bezels with chrome highlights
Easy Fuel® capless fuel filler
Intermittent windshield wipers
Quad-beam halogen headlamps
Rear-window wiper with washer (hatchback)
Solar-tinted glass

SAFETY & SECURITY
Personal Safety System™ for driver and front passenger includes dual-stage front 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
Driver’s knee, front-seat side, and side-curtain airbags
AdvanceTrac® electronic stability control
Belt-Minder® front safety belt reminder
Child-safety rear door locks
Perimeter alarm

Rear View Camera
Remote Keyless Entry System with integrated keyhead transmitter remotes (2)
SecuriLock® Passive Anti-Theft System
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)

POWERTRAINS

1.6L Ti-VCT I-4
120 hp @ 6,350 rpm
112 lb.-ft. of torque @ 5,000 rpm
EPA-estimated ratings²
5-speed manual
27 city/35 hwy/30 combined mpg
Standard: S, SE, ST-Line
PowerShift 6-speed automatic
27 city/37 hwy/31 combined mpg
Optional: S, SE, ST-Line

1.6L EcoBoost® I-4
197 hp @ 6,000 rpm³
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1Always wear your safety belt and secure children in the rear seat. ²Actual mileage will vary. ³Horsepower and torque ratings achieved with 93-octane fuel.
2019 Fiesta

Includes STANDARD FEATURES, PLUS:
- AM/FM stereo/single-CD player with MP3 capability, 6 speakers and 80 watts
- Body-color, power sideview mirrors with integrated blind spot mirrors
- Carpeted front floor mats
- Chrome upper grille with chrome bars and surround, Carbon Black lower
- Cloth-trimmed seats
- Compact spare wheel and tire
- Day/night rearview mirror
- Liftgate spoiler (hatchback)
- Manual windows
- Power front disc and rear drum brakes
- SYNC® Voice Recognition Communications and Entertainment System with 4.2” LCD screen, 911 Assist,® AppLink®, and 1 smart-charging USB port

AVAILABLE OPTIONS
- Ash cup/coin holder with lighter element
- Engine block heater
- Keyless entry keypad

Includes SELECT S FEATURES, PLUS:
- Automatic On/Off Headlamps with Wiper Activation
- Cruise control
- Full center console with armrest
- MyKey® technology to help encourage responsible driving
- Power windows with driver one-touch-up/-down feature
- Rear dome light
- Unique cloth-trimmed seats

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

Cold Weather Package: electronic automatic temperature control, heated front seats, front and rear floor liners, and heated sideview mirrors with integrated turn signal indicators
- Ash cup/coin holder with lighter element
- Engine block heater
- Keyless entry keypad
- Power moonroof
- Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription ¹ (requires SE Appearance Package)

Includes SELECT SE FEATURES, PLUS:
- 12V rear powerpoint
- Ambient lighting
- Aluminum sport pedal covers
- Carpeted front and rear floor mats with front Red accent stitching
- Driver’s seat manual lumbar
- Dual chrome exhaust tips
- Halogen fog lamps with Carbon Black surrounds
- Leather-wrapped shift knob with metallic insert (manual)
- Leather-wrapped steering wheel with Red accent stitching
- Modified front fascia with black center airfoil
- Rear diffuser
- Shadow Black-painted high-mounted liftgate spoiler, roof and sideview mirror caps
- Side rocker moldings
- SiriusXM with 6-month All Access trial subscription ²
- Sound symposer
- SYNC 3
- Unique front door-sill scuff plates with ST-Line logo
- Unique high-mounted liftgate spoiler

AVAILABLE OPTIONS
Cold Weather Package
- Ash cup/coin holder with lighter element
- Engine block heater
- Power moonroof
- Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link with 5-year subscription ¹

Includes SELECT ST-LINE FEATURES, PLUS:
- 3-mode AdvanceTrac electronic stability control (Standard, Sport, Off)
- Audio System from Sony® with 8 speakers and HD Radio® Technology
- Body-color high-mounted liftgate spoiler and roof
- Body-color, power sideview mirrors with integrated blind spot mirrors and turn signal indicators
- Cargo area in-floor storage compartment
- Electronic automatic temperature control
- Full-size spare wheel and tire (15” x 6”)
- Intelligent Access with push-button start
- Power front and rear disc brakes
- Unique front door-sill scuff plates with ST logo
- Unique perforated leather-wrapped steering wheel with ST badge
- Unique ST sport suspension

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

ST Protection Package: all-weather floor mats, cargo area protector, and full-vehicle cover; all with ST logo
17” all-season tires, and performance brakes with low-dust street pads
- Ash cup/coin holder with lighter element
- Engine block heater
- Power moonroof
- Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link with 5-year subscription ¹

¹After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI.

Go Further
INTERIOR

S
Charcoal Black Cloth/ Sterling Stone Accents
1, 8, 9

SE
Charcoal Black Cloth
1-6, 8-10
Medium Light Stone Cloth
1-6, 8-10
Charcoal Black Sport Cloth/ Silver Stitching
1-6, 8-10

ST-LINE
Charcoal Black Sport Cloth/ Red Stitching
1, 3, 5, 10

ST
Charcoal Black Sport Cloth/ Silver Stitching
1, 2, 7, 10
Charcoal Black Leather/ Smoke Storm Cloth Accents
1, 2, 7, 10
Charcoal Black Leather/ Molten Orange Cloth Accents
1, 2, 7

2019 Fiesta | ford.com
<table>
<thead>
<tr>
<th>Color</th>
<th>Paint Type</th>
<th>Additional Charge</th>
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<td>Shadow Black</td>
<td>Tinted Clearcoat</td>
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<td>Magnetic</td>
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<tr>
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<td>Charge</td>
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<td>Hot Pepper Red Metallic</td>
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<td>Bohai Bay Mint</td>
<td>Tinted Clearcoat</td>
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<td>Outrageous Green Metallic</td>
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<td>Lightning Blue</td>
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<td>Orange Spice</td>
<td>Metallic Tri-coat</td>
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<td>Oxford White</td>
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<td>White Platinum</td>
<td>Metallic Tri-coat</td>
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<tr>
<td>10</td>
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</table>
New Vehicle Limited Warranty. We want your Ford Fiesta ownership experience to be the best it can be. Under this warranty, your new vehicle comes with 3-year/36,000-mile bumper-to-bumper coverage, 5-year/60,000-mile Powertrain Warranty coverage, 5-year/60,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion (perforation) coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

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

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

Ford Protect™ Extended Service Plans. Whether you purchase or lease your Ford vehicle, insist on genuine Ford Protect extended service plans. Ford Protect has a variety of plans to give you peace-of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Ford and honored at all Ford dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Ford Protect extended service plans.


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